Today, let me begin the article by explaining the process of formation of micro enterprises (by neighbourhood group members of Kudumbashree). There are 3 stages before an enterprise is formed. In the first phase, General Orientation Training (GOT) would be given to those who are interested to start enterprises of their own. Those who took part in the GOT and expressed more interest would be provided with Entrepreneurship Development Training (EDP). The details about the marketing, challenges in business and financial plan would be explained in this training.

Those who come forward after GOT and EDP would be given skill training in the sector in which they are
interested. After skill training they will be encouraged to start their enterprises and financial support will be tied up with banks. This is the common phases/ steps that Kudumbashree rely on for starting of an enterprise.

Our Micro Enterprise Consultants (MECs) are those who encourages kudumbashree members to come forward to start enterprises. They motivate and encourage our members regularly and gives confidence to kudumbashree members to start their own enterprises. As of now, one MEC is appointed for 3 panchayaths. And our MECs are also neighbourhood group members. In short, MECs from Kudumbashree families encourages entrepreneurs from among NHG members to start livelihood through enterprises. As of now, there are 232 MECs working for Kudumbashree.

MECs give GOT and EDP at panchayat level for those interested to start an enterprise. Once interested members complete skill training through the empanelled agencies, MECs themselves prepare projects for availing bank loans and try to get approval for the same. They themselves contact the District Mission for helping the entrepreneurs avail subsidies depending on the available schemes. They also supervise whether these enterprises are functioning regularly. They document the sale volume of these enterprises monthly, help entrepreneurs to take their products to more markets and thereby help them scale up to new opportunities.

At present we have more than 20,000 enterprises in Kudumbashree. MECs had played a great role in making this possible. They are also responsible for maintaining the growth of enterprises. MECs get income from two sources. One is the fund given by Kudumbashree for conducting trainings. Second source is the fees given by the entrepreneurs for various services provided by MECs like project preparation. In short, MECs also function in an enterprise model (and not on monthly salaries).

Let me share with you with pride that the hard work of MECs helped kudumbashree members to start many enterprises in a variety of sectors. I aspire that our MECs would further be able identify more women to come forward as entrepreneurs. Wishing that the work of MECs May help enterprises to grow, resulting in increase in income for more families.