Mobile Application for Micro Enterprises

In the last few posts of ‘Making an Impact’ Article Series, details regarding the micro enterprises of Kudumbashree were shared. Kudumbashree team is motivating our members to start enterprises. Also we extend them financial assistance and help them to find better markets for their business.

Though the sales / monthly turn over of kudumbashree micro enterprises were recorded by the entrepreneurs themselves, we didn't collect those details in a centralized manner. Hence we were unaware of the production capacity, sales volume and the details of sales value / profit.
earned by our enterprises. Because of this, we did not have any accurate information about the monthly sales data and profit of our enterprises. We thought of initiating a new program to fill this gap and hence decided to make a mobile app for the same. We conducted a survey in 2017 to begin the field work and then took decision to make this mobile app.

The mobile app to enter sales details of enterprises was developed with the support of Kerala Start Up Mission. Through this app, it is now possible to enter the basic details of our enterprises. There is system to geo-tag each enterprise and there’s provision to record monthly sales. In short it is possible to enter the complete details regarding the enterprise through this app.

Also, there’s provision in the app to give unique IDs to each enterprises. Mobile app was tested in August 2018. Thereafter we started using our app. As a first step, one time registration, sales of each enterprise in financial years 2017-18 and 2018-19 were recorded through the mobile app. We were able to complete data entry of 99% of the registered enterprises till date. Also, sale volume of of 70% of our enterprises were added till date.

The process of entering monthly sales details of our micro enterprises is now in progress. Details of enterprises can now be analysed at district level and at CDS level. Each Micro Enterprise Consultant (MEC) is in charge of data entry of 100-300 enterprises. Monthly sales figures are being collected through them. The MECs visit the enterprises, check the registers, collect the details of sales and enter the same in the mobile app.

There are as many advantages for making available the accurate details of the micro enterprises. It helps us to understand the production capacity and sales volume of the enterprise. With this detailed data, we are able to provide support to the needy so as to help them earn more revenue.