We always aim to maintain excellence of our enterprises; both in production and in service sectors. Also we aspire to provide products to all possible and potential markets. “Grading” for the existing enterprises is an idea that we started to implement from the financial year 2018-19. As a part of this ‘grading policy’, each enterprise is evaluated on the basis of 7 parameters. After completing the process of grading, enterprises are classified into three categories viz., A, B and C. This system of ‘grading’ is introduced for understanding the quality and production capacity of the enterprises.
The format for grading was prepared with 7 parameters. They are sales volume of the unit, monthly income that a member gets from the unit, certification and registration (whether properly certified and registered in CDS), bookkeeping and auditing, participation in the monthly markets and onam markets arranged by Kudumbashree for marketing, basic amenities (own building, other amenities) and bank linkage and the financial assistance received from Kudumbashree.

‘Making an Impact Article - 148’, highlighted the work of our Micro Enterprise Consultants (MECs), who gives the assistance to the entrepreneurs. It was our MECs analyzed the enterprises as per these 7 parameters and categorised enterprises introduced A,B,C grades. Based on the details provided by MECs, our block coordinators completed online data entry. Grading has been completed for 19,114 enterprises out of 21,306 enterprises touching 90% completion. All the units with a minimum of 6 months experience have been graded now.

Based on the grading process completed until now, our micro enterprises got the different grades are as listed below:

1. A Category - 472
2. B Category - 5,625
3. C Category
   - 13,017

Out of this, many of the units in C Category is either seasonal or is in the service sector. Those in A category have been making better sales even without any assistance. Through grading process, we were able to make available the clear picture of each enterprises. In the next phase, we would try to brand the products of the enterprises in the A category and bring their branded products to the public market.

Also, activities would be carried out to raise the enterprises in the B category to A category. The issues of the enterprises in C category would be addressed in detail. Actions would be taken to resolve their issues, extend them needed support and our team would take further activities to improve their production.

Also, we are planning to register the enterprises in the A category in GEM portal (Government E-Market, through which government departments purchase various products). The enterprises in A an B category would be registered in Udyog Aadhaar also. ‘Grading’ is the starting of our effort to ensure that Kudumbashree enterprises would sustain best quality. The details of the district level grading is available in this link: http://kudumbashree.org/monitor-progress/269/1096