CASE STUDIES
CASE STUDY 1

PROFILE OF TECHNOWORLD: IT UNIT, TRIVANDRUM Corp

Data Entry, Typing Works- English and Malayalam, H R supply

Major Works of the unit
• Survey and Dataentry work for WFP,
• NORKA
• Disability Census
• Hospital Kiosk
• ESI- GIS data entry
• Registration Department Data Entry
• LIFE Data entry
• RSBY data entry
• Welfare Board Data entry
• Aswaskiran Data Entry
• Ration Card Data Entry

Name - SHYLÁ BEGUM
Qualification : Pre degree

• Started in 1999
• No of members in the beginning- 10
• No of members at present- 5
Income Analysis

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Year</th>
<th>Income (Rs in lakhs)</th>
<th>Expenditure (Rs in lakhs)</th>
<th>Profit (Rs in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2013-14</td>
<td>8.50</td>
<td>6.03</td>
<td>2.47</td>
</tr>
<tr>
<td>2</td>
<td>2014-15</td>
<td>10.50</td>
<td>7.50</td>
<td>3.00</td>
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<tr>
<td>3</td>
<td>2015-16</td>
<td>16.40</td>
<td>10.50</td>
<td>5.90</td>
</tr>
<tr>
<td>4</td>
<td>2016-17</td>
<td>18.50</td>
<td>11.43</td>
<td>7.70</td>
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<tr>
<td>5</td>
<td>2017-18</td>
<td>22.80</td>
<td>13.20</td>
<td>9.60</td>
</tr>
</tbody>
</table>

Profit during the years

![Profit Graph](image-url)
New initiatives of the unit

- Started E seva center in East fort in association with Motor vehicle Department.
- Started Akshaya Center in Kumarapuram
- Members of KITES IT park and Training Center.
- Future Plan- registering as DDUGKY PIA and conducting training courses
Reasons for growth

- Rapport with customers.
- Acquisition of new skills
- Leadership skills
- Technology savvy
- Marketing skills
- Business Diversification
KUDUMBASHREE IT UNITS

• Started in 1999.
• 63 Units all over Kerala
• Data entry works – LIFE Data Entry, Ration card data entry, Disability census, NORKA etc.
• HR supply for KELTRON, KARUNYA BENEVOLENT FUND etc on Daily wage and Contract Basis.
• Setting of E seva Kendras in Motor Vehicle Department.
• Hospital Kiosk
• Collectively formed Unnathi Society of IT Enterprises
Amrutham Nutrimix

➢ Nutritional Supplement for children (6 months - 3 years).
➢ Supplied through 33000 anganwadis as Take Home Ration in convergence with Social Justice Department.
➢ Started production in 2006.
➢ 242 Nutrimix units.
➢ 1640 women are getting livelihood through this project.
The total turnover from all units is 99 crore per year.
Reasons for growth

- Assured market
- Production and selling of value added or diversifying products
- Strong group dynamics
- Customer friendly approach
- Ensured quality of product
Other successful convergent projects are

- Railway parking & Waiting Hall Management
- E–seva
- Canteen
- Sanitary Napkin units
- Tailoring
SANTHWANAM HEALTHCARE PROJECT

• Established in 2004
• 349 Santhwanam volunteers across the state
• Involved in the detection of lifestyle diseases
Case study of Gracy Joy

• Gracy is a native of Thrissur (Chowannur Panchayat)

• Started her career as santhwanam Volunteer in 2004

• Flexibility of working time and family condition prompted her to opt Santhwanam

• Earning approximately Rs.50,000 per month
Reasons for growth

- In 2017 she thought of a value addition in Santhwanam project
- Santhwanam care centre established for providing health aid to elderly and bed ridden people
- This helped them to gain additional income of 10000 per month
Santhwanam Care Centre