

CASE STUDIES

CASE STUDY 1

PROFILE OF TECHNOWORLD: IT UNIT, TRIVANDRUM Corp



Name -**SHYLA BEGUM**

Qualification :
Pre degree

- Started in **1999**
- No of members in the beginning- **10**
- No of members at **present- 5**

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

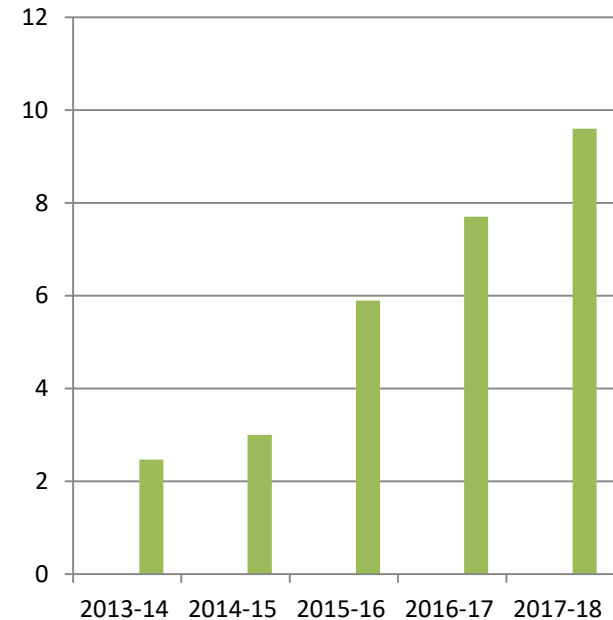
Major Works of the unit

- 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

Income Analysis

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

Profit during the years



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

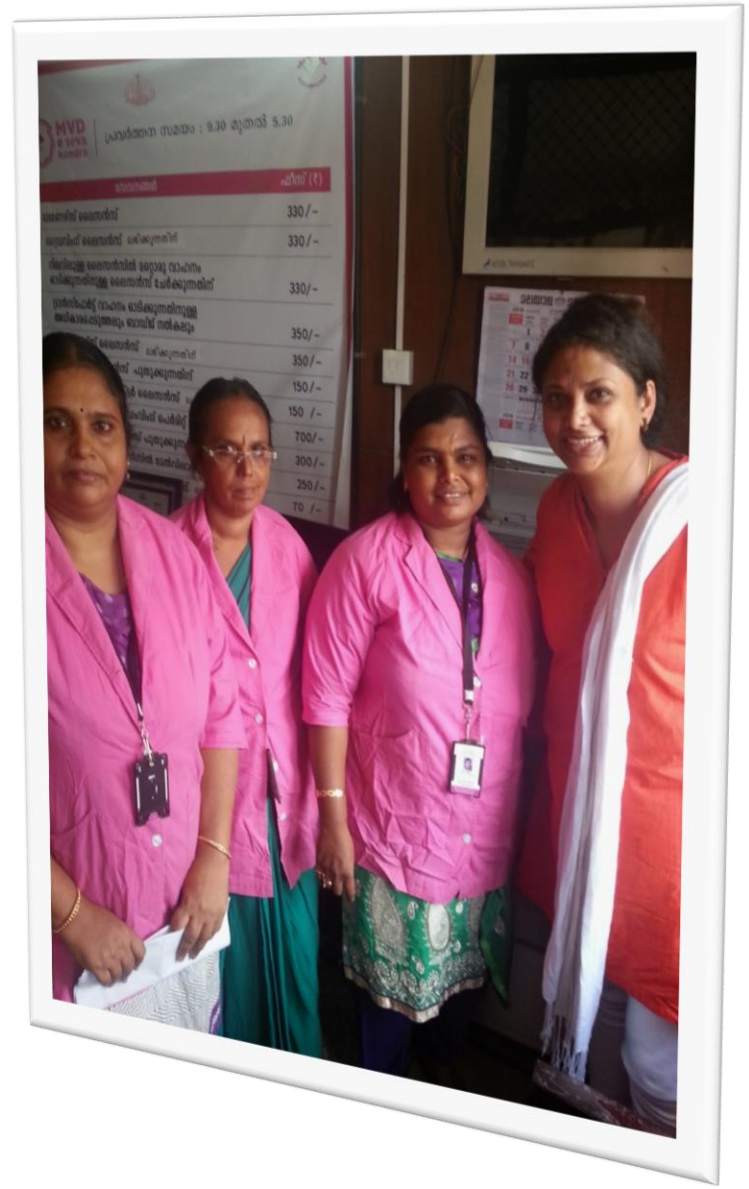
Reasons for growth

- 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



CASE STUDY 2

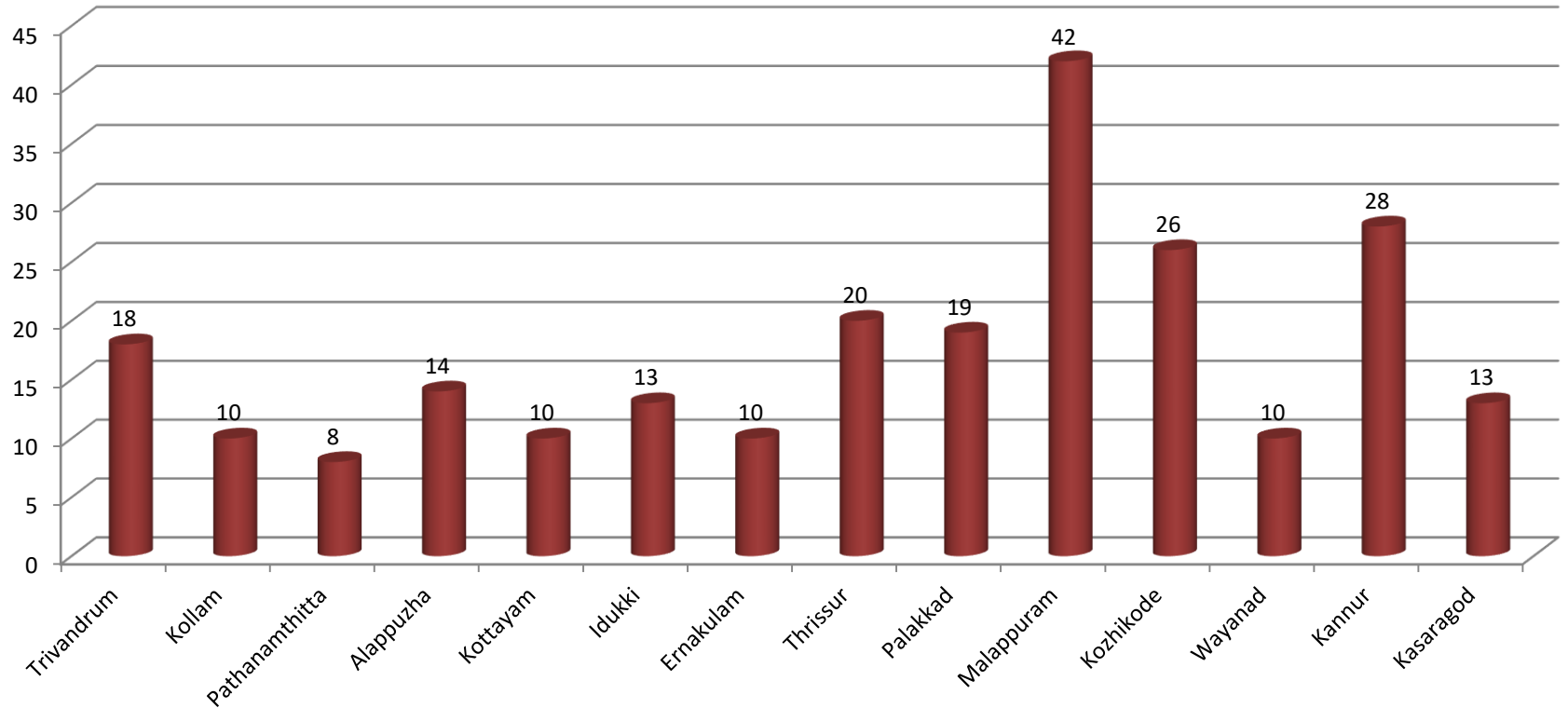


Amrutham Nutrimix

- 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

District wise Amrutham Nutrimix Units

No of Nutrimix Units



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

CASE STUDY 3



SANTHWANAM HEALTHCARE PROJECT

- Established in **2004**
- **349** Santhwanam volunteers across the state
- Involved in the **detection of lifestyle diseases**

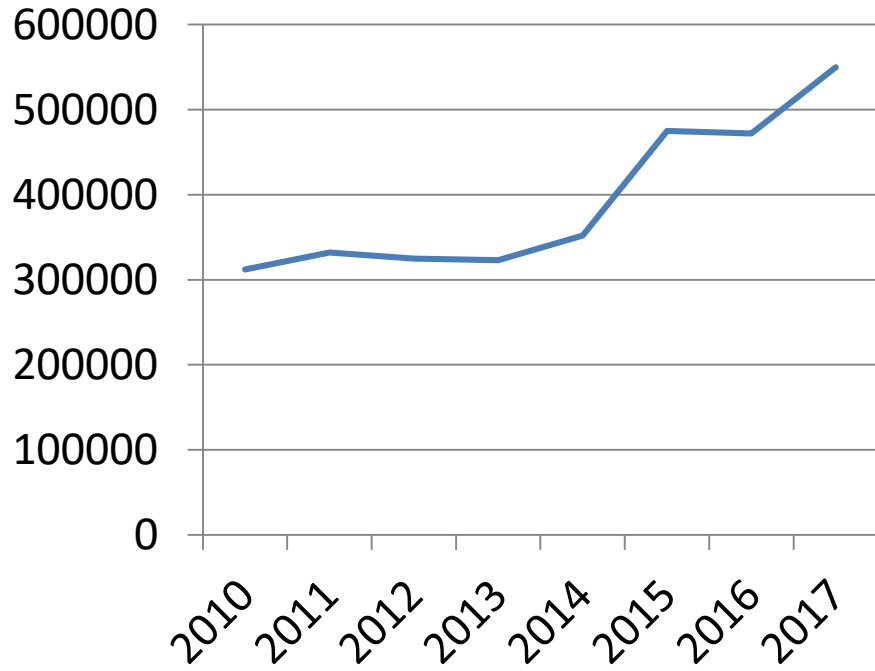
Case study of Gracy Joy



- 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

Annual income



- 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

