

BUSINESS PLAN

INCOME GENERATING ACTIVITY – Cutting and Tailoring

by

Mahila Gram Vikas - Self Help Group

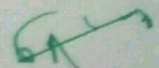


| | | |
|--------------|----|-------------------|
| SHG/CIG Name | :: | Mahila Gram Vikas |
| VFDS Name | :: | Madhara Chhalari |
| Range | :: | Saahan |
| Division | :: | Rampur |

Prepared under:



Project for Improvement of Himachal Pradesh Forest Ecosystems
Management & Livelihoods (JICA Assisted)
Table of Contents


DMU Officer-cum-DCF,
Rampur Forest Division, H.P.

| Sl. No. | Particulars | Page/s |
|---------|--|--------|
| 1 | Description of SHG/CIG | 3 |
| 2 | Beneficiaries Detail | 4-5 |
| 3 | Geographical details of the Village | 5 |
| 4 | Executive Summary | 5 |
| 5 | Description of product related to Income Generating Activity | 5 |
| 6 | Production Processes | 6 |
| 7 | Sale & Marketing | 6 |
| 8 | Risk Analysis | 6 |
| 9 | Description of Management among members | 6 |
| 10 | Description of Economics | 7 |
| 11 | Analysis of Income and Expenditure | 8 |
| 12 | Fund Requirement | 8 |
| 13 | Sources of Fund | 8 |
| 14 | Trainings/capacity building/ skill up gradation | 9 |
| 15 | Bank Loan Repayment | 9 |
| 16 | Monitoring Method | 9 |
| 17 | Remarks | 9 |
| 18 | Group Member Photographs | 10-11 |

1. Description of SHG/CIG

| | | | |
|------|-----------------------------|----|-------------------|
| 2.1 | SHG/CIG Name | :: | Mahila Gram Vikas |
| 2.2 | VFDS | :: | Madhara Chhalari |
| 2.3 | Range | :: | Sarahan |
| 2.4 | Division | :: | Rampur |
| 2.5 | Village | :: | Madhara |
| 2.6 | Block | :: | Rampur |
| 2.7 | District | :: | Shimla |
| 2.8 | Total No. of Members in SHG | :: | 12- females |
| 2.9 | Date of formation | :: | March 2021 |
| 2.10 | Bank a/c No. | :: | |
| 2.11 | Bank Details | :: | |
| 2.12 | SHG/CIG Monthly Saving | :: | |
| 2.13 | Total saving | | - |
| 2.14 | Total inter-loaning | | - |
| 2.15 | Cash Credit Limit | | -- |
| 2.16 | Repayment Status | | -- |

2. Beneficiaries Detail:

| Sr. No | Name (Smt.) | Father/Husb and Name (Sh.) | Age | Category | Income Source | Address |
|--------|----------------|----------------------------|-----|----------|---------------|---|
| 1 | Sham Patti | Surender Kumar | 41 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 2 | Kusum Lata | Jagdish Kumar | 40 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 3 | Sheela Devi | Suresh Kumar | 31 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 4 | Santosh Kumari | Prakash Chand | 38 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 5 | Dev Bhagti | Vir Singh | 28 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 6 | Reshma | Kewal Ram | 35 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 7 | Manisha | Devender Kumar | 28 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 8 | Rita Devi | Sunil Dutt | 31 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 9 | Prem Lata | Ram Lal | 39 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 10 | Leela Devi | Sant Lal | 44 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |

| | | | | | | |
|----|---------------|-------------|----|----|-------------|---|
| 11 | Anjana Kumari | Vinay Singh | 32 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |
| 12 | Laxmi | Bhagat Ram | 38 | SC | Agriculture | Vill. Madhara P.O. Ganvi Tehsil Rampur Distt. Shimla (HP) |

3. Geographical details of the Village

| | | | |
|-----|---|----|--|
| 3.1 | Distance from the District HQ | :: | 164 Km |
| 3.2 | Distance from Main Road | :: | 9 Km |
| 3.3 | Name of local market & distance | :: | Jeori 9 Km |
| 3.4 | Name of main market & distance | :: | Rampur- 34 Km |
| 3.5 | Name of main cities & distance | :: | |
| 3.6 | Name of places/locations where product will be sold/ marketed | :: | Villages covered - Madhara, Chhalari, Phancha, ganvi |

4. Executive Summary

Cutting and tailoring income generation activity has been selected by **Mahila Gram Vikas** Self Help Group. This IGA will be carried out by all ladies of this SHG initially. Different types of suits will be stitched by this group initially. This activity is being already done by some ladies of this group. Group members will work with less machines initially and as group members' skill/ efficiency improve then group will purchase more machines. This business activity will be carried out whole year by group members. Suits will be stitched as per order by consumer and cloth will be provided by consumer or depends on order.

5. Description of Product related to Income Generating Activity

| | | | |
|---|---------------------------------------|----|--|
| 1 | Name of the Product | :: | Stitched Suit |
| 2 | Method of product identification | :: | This activity is being already done by some SHG ladies and has been decided by group members |
| 3 | Consent of SHG/ CIG / cluster members | :: | Yes |

6. Description of Production Planning

| | | | |
|-----|---------------------------------|----|---|
| 6.1 | Time taken | :: | 1 suit takes around 3-4 hours to complete |
| 6.2 | Number of ladies involved | :: | All ladies. |
| 6.3 | Source of raw materials | :: | Local market/ Main market |
| 6.4 | Source of other resources | :: | Local market/ Main market |
| 6.5 | Expected stitched suits per day | :: | 5 suits initially |

7. Description of Marketing/ Sale

| | | | |
|-----|-------------------------------------|----|---|
| 7.1 | Potential market places/locations | :: | Villages covered – Madhara, Chhalari, Phancha, ganvi |
| | | :: | |
| 7.2 | Stitching work demand | :: | Throughout year and high demand at the time of festive and marriage occasions. |
| 7.3 | Process of identification of market | :: | Group members will contact nearby villagers/households/institutions. |
| 7.4 | Marketing Strategy | | SHG members will directly take orders (individual levels/ group level) from nearby villagers/households/institutions. |

8. Risk Analysis

- Skill based
- Demand driven
- Highly competitive market

9. Description of Management among members

By mutual consent SHG group members will decide their role and responsibility to carry out the work. Work will be divided among members according to their mental and physical capabilities.

- Some group members will involve in Pre-Production process (i.e- procuring of raw material etc)
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing.

10. Description of Economics:

| A. CAPITAL COST | | | | | |
|---------------------------------|---------------------|----------|------------|-------|---------------|
| Sr.No | Particulars | Quantity | Unit Price | Total | Amount |
| | | | | (Rs.) | |
| 1 | Sewing Machine | 12 | 6000 | | 72000 |
| 2 | Interlock Machine | 1 | 6000 | | 6000 |
| 3 | Tailor Scissor | 12 | 400 | | 4800 |
| 4 | Tailoring Ruler Set | 12 | 600 | | 7200 |
| 5 | Sewing Tailor Tape | 12 | 100 | | 1200 |
| 6 | Iron Press | 2 | 500 | | 1000 |
| 7 | Almirah | 1 | LS | | 5000 |
| 8 | Hanger | 2 set | 400 | | 800 |
| 9 | Chairs, Table etc | Approx | LS | | 5000 |
| Total Capital Cost (A) = | | | | | 110900 |

| B. RECURRING COST | | | | | |
|---------------------------------|---|-------------------|----------|-------|--------------|
| Sr.no | Particulars | Unit | Quantity | Price | Total Amount |
| | | | | | (Rs) |
| 1 | Sewing threads | Reels/Suits/month | 216 | 10 | 2160 |
| 2 | Other finishing materials (bookerm, neck etc) | Suits/month | LS | LS | 4800 |
| 3 | Rent | Month | | | 1500 |
| 4 | Other (stationary, electricity bill, transportation, machine repair) | Month | | | 1000 |
| Total Recurring Cost (B) | | | | | 9460 |

| C. Cost of Production (Monthly) | | |
|---------------------------------|---|--------------|
| Sr. No | Particulars | Amount (Rs) |
| 1 | Total Recurring Cost | 9460 |
| 2 | 10% depreciation annually on capital cost | 1100 |
| Total | | 10560 |

| D. Stitched Suit price (per suit) | | | | | |
|------------------------------------|---------------------------|------|----------|-------------|--|
| Sr.No | Particulars | Unit | Quantity | Amount (Rs) | |
| 1 | Simple suit | 1 | 1 | 250-300 | |
| 2 | Other (Plazo, lining etc) | 1 | 1 | 300-350 | |

11. Analysis of Income and Expenditure (Monthly):

| Sr.No | Particulars | Amount (Rs) |
|-------|---|---|
| 1 | 10% depreciation annually on capital cost | 1100 |
| 2 | Total Recurring Cost | 9460 |
| 3 | Total Stitched Suit per month | 180 (approx quantity) |
| 4 | Selling Price of Stitched Suit (per suit) | 250 |
| 5 | Income generation (180*250) | 45000 |
| 6 | Net profit (45000 - 9460) | 35540 |
| 7 | Distribution of net profit | <ul style="list-style-type: none"> Profit will be distributed equally among members monthly/yearly basis. Profit will be used for further investment in IGA |

12. Fund requirement:

| Sr.No | Particulars | Total Amount (Rs) | Project contribution | SHG contribution |
|-------|----------------------|-------------------|----------------------|------------------|
| 1 | Total capital cost | 110900 | 55450 | 55450 |
| 2 | Total Recurring Cost | 9460 | 0 | 9460 |
| 3 | Trainings | 60000 | 60000 | 0 |
| | Total | 180360 | 115450 | 64910 |

Note-

- **Capital Cost** - 50% of capital cost to be covered under the Project
- **Recurring Cost** - To be borne by the SHG/CIG.
- **Trainings/capacity building/ skill up-gradation** - To be borne by the Project

13. Sources of fund:

| | | |
|------------------|---|--|
| Project support; | <ul style="list-style-type: none"> 50% of capital cost will be utilized for purchase of machines. Upto Rs 1 lakh will be parked in the SHG bank account. Trainings/capacity building/ skill up-gradation cost. | Procurement of machines will be done by respective DMU/FCCU after following all codal formalities. |
| SHG contribution | <ul style="list-style-type: none"> 50% of capital cost to be borne by SHG. Recurring cost to be borne by SHG | |

14. Trainings/capacity building/skill up-gradation

Trainings/capacity building/ skill up-gradation cost will be borne by project.

Following are some trainings/capacity building/ skill up-gradation proposed/needed:

- Team work
- Quality control
- Packaging and Marketing
- Financial Management

15. Loan Repayment Schedule- If the loan is availed from bank it will be in the form of cash credit limit and for CCL there is not repayment schedule; however, the monthly saving and repayment receipt from members should be routed through CCL.

- In CCL, the principal loan outstanding of the SHG must be fully paid to the banks once a year. The interest amount should be paid on a monthly basis.
- In term loans, the repayment must be made as per the repayment schedule in the banks.

16. Monitoring Method –

- Social Audit Committee of the VFDS will monitor the progress and performance of the IGA and suggest corrective action if need be to ensure operation of the unit as per projection.
- SHG should also review the progress and performance of the IGA of each member and suggest corrective action if need be to ensure operation of the unit as per projection.

17. Remarks

Group members Photos-



Laxmi Devi (Secretary)



Leela Devi (President)



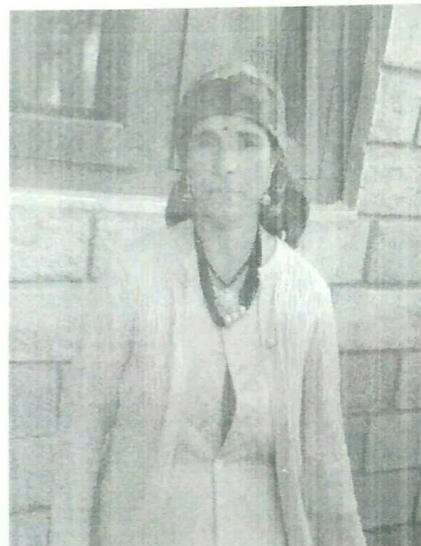
Reshma (Treasurer)



Shampti (M)



Devbhagti (M)



Santosh Kumari (M)



Sheela Devi (M)



Prem Lata (M)



Anjana Kumari (M)



Manisha (M)



Rita Devi (M)



Kusum lata (M)

Resolution-cum-Group Consensus Form

It is decided in the General House meeting of the Self Help Group Chaladi Madhara held on 19-9-2021 at Madhara that our Self Help Group will undertake the Cutting Talong as Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh.

Forest Ecosystem Management & Livelihoods. (JICA Assisted).

Signature of Group Pradhan

प्रधान
महिला ग्राम विकास समिति
तह. रामपुर जिला शिमला (हिमाचल)
Leela Devi

Signature of Group Secretary

सचिव
महिला ग्राम विकास समिति
तह. रामपुर जिला शिमला (हिमाचल)
Reeta

Business Plan Approval by VFDS & DMU

Chalardi Machhara


Self Help Group will under Take the

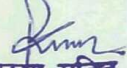
Cutting & Tailoring

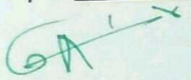
As Livelihood generation Activity under the Project for improvement of Himachal Pradesh forest ecosystems & Management & livelihood (JICA Assisted). In this regard Business Plan of Amount (Rs.).....has been submitted by this group on dated 19/9/2021.....and this business plan has been approved by Machhara Chhabri VFDS.

Business Plan with SHG resolution is being submitted to DMU through FTU for further action, please.

Thank you.


प्रधान
Signature of VFDS Pradhan
मदारा, छलाडी (गम्बदी) 15/20,
जिला शिमला हि०प्र०


सदस्य सचिव
Signature of VFDS Secretary
मदारा, छलाडी (गम्बदी) 15/20,
जिला शिमला हि०प्र०

Approved


DMU Officer-cum-DCF,
Rampur Forest Division, H.P.