

**BUSINESS PLAN**

**INCOME GENERATING ACTIVITY - Cutting and Tailoring**  
by  
**Self Help Group Cutting & Tailoring SHG Majhotali** ✓



SHG/CIG Name	::	SHG Majhotali-1
VFDS Name	::	Majhotali
Range	::	CHOPAL
Division	::	CHOPAL

**Prepared under:**



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

## Table of Contents

Sl. No.	Particulars	Page/s
1.	Background	3
2.	Description of SHG/CIG	3
3.	Beneficiaries Detail:	4
4.	Geographical details of the Village:	4
5.	Management	4
6.	Customers	5
7.	Target of the centre	5
8.	The reason to start this business	5
9.	SWOT Analysis	5
10	Business Plan – Different stages	6
11	Some Initiatives / steps to attract customers	6
12.	Marketing analysis of cutting & tailoring business	6
13.	Business targets	6
14.	Financial forecast/ projections	6
15.	Description of Economics:	7
16.	Income projections:	7
17.	Analysis of Income and Expenditure (Monthly):	8
18.	Fund flow in the group:	8
19.	Sources of funds and procurement:	9
20.	Trainings/capacity building/skill up-gradation	9
21	Loan Repayment Schedule	9
22	Monitoring Method	9
23.	Photo-SHG Members	10
24.	Business plan Approval	11



## E. Background

Cutting and tailoring center by SHG Majhotali will be located at village Majhotali P.O. Chopal Tehsil Choapl Distt. Shimla HP. The total households in ward Majhotali are 70 and there are 2 villages in VFDS Majhotali for which this cutting and tailoring centre will cater for. This centre will provide excellent service and guide the customers about what suits them the best to provide them the product that mark the highest level of satisfaction and comfort for them.

## 2. Description of SHG/CIG

2.1	SHG/CIG Name	::	SHG Cutting & Tailoring Majhotali
2.2	VFDS	::	Majhotali
2.3	Range	::	Chopal
2.4	Division	::	Chopal
2.5	Village	::	Majhotali
2.6	Block	::	Chopal
2.7	District	::	Shimla
2.8	Total No. of Members in SHG	::	10 - females
2.9	Date of formation	::	01-01-2015
2.10	Bank a/c No.	::	04110110029138
2.11	Bank Details	::	UCO Bank Chopal
2.12	SHG/CIG Monthly Saving	::	100
2.13	Total saving		1000 /-
2.14	Total inter-loaning		-
2.15	Cash Credit Limit		--
2.16	Repayment Status		--

**Beneficiaries Detail:**

Sr.No	Name	Father/Husb and Name	Age	Education	Category	Income Source	Address	Contact No.
1.	RadhaSharma ( President)	W/o Jai lal Sharma	51	10 <sup>th</sup>	General	Agriculture	Village Majhotali	80917-5735
2.	Asha Kiran ( Secretary)	W/o Surender Sharma	48	10 <sup>th</sup>	General	Agriculture	Majhotali	88949-86492
3.	Lata Sharma (Treasurer)	W/o Santosh Sharma	42	10+2	General	Agriculture	Majhotali	94592-95488
4.	Divya Sharma	W/o Ramesh Sharma	54	Illiterate	General	Agriculture	Majhotali	94595-82297
5.	Sheela Sharma	W/o Ramanand Sharma	52	Illiterate	General	Agriculture	Majhotali	78072-71112
6.	Neesha Sharma	W/o Kapil Sharma	41	10+2	General	Agriculture	Majhotali	98162-84985
7.	Dipika Sharma	W/o Dinesh Sharma	45	10 <sup>th</sup>	General	Agriculture	Majhotali	98053-05388
8.	Samriti Sharma	W/o Suresh Sharma	39	10+2	General	Agriculture	Majhotali	--
9.	Geeta Sharma	W/o Upender Sharma	59	8 <sup>th</sup>	General	Agriculture	Majhotali	--
10.	Raksha Sharma	W/o Indresh Sharma	60	Illiterate	General	Agriculture	Majhotali	--

**Geographical details of the Village:**

3.1	Distance from the District HQ	::	103 Km
3.2	Distance from Main Road	::	1 Km
3.3	Name of local market & distance	::	Chopal, 3 km
3.4	Name of main market & distance	::	Nerwa, Chopal , 26km and 3 Km
3.5	Name of main cities & distance	::	Shimla 103km
3.6	Name of places/locations where product will be sold/ marketed	::	Nerwa , Chopal

**5. Management**

Although SHG Manjhotli it was formed in the year 2015, it was not fully active and functional and thus decided to get linked to JICA Forestry Project for strengthening the SHG and Taking benefits from the ongoing project, being part of VFDS Manjhotli . After long discussion and thought fil deliberations, The SHG decided to take up Cutting and Tailoring as Income Generation Activity. SHG Majhotali have 10 women members and they will have individual sewing machines and will hire a room in the village to execute their plan and work in a collective manner. Before the start of the actual work in the center, all the members will be imparted a short-term capsule course for training them in cutting and tailoring under some professional trainers.



## 6. Customers

The primary customers of the centre will mostly be ladies and some cloth merchants around village Majhotali . But later on this business can be scaled up by catering to nearby small townships.

## 7. Target of the centre

The centre primarily aims at providing unique modern and high-class stitching services to the residents of Majhotali village in particular and all other residents of nearby villages.

This centre aims to become the most renowned stitching centre, with quality work, in its area of operation, in coming years.

## 8. The reason to start this business

Due to the prior experience of the members of this SHG who are already doing same work here and there this IGA has been selected and therefore the SHG is starting this business. This is an effort to combine the skill of various members and scale up their activity to earn more livelihoods.

## 9. SWOT ANALYSIS

### 1) Strength

- i) All members are like-minded and have supportive attitude.
- ii) Cutting and Tailoring activity is simple one .

### 2) Weakness

- i) SHG is new for the activity
- ii) lack experience in group working

### 3) Opportunities.

- i) Working in a Group may help in higher production.
- ii) Good demand of the activity.
- iii) Provision of **Project Contribution** to the extent of 50% of the capital cost.

iv) Training and capacity building / Skill upgradation to be borne by the project

### 4. Threat

- i) Suddenly increase in price of raw material.
- ii) Competitive Market.

## **10. Business Plan \_\_\_\_\_ Different Stages.**

The SHG Cutting & Tailoring Majhotali will hire a spacious room to house the 10 members along with their equipments at a centrally located place which will be easily accessible to all the members. The detailed requirement along with financial projection to start up the project will be as given hereafter under the heading -Capital Cost:

## **11. Some Initiatives / steps to attract customers**

- The center will ensure stitching of the traditional, non- traditional fancy, daily use modern and stylish dresses
- Emphasis will be on stitching fancy and simple clothes for women and children
- The centre will repair all types of defects and ensure that no customer go unattended.
- The SHG , at later stage , may scale up their business by going into readymade garments sale-purchase.

## **12. Marketing analysis.**

This is the most important factor which will ensure the success of our business. A detailed analysis and market survey of the command area is essential ingredient and it will give us the overview of our targeted customers and the members of the group will know the latest demands and trends.

## **13. Business targets**

This SHG Tipra Mashdoh will broadly aim at becoming the best stitching centre in the area and nearby villages. Our goal will be to scale up the business gradually and transform it into profit making unit within next 4-5 years.

## **14. Financial forecast/ projections**

The final rather foremost step to start up the business is to make a financial plan to determine the cost to run the business and it should also cover the business profit which the SHG is going to earn in nutshell a cost benefit analysis is required to be projected.



A. CAPITAL COST				
Sr.No	Particulars	Quantity	Unit Price	Total Amount (Rs.)
1	Sewing machine with tool pedal	10	7500	75000
2	Sewing machine simple/ordinary	-	-	-
3	Room carpet	01	1800	1800
4	Cutting scissors	10	500	5000
5	Tailor's scale	10	200	2000
6	Measuring tape	10	50	500
7	Interlocking machine	01	6000	6000
8	Hangers	02 set	300	600
9	Counter table alongwith wardrobe inbuilt	01	7500	7500
10	Stools	10	300	3000
11	Iron	03	700	2100
12	Almirah	01	7000	7000
13	Chairs	04	500	2000
Total Capital Cost (A) =				112500/-
B. RECURRING COST				
Sr.No	Particulars	Quantity	Price	Total Amount (Rs)
1	Room rent	1	2000	2000
2	Marking material chalk etc.	L/S	L/S	200
3	Sewing thread of different colours	03 pkt	300	900
4	Oiling pippet	10	50	500
5.	Buttons different types	1 box	1000	1000
6.	Bukerem	20m	50	1000
7.	Misc. expenditure (i.e. electric bills, repair of machines, etc.)	L/S	L/S	1000
Total Recurring Cost (B)				6600/-

**16. Income projections:**

At the beginning of IGA , is estimated that each member will stitch one ladies suit in a day complete in all respect. The stitching charges as on today for simple suit is approximately 350 per suit. On an average the 10 members of group may stitch 200 ladies suit in a month to be on safer side and keeping in view the other household obligations of the members of group. Therefore the total output of the group is estimated  $350 \times 200 = \text{Rs } 70000/-$  only.



## 17. Analysis of Income and Expenditure (Monthly)

Sr.No.	Particulars	Expenditure / month (Rs)	Income per month (Rs)
1.	10% Depreciation on capital cost i.e. $112500/12 \times 10 = 799$ or say <b>938</b> Rs.	938	
2.	Total Recurring Cost	6600	
3.	Total	<b>7538</b>	<b>70000</b>
4.	<b>Net Profit (70000-7399)</b>	<b>62762</b>	
5.	Distribution of Net Profit	<ul style="list-style-type: none"> <li>• Profit will be distributed equally among all the group members.</li> <li>• Part of the profit will be used for further investment in IGA</li> </ul>	

## 18. Fund flow in the group:

Sr.No.	Particulars	Total Amount (Rs)	Project contribution	SHG contribution
1	Total capital cost	112500/-	56250/-	56250/-
2	Total Recurring Cost	7538/-	0	7538/-
3	Trainings	35000	35000	
	<b>Total outlay</b>	<b>155038/-</b>	<b>91250/-</b>	<b>63788/-</b>

### Note-

- **Capital Cost** - 50% of the total capital cost will be borne by the Project
- **Recurring Cost** –The entire cost will be borne by the SHG/CIG.
- **Trainings/capacity building/ skill up-gradation** –Total cost to be borne by the Project



**19. Sources of funds and procurement:**

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

**20 .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

**21. 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 no 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.

**22. 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



शष्पा देवी



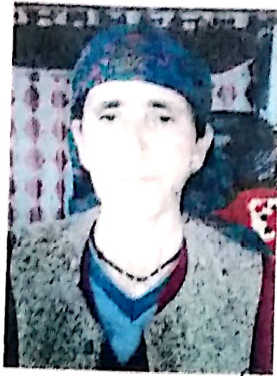
लता देवी



आशा किरण



शीला देवी



गीता शर्मा



दीवा शर्मा



दीपिका



शैवती शर्मा



नीशा शर्मा



समृती शर्मा



The Business plan of Self Help Group Cutting & Tailoring..... *SHG Majhotali*..... for the IGA of Cutting & Tailoring was presented before the general house of VFDS..... *Majhotali*..... for approval .After long discussion and thoughtful deliberations by the different members, the business plan was approved for adoption in the SHG and further implementation by the members of the SHG

Dated: *7-11-2021*

Place:- *Majhotali Mo I*

प्रधान *Radha Shastri*  
सहायता समूह मजोटली - I

President SHG

*[Signature]*  
Treasurer VFDS

Treasurer  
Village Forest Development  
Society Majhotli, P/o & Teh.  
Chopal, Distt. Shimla 171211

President VFDS  
*[Signature]*

Pradhan  
Village Forest Development  
Society Majhotli, P/o & Teh.  
Chopal, Distt. Shimla 171211

*[Signature]*  
Range Forest Officer  
FTU, Chopal  
Forest Range, Chopal

*[Signature]*  
Divisional Forest Officer  
Chopal Forest Division  
Chopal Forest Division, Chopal