

BUSINESS PLAN

**INCOME GENERATING ACTIVITY – Cutting and Tailoring
by
Self Help Group Cutting & Tailoring SHG Maraog Mukhya Bazar** ✓



SHG/CIG Name	::	SHG Maraog Mukhya Bazar
VFDS Name	::	Maraog
Range	::	CHOPAL
Division	::	CHOPAL

Prepared under:



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

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1. Background

Cutting and tailoring center by SHG Maraog will be located at village Maraog P.O. Maraog Tehsil Choapl Distt. Shimla HP. The total households in ward Maraog are 65 and there are 6 villages in VFDS Maraog, 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 Maraog Mukhya Bazar
2.2	VFDS	::	Maraog
2.3	Range	::	Chopal
2.4	Division	::	Chopal
2.5	Village	::	Maraog
2.6	Block	::	Chopal
2.7	District	::	Shimla
2.8	Total No. of Members in SHG	::	07 - females
2.9	Date of formation	::	04-06-2018
2.10	Bank a/c No.	::	08670110022566
2.11	Bank Details	::	UCO Bank Maraog
2.12	SHG/CIG Monthly Saving	::	100
2.13	Total saving		700 /-
2.14	Total inter-loaning		50000/-
2.15	Cash Credit Limit		--
2.16	Repayment Status		--

3. Beneficiaries Detail:

Sr.No	Name	Father/Husb and Name	Age	Education	Category	Income Source	Address	Contact No.
1.	Meena Devi (President)	W/o Lt. Amar Singh	39	5 th	Nepali	Agriculture	Village Maraog	98053-85381
2.	Pooja Devi (Vice President)	W/o Karam Singh	34	8 th	Nepali	Agriculture	Maraog	86298-66636
3.	Tara Devi (Secretary)	W/o Kuman Singh	33	10+2	Nepali	Agriculture	Maraog	98167-24526
4.	Anita Kanwar (Treasurer)	W/o Sanjay Kanwar	31	M.A.	General	Agriculture	Maraog	70189-51660
5.	Roshni Devi	W/o Jeet Singh	49	Literate	S.C.	Agriculture	Maraog	88949-99419
6.	Bimla Devi	W/o Dulla Ram	56	Literate	S.C.	Agriculture	Maraog	98160-49307
7.	Anita	W/o Kulwant Saini	42	7 th	S.C.	Agriculture	Maraog	98051-16571

4. Geographical details of the Village:

3.1	Distance from the District HQ	::	94Km
3.2	Distance from Main Road	::	0 Km
3.3	Name of local market & distance	::	Maraog 0 km
3.4	Name of main market & distance	::	Maraog , Chopal , 0km and 30 Km
3.5	Name of main cities & distance	::	Shimla 94 km
3.6	Name of places/locations where product will be sold/ marketed	::	Maraog , Chopal

5. Management

Cutting and tailoring centre by SHG Maraog Mukhya Bazar have 7 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 centre 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 Maraog . 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 Maraog 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 Maraog will hire a spacious room to house the 07 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 Maraog Mukhya Bazar 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	07	7200	50400
2	Sewing machine simple/ordinary	-	-	-
3	Room carpet	01	1800	1800
4	Cutting scissors	07	500	3500
5	Tailor's scale	07	200	1400
6	Measuring tape	07	50	350
7	Interlocking machine	01	6000	6000
8	Hangers	03Set	300	900
9	Counter table alongwith wardrobe inbuilt	01	7500	7500
10	Stools	07	300	2100
11	Iron	03	700	2100
12	Almirah	01	7000	7000
13	Chairs	04	500	2000
Total Capital Cost (A) =				85050/-
B. RECURRING COST				
Sr.No	Particulars	Quantity	Price	Total Amount (Rs)
1	Room rent	1	1800	1800
2	Marking material chalk etc.	L/S	L/S	400
3	Sewing thread of different colours	03 pkt	300	900
4	Oiling pippet	07	50	350
5.	Buttons different types	1 box	1000	1000
6.	Bukerem	25m	50	1250
7.	Misc. expenditure (i.e. electric bills, repair of machines, etc.)	L/S	L/S	1000
Total Recurring Cost (B)				6700/-

16. Income projections:

At the beginning of IGA, it 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 300 per suit. On an average the 07 members of group may stitch 140 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 $300 \times 140 = \text{Rs}42000/-$ only.

Analysis of Income and Expenditure (Monthly)

Sr.No.	Particulars	Expenditure / month (Rs)	Income per month(Rs)
1.	10% Depreciation on capital cost i.e. $85050/12 \times 10 = 563$ or say 709 Rs.	709	
2.	Total Recurring Cost	6700	
3.	Total	7409	42000/-
4.	Net Profit (42000 - 7409)	34591/-	
5.	Distribution of Net Profit	<ul style="list-style-type: none"> • Profit will be distributed equally among all the group members. • Part of the profit will be used for further investment in IGA 	

18. Fund flow in the group:

Sr.No.	Particulars	Total Amount (Rs)	Project contribution	SHG contribution
1	Total capital cost	85050	51638	33412
2	Total Recurring Cost	7409	0	7409
3	Trainings	35000	35000	
	Total outlay	127459/-	86638/-	40821/-

Note-

- **Capital Cost** - 50% and 75 % 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

Sources of funds and procurement:

Project support;	<ul style="list-style-type: none"> • 50% and 75 % of capital cost will be utilized for purchase of machines. • Up to Rs. 1 lakh will be parked in the SHG bank account as a revolving fund. • Trainings/capacity building/ skill up-gradation cost. 	Procurement of machines will be done by respective DMU/FCCU after following all caudal formalities.
SHG contribution	<ul style="list-style-type: none"> • 50% and 25 % of capital cost to be borne by SHG. • Recurring cost to be borne by SHG 	

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

Group members Photos-

← Marag Island →



Tanya



Neetu



Anita



Pooja



Rashmi



Biela




Meena


The Business plan of Self Help Group Cutting & Tailoring SHG Maraoog Mukhya Bazar for the IGA of Cutting & Tailoring was presented before the general house of VFDS..... Maraoog..... 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

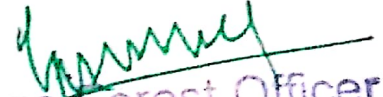
Dated: 02/11/2021


Place:-

मीना देवी
President SHG
गंडाक वाड


Treasurer VFDS
Village Forest Development Society Maraoog


President VFDS
President Village Forest Development Society Maraoog


Range Forest Officer
Forest Range, Chopal
FTU Chopal, Chopal


DMU-CUM Divisional Forest Officer
Chopal Forest Division
Chopal Forest Division