

**BUSINESS PLAN**  
**INCOME GENERATING ACTIVITY – Cutting and Tailoring**  
by  
**Self Help Group Cutting & Tailoring- SHG Janog I**



SHG/CIG Name	::	SHG Janog I
VFDS Name	::	Janog
Range	::	THAROCH
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 Janog I will be located at village Janog P.O. Irra Tehsil Nerwa Distt. Shimla HP. The total households in ward Maraog are 64 and there are 2 villages in VFDS Janog , for which this cutting and tailoring center will cater for. This center 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 Janog -1
2.2	VFDS	::	Janog
2.3	Range	::	Tharoch
2.4	Division	::	Chopal
2.5	Village	::	Janog
2.6	Block	::	Chopal
2.7	District	::	Shimla
2.8	Total No. of Members in SHG	::	07 - females
2.9	Date of formation	::	-
2.10	Bank a/c No.	::	42710123363
2.11	Bank Details	::	HP State Co-operative Bank Nerwa .
2.12	SHG/CIG Monthly Saving	::	100
2.13	Total saving		3700 /-
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.	Reena Devi (President)	W/o Lt. Narain Singh	32	10+2	General IRDP	Agriculture	Village Janog	7807335101
2.	Reena Devi ( Vice President)	W/o Ranu Ram	33	5 <sup>th</sup>	SC IRDP	Agriculture	Janog	8629038972
3.	Seema ( Secretary)	W/o Parveen Kumar	24	7 <sup>th</sup>	SC	Agriculture	Janog	8626871525
4.	Ranjna	W/o Rohit Kumar	26	10+2	SC IRDP	Agriculture	Janog	8580486678
5.	Binta	W/o Baldev Singh	31	10 <sup>th</sup>	General IRDP	Agriculture	Janog	7876238389
6.	Promila	W/o Shyam Singh	29	8 <sup>th</sup>	SC IRDP	Agriculture	Janog	9805017949
7.	Surmi Devi	W/o Amar Saini	71	illiterate	General IRDP	Agriculture	Janog	8626858875

**4. Geographical details of the Village:**

3.1	Distance from the District HQ	::	141 Km
3.2	Distance from Main Road	::	On Road side
3.3	Name of local market & distance	::	Nerwa 15 km
3.4	Name of main market & distance	::	Nerwa & Chopal , 15 km and 41 Km
3.5	Name of main cities & distance	::	Shimla 141 km
3.6	Name of places/locations where product will be sold/ marketed	::	Nerwa , Chopal

**5. Management**

Although SHG Janog I 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 Janog I . After long discussion and thought fil deliberations, The SHG decided to take up Cutting and Tailoring as Income Generation Activity. SHG Janog I 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 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 center will mostly be ladies and some cloth merchants around village Janog . But later on this business can be scaled up by catering to nearby small townships.

## 7. Target of the centre

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

This center aims to become the best stitching center, with quality work, in its area of operation, in coming years.

## 8. The reason to start this business

Due to the willingness of the members of the SHG, as the activity is simpler one and an easy option for choosing an income generation activity.

## 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.



The SHG Cutting & Tailoring Janog 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 center 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 Janog I will broadly aim at becoming the best stitching center 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 3-4 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.





<b>A. CAPITAL COST</b>				
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
<b>Total Capital Cost (A) =</b>				<b>85050/-</b>
<b>B. RECURRING COST</b>				
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
<b>Total Recurring Cost (B)</b>				<b>6700/-</b>

### 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.

### 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. $85050/12 \times 10 = 563$ or say 709 Rs.	709	
2.	Total Recurring Cost	6700	
3.	Total	7409	42000/-
4.	<b>Net Profit (42000 - 7409)</b>	<b>34591/-</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	85050	63788	21262
2	Total Recurring Cost	7409	0	7409
3	Trainings	35000	35000	
	<b>Total outlay</b>	<b>127459/-</b>	<b>98788/-</b>	<b>28671/-</b>

#### Note-

- **Capital Cost** - 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





## 19. Sources of funds and procurement:

Project support;	<ul style="list-style-type: none"><li>• 75 % of capital cost will be utilized for purchase of machines.</li><li>• Up to 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 caudal formalities.
SHG contribution	<ul style="list-style-type: none"><li>• 25 % 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



23. Group members Photos.

Ramya  
w/o Mayan



Sana  
w/o Parvati



Rishika  
w/o Rashed



Ranjana  
w/o Rohit  
Kumar



Reena  
w/o Parvati



Reemla  
w/o Shyam  
Singh



Suhani Devi  
w/o Amar Singh



The business plan of Self Help Group Cutting and Tailoring JANOGI for the IGA of Cutting and Tailoring was presented before the general house of VFDS JANOG 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 member of the SHG.

Dated: 02/12/2021

Place: Janog I

✓  
President  
(SHG)

Reema

Chandana  
Treasurer  
(VFDS)

Sanjay  
President  
(VFDS)

Ramesh  
FTU (Tharoch)

Approved

[Signature]  
DMU-Cum-Divisional Forest Officer  
Chopal Forest Division, Chopal.

