

INCOME GENERATING ACTIVITY – Knitting

by

Veer SHG Manali- Self Help Group



SHG/CIG Name	::	Veer SHG Manali
VFDS/BMC Name	::	Old Manali
Range	::	Manali(WL)
Division	::	Kullu (WL)

Prepared under:



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

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1. **Introduction**

Sweater and Cardigan knitting along with knitting socks, mufflers, scarf, caps, gloves etc. is a common household activity mainly among the women in rural India. Most of the women are well conversant with this income generating activity and they do it happily in their free time and as well while doing other household works. The women in this SHG are already in activity to meet the need of their family members. Now the members have chosen this activity as income generating activity so that they can earn extra money to meet their expenses and raise some saving also for the difficult times. A group of 20 women of different age group came together to form a SHG under JICA project and decided to craft a business plan which can help them to take this income generating activity in collective manner and raise their additional income.

2. **Background**

Knitting center by Veer SHG Manali will be located at village Old Manali P.O. & Tehsil Manali, Distt.Kullu HP. The total households in village Old Manali is small village surrounding Manunagar and Kalingcha for which this Knitting centre will cater for. This centre will provide excellent service and guide to the customers about what suits them the best to provide them the product that mark the highest level of satisfaction and comfort for them.

3. Description of SHG/CIG

2.1	SHG/CIG Name	::	Veer SHG
2.2	VFDS/BMC	::	Old Manali
2.3	Range	::	Manali (WL)
2.4	Division	::	Kullu(WL)
2.5	Village	::	Old Manali
2.6	Block	::	Naggar
2.7	District	::	Kullu
2.8	Total No. of Members in SHG	::	20- females
2.9	Date of formation	::	10/06/2022
2.10	Bank a/c No.	::	110053039618
2.11	Bank Details	::	Canara Bank Manali
2.12	SHG/CIG Monthly Saving	::	100
2.13	Total saving	::	6000
2.14	Total inter-loaning	::	--
2.15	Cash Credit Limit	::	--
2.16	Repayment Status	::	--

4. Beneficiaries Detail:

Sr. No	Name	Father/Husband Name	Age	Category	Income Source	Address
1.	Lata	Om Prakash	34	General	agriculture	Old Manali
2.	Reena	Ratan Chand	32	General	agriculture	Old Manali
3.	Yuva Vanti	Suresh	33	General	agriculture	Old Manali
4.	Purva	Om Prakash	42	General	agriculture	Old Manali
5.	Diksha	Murli Chand	32	General	agriculture	Old Manali
6.	Amri	Rakesh Thakur	42	General	agriculture	Old Manali
7.	Hotmi Devi	Chaman Lal	44	General	agriculture	Old Manali
8.	Krishna	Balk Ram	42	General	agriculture	Old Manali
9.	Kirna	Duni Chand	46	General	agriculture	Old Manali
10.	Mani Devi	Mani Ram	39	General	agriculture	Old Manali
11.	Meenakshi	Hari Ram	25	General	agriculture	Old Manali
12.	Aasha	Hotam Ram	42	General	agriculture	Old Manali
13.	Manorama	Kamal Chand	37	General	agriculture	Old Manali
14.	Tikmi	Khem Raj	31	SC	agriculture	Old Manali
15.	Beru Devi	Tej Singh	31	SC	agriculture	Old Manali
16.	Meena Kumari	Chaman Lal	31	SC	agriculture	Old Manali
17.	Bharti	Sanjay	25	SC	agriculture	Old Manali
18.	Sarla	Balk Ram	44	General	agriculture	Old Manali
19.	Jai Devi	Ram Lal	46	General	agriculture	Old Manali
20.	Tara	Subhash	38	General	agriculture	Old Manali

5. Geographical details of the Village:

3.1	Distance from the District HQ	::	50km
3.2	Distance from Main Road	::	100m
3.3	Name of local market & distance	::	Kullu 50 KM approx. Bhuntar 60 KM approx Manali 5 KM approx
3.4	Name of main market & distance	::	Kullu 50 KM approx. Bhuntar 60 KM approx Manali 5 KM approx
3.5	Name of main cities & distance	::	Kullu 50 KM approx. Bhuntar 60 KM approx Manali 5 KM approx
3.6	Name of places/locations where product will be sold/ marketed	::	Manali 5 KM approx

6. Management

Knitting centre by Veer SHG Manali has 20 women members and they will have individual knitting 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 knitting under some professional trainers.

7. Primary Action Plan

The members of this SHG have very clear vision of this IGA and after careful and thoughtful discussion within the group decided to take up this activity for additional income. The members are doing this activity in isolation but now they have joined hands to venture into this activity at a larger scale and in a planned manner. The division of labour between the members have been planned carefully so that each contributes towards strengthening the IGA and resulting the additional money into their pockets.

8. Customers

The primary customers of the centre will mostly be local people around village Old Manali but later on this business can be scaled up by catering to nearby small townships.

9. Target of the centre

The centre primarily aims at to provide unique modern and high class knitting service to the residents Old Manali village in particular and all other residents of nearby villages.

This centre will ensure to become the most renowned knitting centre with quality work in its area of operation in coming years.

10. 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.

11. SWOT Analysis

❖ Strength

- Activity is being already done by some SHG members
- Raw material easily available from nearby markets
- Manufacturing process is simple
- Proper packing and easy to transport
- Other family members will also cooperate with beneficiaries
- Product self-life is long

❖ Weakness

- Lack of technical know-how

❖ Opportunity

- Increasing demand for good products

❖ Threats/Risks

- Competitive market
- Level of commitment among beneficiaries towards participation in training/capacity building & skill up-gradation

12. Machinery, tools and other equipments

The traditional knitting along with the mechanical knitting will go hand in hand so that a value product is made available for marketing and making it competitive both in quality and price tag. Some of the items will be produced in traditional manner and others in mechanical manner depending upon the demand in the targeted area. The following machinery and tools need to be procured.

A. CAPITAL COST					
Sr. No.	Particulars of Machinery.	Quantity	Rate per unit	Total Amount	Remarks
1	Punch card knitting machine	3	24000	72000	
2	Knitting machine (Simple)	17	6000	Nil	(having their own Knitting machines)
3		Knitting design book	4	1500	
4	Gola making machine		600	1800	
5	Working table		1200	nil	(having their own working table and Plastic chairs)
6	Plastic chairs		475	nil	
Total capital cost				79,800	

Only three member of group wants punch card Knitting Machine other member have their own knitting Machine.

B. Recurring cost				
Sr.No.	Particulars	Unit	Rate	Amount
1.	Room rent	Per month	2000	2000
2.	Water & electricity	Per month	1000	1000
3.	Knitting yarn of different colour and quality	Per month L/S	84000	84000
4.	Lubricating oil & pippet	Per month	1400	1400
5.	Wear & tear	Per month L/S	1400	1400
Total Recurring cost				89,800

13. Total production and sale amount in month

Since it is an additional activity in the SHG apart from their routine household work the outcome will be proportionate to the working hours of each member. It is always better initially to keep the production on conservative side which can always be scaled up with passage of time and work experience. Therefore, it is presumed that each member will produce one item(Topi aur Basket) per day as finally finished product and daily 20 items can be made available for sale. Keeping in view this production rate of approximately 600 finished items will be ready for sale in one month. As beginner the item rate on an average is presumed to be Rs. 500 each therefore the total income per month is worked as under:

Particulars	Total Amount (Rs.)	Project Contribution (50%)	SHG contribution (50%)
Total capital cost	79,800	39,900	39,900
Recurring cost			
10% depreciation on capital cost/ month	665	-	665
Other expenditure per month	89,800	-nil-	89,800
Total	90465		1,30,365

Total sale in a month $(500 \times 600) = 3,00,000$

Total expenditure in first month $(79,800 + 90465) = 1,70,265$

More over the members of SHG will be doing the job collectively therefore their wages have not been taken into account. The net income at the end of the month is re-cast as under:

<u>Capital cost</u>		
Particulars	Amount	SHG contribution
Capital cost	79.800	39.900
<u>Recurring expenditure</u>		
i) 10% depreciation on capital cost per month	665	
i) Other expenditure on material cost etc.	90465	
Total	91130	
Total cost	39.900+91130=131030	
Total sale in 1st month	3,00,000	
Net profit	1,68,970	

14. **Sharing of the profit**

The members of SHG has mutually agreed with consent voice that in the 1st month Rs. 5000 will be paid to each member as income and the remaining 68,970 profit will be kept as emergency reserve in their bank account to meet up the future contingency, if any.

15. **Fund flow in the group:**

Sr.No.	Particulars	Total Amount (Rs)	Project contribution	SHG contribution
1	Total capital cost	79800	39,900	39,900
2	Total Recurring Cost	90465	0	91680
3	Trainings	50,000	50,000	0
	Total outlay	2,20,265	89,900	1,30,365

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

16. Sources of funds and procurement:

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 as a revolving fund.• Trainings/capacity building/skill up-gradation cost.	Procurement of machines will be done by respective DMU/FCCU after following all 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	

17. 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

18. 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.

19. 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.

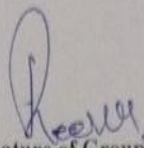
SHG should also review the progress and performance of the IGA of each member and suggest corrective action if need be to ensure operation of the unit as per projection.

Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Veey
held on 03/06/2023 at old Manali that our group will undertake the
knitting as Livelihood Income Generation Activity under the Project for
Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

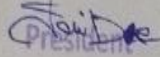
Signature of Group President


data
प्रधान


Signature of Group Secretary

वीर स्वयं सहायता समूह
गांव ओल्ड मनाली, जिला कुल्लू (हिमाचल)

Signature of President BMC

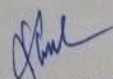

President


Signature of FTL-Cum-RFO
Wild Life Range Manali

BMC Sub Committee (JICA)
Manali, Manali, Kullu


Assistant Conservator of Forest
Wild Life Division KULLU

Approved


Divisional Management Unit Officer
Divisional Forest Officer, Wildlife Division
Kullu, District Kullu
Divisional Forest Officer,
Wild Life Division, Kullu

Photos of Members



Beru



Asha



Krishna



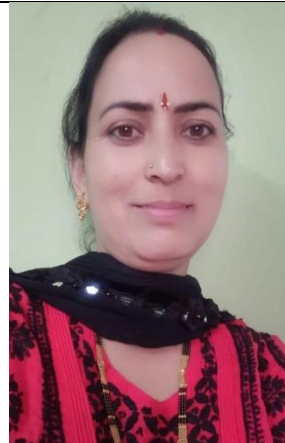
Tara



Sarla



Diksha



Purna kumari



lata



Amri Devi



Manorma



Yuva Vanti



Maani Devi

			
Jai Dei	Reena	Bharti	Tikkami
			
Meenakashi	Hotami Devi	Kirna Devi	Meena

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