

# BUSINESS PLAN

INCOME GENERATING ACTIVITY – Cutting and Tailoring

by

Vaishnu - Self Help Group



SHG/CIG Name	::	Vaishnu CUTTING & TAILORING
VFDS Name	::	Brehin
Range	::	Sainj
Division	::	Seraj

**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 Punch Veer will be located at village kansha P.O. Banogi Tehsil Sainj, Distt. Kullu HP. The total households in village Dushad are 67 and 4 to 3 small villages surrounding Dushad 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	::	Punch veer Cutting & Tailoring
2.2	VFDS	::	Dushad
2.3	Range	::	Sainj
2.4	Division	::	Banjar
2.5	Village	::	Kansha
2.6	Block	::	Banjar
2.7	District	::	Kullu
2.8	Total No. of Members in SHG	::	16 females
2.9	Date of formation	::	14-02-22
2.10	Bank a/c No.	::	50075190525
2.11	Bank Details	::	KCC SAinj
2.12	SHG/CIG Monthly Saving	::	100
2.13	Total saving		1600
2.14	Total inter-loaning		-
2.15	Cash Credit Limit		--
2.16	Repayment Status		--



### 1. Beneficiaries Detail:

Sr. No	Name	Father/Husband Name	Age	Category	Income Source
1.	Promila Devi	Maan Singh	31	General	agriculture
2.	Vidhya Devi	Mehar Chand	38	General	agriculture
3.	Shanta Devi	Yog Raj	44	General	agriculture
4.	Mamta Devi	Nup Ram	24	General	agriculture
5.	Tara Devi	Karan singh	30	General	agriculture
6.	Yan Dasi	Alu Ram	32	S.c	agriculture
7.	ChamanLata	Mast Ram	41	OBC	agriculture
8.	PriyaKuamri	Duni Chand	49	OBC	agriculture
9.	Jai Kumari	Davindersingh	30	General	agriculture
10.	Meera Devi	Maansingh	32	General	agriculture
11.	Neelam Thakur	Anup Ram	45	General	agriculture
12.	Nardhu Devi	Utam RAM	41	SC	agriculture
13.	HemaDEvi	Delip Singh	31	General	agriculture
14.	PremLata	Het Ram	37	OBC	agriculture
15.	Saraswati	Gupt Ram	45	OBC	agriculture
16.	MeenaDEvi	SukhDyal	40	General	agriculture

### 3. Geographical details of the Village:

3.1	Distance from the District HQ	::	75Km
3.2	Distance from Main Road	::	3Km
3.3	Name of local market & distance	::	Sainj 7 km
3.4	Name of main market & distance	::	Kullu, 75km
3.5	Name of main cities & distance	::	Sainj, 7km Bhuntar, 65
3.6	Name of places/locations where product will be sold/ marketed	::	Sainj ,Kullu

### 4. Management

Cutting and tailoring centre by SHG Punch Veer 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 centre all the



10. Sewing thread different colours = 4 pkt @ 500 =2000

11. Oiling pippet = 12 no's. 50=600

#### 10. Some salient features 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.
- Later on the SHG may scale up their business by going into readymade garments sale-purchase.

#### 11. Marketing analysis of cutting & tailoring business

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.

#### 12. Business targets

This SHG Punch veer 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 3-5 years.

#### 13. 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.



**Description of Economics:**

<b>A. CAPITAL COST</b>				
<b>Sr.No</b>	<b>Particulars</b>	<b>Quantity</b>	<b>Unit Price</b>	<b>Total Amount (Rs.)</b>
1	Sewing machinewith tool pedal	10	8000	80000
2	Sewing machine simple/ordinary	01	3000	3000
3	Room carpet	01	1500	1500
4	Cutting scissors	12	450	5400
5	Tailor's scale	12	200	2400
6	Measuring tape	12	50	600
7	Interlocking machine	01	6000	6000
8	Hangers	12	100	1200
9	Counter table alongwith wardrobe inbuilt	01	8000	8000
10	Stools	12	500	6000
11	Iron	10	700	7000
	<b>Total Capital Cost (A) =</b>			<b>121100</b>
<b>B. RECURRING COST</b>				
<b>Sr.No</b>	<b>Particulars</b>	<b>Quantity</b>	<b>Price</b>	<b>Total Amount (Rs)</b>
1	Room rent	1	2000	2000
2	Marking material chalk etc.	L/S	L/S	100
3	Sewing thread of different colours	04 m	500	2000
4	Oiling pippet	12	50	600



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
<b>Total Recurring Cost (B)</b>				<b>7700</b>

#### 14. Income projections:

To start with 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 250 per suit. On an average the 10 members of group may stitch 300 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  $300 \times 250 = \text{Rs } 75000/-$  only.

#### 15. Analysis of Income and Expenditure (Monthly):

Sr.No.	Particulars	Expenditure / month (Rs)	Income per month(Rs)
1.	10% Depreciation on capital cost i.e. $121100/12 \times 10 = 1009.166$ or say 1009 Rs.	1009	
2.	Total Recurring Cost	7700	
3.	Total	<b>8709</b>	<b>75000</b>
4.	<b>Net Profit (75000 - 8709)</b>	<b>66291</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>	

#### 16. Fund flow in the group:

Sr.No.	Particulars	Project contribution	SHG contribution
.			



		Total Amount (Rs)		
1	Total capital cost	121100	60550	60550
2	Total Recurring Cost	7700	0	7700
3	Trainings	40000	40000	0
	<b>Total outlay</b>	<b>168800</b>	<b>100550</b>	<b>68250</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

**17. 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>• UptoRs. 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.
CIG contribution	<ul style="list-style-type: none"> <li>• 75% of capital cost to be borne by SHG.</li> <li>• Recurring cost to be borne by SHG</li> </ul>	

**18. 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

**19. 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.

#### 20. 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.





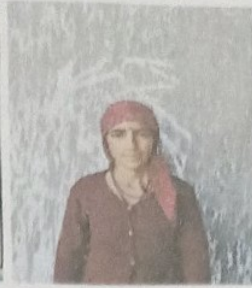
Jai Kumari



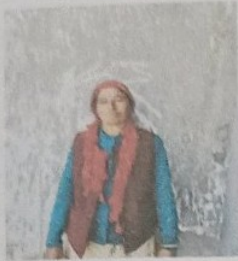
Mamta Devi



Nardu Devi



Vidhya Devi



Saraswati Devi



Meera Devi



Priya Kumari



Chaman Lata



Promila Devi



Heema Devi



Meena Devi



Tara Devi



Neelam Thakur



PremLata



Yan Dasi



Shanta Devi

Prepared By S.M.S – Akash Gupta

F.T.U- Phoola Thakur



GROUP CONSENT LETTER

The Meeting of Vaishnu Self Help Group was held under the Chairmanship of the Pradhan Sh Veerender Thakur on dated 14-02-22 in which the member of group collectively decided to do the work of tailoring and cutting to increase the income with the association, project for improvement of Himachal Pradesh Forest ecosystem Management and livelihoods (JICA).

The detail description of the members of the group is given below:-

Sr.No.	Name	Husband Name	Designation	Age	Phone Numer	Catego ry	Signature
1.	Promila Devi	Maan Singh	Pradhan	31	8894612966	General	Promiladevi
2.	Vidhya Devi	Mehar Chand	Secratory	38	9805919544	General	विद्या देवी
3.	Shanta Devi	Yog Raj	Trasurer	44	8894692801	General	शान्ता देवी
4.	Mamta Devi	Nup Ram	Member	24	7876214966	General	mamta
5.	Tara Devi	Karan singh	Member	30	9882544014	General	Tara Devi
6.	Yan Dasi	Alu Ram	Member	32	9015351365	S.c	यान दासी
7.	Chaman Lata	Mast Ram	Member	41	8894351301	OBC	chamanlata
8.	Priya Kuamri	Duni Chand	Member	49	9816351758	OBC	Priya Devi
9.	Jai Kumari	Davinder singh	Member	30	6230050409	General	जय कुमारी
10.	Meera Devi	Maan singh	Member	32	9015414554	General	meera
11	Neelam Thakur	Anup Ram	Member	45	9015244908	General	Neelam Devi
12	Nardhu Devi	Utam RAM	Member	41	8219557125	SC	नारदु देवी
13	Hema DEvi	Delip Singh	Member	31	9882479811	General	Hem
14	Prem Lata	Het Ram	Member	37	9805363848	OBC	प्रेमलता
15	Saraswati	Gupt Ram	Member	45	8091732597	OBC	सरस्वती
16	Meena DEvi	Sukh Dyal	Member	40	9625026918	General	सरस्वती मीना देवी

प्रधान Promila  
 सचिव Meera Devi  
 वैष्णो सिलाई कटाई स्वयं सहायता समूह  
 बेदिण, ग्राम पंचायत भालण-11  
 सैज जिला कुल्लू (हिप्र0)



प्रधान  
Signature of VFDs Pradhan  
ग्रामीण वन विकास समिति  
बैहिंग(सैनज) जिला कुल्लू हि.प्र.

सचिव  
Tara Devi  
Signature of VFDs Secretary  
ग्रामीण वन विकास समिति  
बैहिंग(सैनज) जिला कुल्लू हि.प्र.

प्रमिला देवी  
Signature of SHG Pradhan  
प्रधान सचिव  
बैहिंगो सिलाई कटाई स्वयं सहायता समूह  
बैहिंग, ग्राम पंचायत भालण-II  
सैनज जिला कुल्लू (हि0प्र0)

विद्या देवी  
Signature of SHG Secretary  
सचिव  
बैहिंगो सिलाई कटाई स्वयं सहायता समूह  
बैहिंग, ग्राम पंचायत भालण-II  
सैनज जिला कुल्लू (हि0प्र0)

Signature of Forest Guard  
Bhalan Beat

Block Forest Officer  
Signature of B.O.  
Lalji Block

Signature of R.O.  
Range Forest Officer  
Sainj Forest Range

DMU Seraj  
JICA  
DMU-Seraj