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आज़ादी का  
अमृत महोत्सव



## Business Plan

### Cutting and Tailoring

Shivalika (Maloh-I Sub-committee)



Bio Diversity Management Committee  
Sub-Committee  
Gram Panchyat  
Forest Technical Unit  
Divisional Management Unit

Maloh  
Maloh-I  
Maloh  
Wild Life Range, Sundernagar  
Wild Life Division, Kullu

**Project for Improvement of Himachal Pradesh Forest Ecosystems  
Management & Livelihoods**

**(JICA Assisted)**

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## 1. Background

Cutting and tailoring center by SHG Shivalika will be located at village Maloh P.O. Maloh Distt. Mandi HP. The total households in village Maloh 35 and 2 small villages surrounding Maloh 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	::	Shivalika Cutting & Tailoring
2.2	BMC	::	Maloh –I
2.3	Range	::	Sundernagar
2.4	Division	::	Kullu (WL)
2.5	Village	::	Maloh (WL)
2.6	Block	::	Sundernagar
2.7	District	::	Mandi
2.8	Total No. of Members in SHG	::	10 – females
2.9	Date of formation	::	16/01/2022
2.10	Bank a/c No.	::	7314000100032593
2.11	Bank Details	::	PNB,MALOH (Distt-Mandi)
2.12	SHG/CIG Monthly Saving	::	50
2.13	Total saving		3500 (till date)
2.14	Total inter-loaning		--
2.15	Cash Credit Limit		--
2.16	Repayment Status		--

### 3. Beneficiaries Detail:

Sr. No	Name	Father/Husband Name	Age	Category	Income Source	Address
1.	Namarta	Haridhas	23	SC	agriculture	Maloh-I
2.	Indira devi	Karm singh	48	General	agriculture	Maloh
3.	Nisha Devi	Chaman lal	32	General	agriculture	Maloh
4.	Hemlata	Dolat ram	41	General	agriculture	Maloh
5.	Nola Aagmo	Brijlal	35	ST	agriculture	Maloh
6.	Anjana devi	Devi ram	32	General	agriculture	Maloh
7.	Pushpa devi	Puran chand	39	General	agriculture	Maloh
8.	Meena Devi	Prakesh chand	31	General	agriculture	Maloh
9.	Reena kumara	Hem singh	32	SC	agriculture	Maloh
10.	Jamna devi	Lailt singh	36	General	agriculture	Maloh

### 4. Geographical details of the Village:

3.1	Distance from the District HQ	::	25 Km
3.2	Distance from Main Road	::	7 KM
3.3	Name of local market & distance	::	Sundernagar, 7km
3.4	Name of main market & distance	::	Mandi, 25km
3.5	Name of main cities & distance	::	Mandi, 25km Sundernagar, 7km
3.6	Name of places/locations where product will be sold/ marketed	::	Mandi

### 5. Management

Cutting and tailoring centre by SHG Shivalika 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 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 our centre will mostly be ladies and some cloth merchants around village Maloh 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 to provide unique modern and high class stitching service to the residents of Maloh village in particular and all other residents of nearby villages.

This centre will ensure 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. The initial stage to start the business

The SHG Shivalika 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 under:

1. Room rent =1500 / month
2. Sewing machine with foot pedal= 10@ 9000= 90000
3. Room carpet 1 @ =1500
4. Cutting scissors = 10 @ 250 =2500
5. Tailors scale =10 @200 =2000
6. Measuring tape =10 @ 50 = 500
7. Marking material Chalk = 100
8. Iron = 10 no's. 700 = 7000
9. Sewing thread different colours = 4 pkt @ 500 =2000
10. Oiling pippet = 7 no's. 50=500

## 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 shivalika 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.

## 14. Description of Economics:

A. CAPITAL COST				
Sr.No	Particulars	Quantity	Unit Price	Total Amount (Rs.)
1	Sewing machinewith tool pedal	10	9000	90000
2	Room carpet	01	1500	1500
3	Cutting scissors	10	450	4500
4	Tailor's scale	10	200	2000
5	Measuring tape	10	50	500

6	Interlocking machine	01	6000	6000
7	Hangers	10	100	1000
8	Stools	10	500	5000
9	Iron	10	700	7000
	<b>Total Capital Cost (A) =</b>			<b>1,17,500</b>
<b>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	1500	1500
2	Marking material chalk etc.	L/S	L/S	100
3	Sewing thread of different colours	04 m	500	2000
4	Oiling pippet	7	50	350
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>6,950</b>

### 15. Income projections:

To start with it is estimated that each 3 member will stitch one Bag in a day, 3Member will make Cushion in a Day and 4 Member will make Suit complete in all respect.

The charges as on today for simple bag is approximately 200 per Bag. On an average the 3 members of group may stitch 90 bags in a month Therefore the total output of the group is estimated  $90*200 =Rs 18000/-$  only.

The charges as on today for cushion cover is approximately 100 per cushion. On an average the 3 members of group may 120 cushion covers in a month Therefore the total output of the group is estimated  $90*100 =Rs 9000/-$  only.

The charges as on today for Suit is approximately 300 per suit. On an average the 4 members of group may stich 120 suit in a month Therefore the total output of the group is estimated  $120*300 =Rs 36000/-$  only

Therefore the total output of the group is estimated Rs 63,000/- only.

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

Sr.No.	Particulars	Expenditure / month (Rs)	Income per month(Rs)
1.	10% Depreciation on capital cost i.e. 117500	979	
2.	Total Recurring Cost	6950	
3.	Total	<b>7,929</b>	<b>63000</b>
4.	<b>Net Profit (63000 - 7929)</b>	<b>55,071</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>	



### 17. Fund flow in the group:

Sr.No	Particulars	Total Amount (Rs)	Project contribution 75%	SHG contribution 25%
1	Total capital cost	1,17,500	88,125	29,375
2	Total Recurring Cost	6950	0	6950
3	Trainings	60000	60000	
	<b>Total outlay</b>	<b>1,84,450</b>	<b>1,48,125</b>	<b>36,325</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

### 18. 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>• 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>• 25% of capital cost to be borne by SHG.</li> <li>• Recurring cost to be borne by SHG</li> </ul>	

### **19. 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

**20. 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.

### **21. Monitoring Method –**

- Social Audit Committee of the VFDS/ BMC 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.

### **Remarks**

Resolution-CUM-Group-consensus Form

It is decided in the General house meeting of the Group Shivalika SHG  
held on 16-06-2022 at Maloh-I that our group will undertake  
the Cutting and Tailoring as Livelihood Income Generation Activity under the project for  
Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

Namastej  
सचिव  
निवालािका स्वयं सहायता समूह,  
Signature of Group President

Indra Devi  
सचिव  
निवालािका स्वयं सहायता समूह,  
Signature of Group Secretary

Hemchand  
समिति  
Signature of President BMC

[Signature]  
Signature of Forest Officer  
Wild Life Range  
Sundarnagar

[Signature]  
Treasurer  
B.O. Bober

[Signature]  
A. C. F.  
Wild Life Division  
Kullu, H.P.

Approved

[Signature]  
Divisional Management Unit Officer-CUM -  
Divisional Forest Officer, Wild Life Division,  
Kullu, District Kullu .

## Group members Photos-

				
Nola angmo (Member)	Reena kumara (Member)	Indra Devi (Member)	Hemlata (Member)	Meena Devi (Member)
				
Namarta (Member)	Pushpa Devi (Member)	Jamana Devi (Member)	Anjana Devi ( Member)	Nisha Devi (Member)

Prepared by: Priya Thakur (SMS)

Premlata (FTU Co-ordinator)