

BUSINESS PLAN

INCOME GENERATING ACTIVITY – Cutting and Tailoring

By

Masroor - Self Help Group



| | | |
|--------------|----|----------------|
| SHG/CIG Name | :: | Masroor |
| VFDS Name | :: | Dhangar |
| Range | :: | Nagrota surian |
| Division | :: | Dehra Divison |

Prepared under:



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

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1. Description of SHG/CIG

| | | | | |
|------|-----------------------------|----|---------------------|--|
| 2.1 | SHG/CIG Name | :: | Masroor | |
| 2.2 | VFDS | :: | Dhangar | |
| 2.3 | Range | :: | Nagrota surian | |
| 2.4 | Division | :: | Dehra Divison | |
| 2.5 | Village | :: | Dhangar | |
| 2.6 | Block | :: | Nagrota surian | |
| 2.7 | District | :: | Kangra | |
| 2.8 | Total No. of Members in SHG | :: | 15 | |
| 2.9 | Date of formation | :: | 16/09/22 | |
| 2.10 | Bank a/c No. | :: | 50100577784544 | |
| 2.11 | Bank Details | :: | HDFC Nagrota Surian | |
| 2.12 | SHG/CIG Monthly Saving | :: | 50rs | |
| 2.13 | Total saving | | 750rs | |
| 2.14 | Total inter-loaning | | 1% | |
| 2.15 | Cash Credit Limit | | -- | |
| 2.16 | Repayment Status | | -- | |

2. Beneficiaries Detail:

| Sr. no | Name (Smt.) | Father/Husband Name (Sh.) | Age | Qualification | Income Source | Address |
|--------|-------------|---------------------------|-----|---------------|---------------|---------------|
| 1 | Manju Devi | W/O Ravi lal | 36 | 10th | Agriculture | Vill. Dhangar |
| 2 | Usha Devi | W/O Arun Kumar | 38 | 10th | Agriculture | Vill. Dhangar |
| 3 | Soma Devi | W/O Ashwani Kumar | 37 | 10th | Agriculture | Vill. Dhangar |
| 4 | Mamta Rani | W/O Raj kumar | 37 | 12th | Agriculture | Vill. Dhangar |
| 5 | Mamta Jyoti | W/O Onkar Singh | 42 | 10th | Agriculture | Vill. Dhangar |
| 6 | Anju Bala | W/O Raftar | 34 | 12th | Agriculture | Vill. Dhangar |

| | | | | | | |
|----|----------------|--------------------|----|------------------|-------------|---------------|
| 7 | Anjana kumari | W/O Pawan kumar | 48 | 10th | Agriculture | Vill. Dhangar |
| 8 | Babita Devi | W/O Avtar Singh | 42 | 10th | Agriculture | Vill. Dhangar |
| 9 | Shrestha Devi | W/O Kanchan kumar | 39 | 8th | Agriculture | Vill. Dhangar |
| 10 | Santosh kumari | W/O Raman kumar | 43 | 10th | Agriculture | Vill. Dhangar |
| 11 | Swarna Devi | W/O Kamal Kishor | 49 | 8th | Agriculture | Vill. Dhangar |
| 12 | Sheena Devi | W/O Tilak Raj | 37 | 10th | Agriculture | Vill. Dhangar |
| 13 | Neelam Devi | W/O Sanjeev Kumar | 41 | 10 th | Agriculture | Vill. Dhangar |
| 14 | Kamlesh Kumari | W/O Pawan Kumar | 37 | 12 th | Agriculture | Vill. Dhangar |
| 15 | Pooja Devi | W/O Surinder Kumar | 28 | 12 th | Agriculture | Vill. Dhangar |

3. Geographical details of the Village

| | | | |
|-----|---|----|--|
| 3.1 | Distance from the District HQ | :: | 55 Km |
| 3.2 | Distance from Main Road | :: | 5 Km |
| 3.3 | Name of local market & distance | :: | Haripur & 7 Km |
| 3.4 | Name of main market & distance | :: | Nagrota Surian & 12Km |
| 3.5 | Name of main cities & distance | :: | Dehra-45 km, Jawali-40 km, Kangra-40km |
| 3.6 | Name of places/locations where product will be sold/ marketed | :: | Nagrota Surian, Pathankot, Jawali, Kangra, Haripur |

4. Executive Summary

Cutting and tailoring income generation activity has been selected by **Masroor** Self Help Group. This IGA will be carried out by all ladies of this SHG initially. Different types of suits will be stitched by this group initially. This activity is being already done by some ladies of this group. Group members will work with fewer machines initially and as group members' skill/ efficiency improve then group will purchase more machines. This business activity will be carried out whole year by group members. Suits will be stitched as per order by consumer and cloth will be provided by consumer or depends on order.

5. Description of Product related to Income Generating Activity

| | | | |
|---|----------------------------------|----|--|
| 1 | Name of the Product | :: | Stitched Suit |
| 2 | Method of product identification | :: | This activity is being already done by some SHG ladies and has been decided by group |

| | | | |
|---|---------------------------------------|----|---------|
| | | | members |
| 3 | Consent of SHG/ CIG / cluster members | :: | Yes |

6. Description of Production Planning

| | | | |
|-----|---------------------------------|----|---|
| 6.1 | Time taken | :: | 1 suit takes around 3-4 hours to complete |
| 6.2 | Number of ladies involved | :: | All ladies. |
| 6.3 | Source of raw materials | :: | Local market/ Main market |
| 6.4 | Source of other resources | :: | Local market/ Main market |
| 6.5 | Expected stitched suits per day | :: | 6 suits initially |

7. Description of Marketing/ Sale

| | | | |
|-----|-------------------------------------|----|---|
| 7.1 | Potential market places/locations | :: | Villages covered – Dhangar |
| 7.2 | Stitching work demand | :: | Throughout year and high demand at the time of festive and marriage occasions. |
| 7.3 | Process of identification of market | :: | Group members will contact nearby villagers/households/institutions. |
| 7.4 | Marketing Strategy | | SHG members will directly take orders (individual levels/ group level) from nearby villagers/households/institutions. |

8. Risk Analysis

- Skill based
- Demand driven
- Highly competitive market

9. Description of Management among members

By mutual consent SHG group members will decide their role and responsibility to carry out the work. Work will be divided among members according to their mental and physical capabilities.

- Some group members will involve in Pre-Production process (i.e- procuring of raw material etc)
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing.

10. Description of Economics:

| A. | CAPITAL COST | | | |
|-------|--------------|----------|------------|--------------------|
| Sr.no | Particulars | Quantity | Unit Price | Total Amount (Rs.) |

| | | | | |
|---------------------------------|---------------------------|-------------|------|---------------|
| 1 | Sewing Machine With Table | 10 | 8800 | 88000 |
| 2 | Sewing Machine | 5 | 5500 | 27500 |
| 2 | Interlock Machine | 1 | 8000 | 8000 |
| 3 | Tailor Scissor | 15 | 500 | 7500 |
| 4 | Tailoring Ruler Set | 15 | 650 | 9750 |
| 5 | Sewing Tailor Tape | 15 | 150 | 2250 |
| 6 | Iron Press | 15 | 700 | 10500 |
| 7 | Almirah | 1 | LS | 16000 |
| 8 | Hanger | 3 set | 1200 | 3600 |
| 9 | Chairs, Table etc | Approximate | LS | 15000 |
| Total Capital Cost (A) = | | | | 188100 |

| B. RECURRING COST | | | | | |
|---------------------------------|---|-------------------|-----------------|--------------|--------------------------|
| Sr.no | Particulars | Unit | Quantity | Price | Total Amount (Rs) |
| 1 | Sewing threads | Reels/Suits/month | 600 | 10 | 6000 |
| 2 | Other finishing materials (book rum, neck etc) | Suits/month | LS | LS | 6500 |
| 3 | Rent | Month | | | 3000 |
| 4 | Other (stationary, electricity bill, transportation, machine repair) | Month | | | 2000 |
| Total Recurring Cost (B) | | | | | 17500 |

| C. Cost of Production (Monthly) | | |
|--|---|--------------------|
| Sr. No | Particulars | Amount (Rs) |
| 1 | Total Recurring Cost | 17500 |
| 2 | 10% depreciation annually on capital cost | 1750 |
| | Total | 19250 |

| D. Stitched Suit price (per suit) | | | | | |
|---|----------------------------|-------------|-----------------|--------------------|--|
| Sr.no | Particulars | Unit | Quantity | Amount (Rs) | |
| 1 | Simple suit | 1 | 1 | 300-350 | |
| 2 | Other (Plazzo, lining etc) | 1 | 1 | 350-400 | |

Analysis of Income and Expenditure (Monthly):

| Sr.no | Particulars | Amount (Rs) |
|-------|---|---|
| 1 | 10% depreciation annually on capital cost | 1750 |
| 2 | Total Recurring Cost | 17500 |
| 3 | Total Stitched Suit per month | 150(approximate quantity) |
| 4 | Selling Price of Stitched Suit (per suit) | 300 |
| 5 | Income generation (150*300) | 45000 |
| 6 | Net profit (45000 - 17500) | 27500 |
| 7 | Distribution of net profit | <ul style="list-style-type: none"> Profit will be distributed equally among members monthly/yearly basis. Profit will be used for further investment in IGA |

11. Fund requirement:

| Sr.no | Particulars | Total Amount (Rs) | Project contribution | SHG contribution |
|-------|----------------------|-------------------|----------------------|------------------|
| 1 | Total capital cost | 188100 | 141075 | 47025 |
| 2 | Total Recurring Cost | 17500 | - | 17500 |
| 3 | Trainings | 50000 | 50000 | - |
| | Total | 255600 | 191075 | 64525 |

Note-

- **Capital Cost** – 75 % of capital cost to be covered under the Project
- **Recurring Cost** - To be borne by the SHG/CIG.
- **Trainings/capacity building/ skill up-gradation** - To be borne by the Project

12. Sources of fund:

| | | |
|------------------|---|--|
| Project support; | <ul style="list-style-type: none"> 75% of capital cost will be utilized for purchase of machines. Upto Rs 1 lakh will be parked in the SHG bank account. Trainings/capacity building/ skill up-gradation cost. | Procurement of machines will be done by respective DMU/FCCU after following all codal formalities. |
|------------------|---|--|

| | | |
|------------------|--|--|
| SHG contribution | <ul style="list-style-type: none"> • 25% of capital cost to be borne by SHG. • Recurring cost to be borne by SHG | |
|------------------|--|--|

13. 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

14. 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 not 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.

15. 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.

16. Remarks Group Members

Individual Photos:-



Prepared by:

Mr. Madan Lal Sharma (Retd. HPFS)
Ms. Deeksha (SMS)
Ms. Shivani (FTU Co-ordinator)

Resolution-cum-Group Consensus Form

It is decided in the General House meeting of the group *Masroor*..... Held on *11/09/2022* at *Dhangar* that our group will undertake the *Cutting & Laboring* as livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems management & Livelihoods (JICA Assisted).

Manju Devi
Signature of Group Pradhan

Usha Devi
Signature of Group Secretary

Business Plan Approval by VFDS & DMU

.....Masroor..... Group will undertaken the Cutting Planting as livelihood income Generation Activity under the Project for implementation of Himachal Pradesh Forest Ecosystem Management and livelihood (JICA assisted). In this regard business plan of amount Rs. 955600/- has been submitted by group on 28.12.2017..... And the business plan has been approved by the VFDS...Dhangra.....

Business Plan is submitted through FTU for further action please.

Thank you

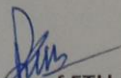
Manju Devi
Signature of Group President

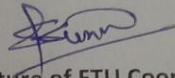
Usha Devi
Signature of Group Secretary

Daya Ram
Signature of President VFDS

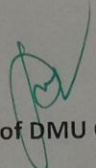
[Signature]
Approved
DMU-CUM-Dehra

Submitted to DMU through FTU


Name & Signature of FTU Officer
Range Forest Officer
Nagrota Surian (H.P.)


Name & Signature of FTU Coordinator
Sandeep Kumar Forest Guard
i/c Dhar Beat

Approved


Name & Signature of DMU Officer