



## Income Generation Activity

Handloom

SHWAL AND STAWL



Rigan - Self Help Group

<b>SHG/ Name</b>	<b>::</b>	<b>Rigan</b>
<b>VFDS Name</b>	<b>::</b>	<b>Jeev Narayan Van Vikesh samiti Jana-I</b>
<b>FTU/Range</b>	<b>::</b>	<b>Naggar</b>
<b>DMU/Division</b>	<b>::</b>	<b>Kullu</b>
<b>FCCU/ Circle</b>	<b>::</b>	<b>Kullu</b>

<b>Sponsored by</b>	<b>Prepared by</b>
<b>PIHPFEM&amp;L</b>	FTU CO-ORIDNATOR – VISHAL VERMA BLOCK FOREST OFFICER - Rajiv Kumar FOREST GUARD - Gurmeet

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## **1. Introduction**

Making of shawl and stawl . 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 10 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. Executive summary**

### **VFDS: -**

Jeev Narayan Van vikas samiti Jana-I VFDS falls underdevelopment block Nagar, Jana beat of Naggar range in Kullu forest Division.

## **3. Description of SHG**

The informal Veer Rigan SHG group was formed in October 02/02/ 2022 VFDS to provide Livelihoods Improvement Support by up gradating skill and capacities. The group consists of poor and marginal farmers.

a women group consist of marginal and weaker section of the society having less land resources. Though all Group member grow high value cash crops Viz. Cauliflower, Cabbage, Peas, Garlic Onion Tomatoes etc. but as the land holding of these members is very small and the production level has reached near saturation, so in order to meet out their financial requirements' they decided to go ahead with knitting which can enhance their income. There are 11 members in this group and their monthly contribution is Rs 1000- per month, the detail of Group members is as under:-

### Detail of SHG Members along with Photos

Sr. No	Name	Name of Father/Husband	Designation	Category	Age	Qualification	Cont. No.
1.	Seeta Devi	Alam chand	President	Genral	38	8 <sup>th</sup>	8580708807
2	Nana Devi	Mani Ram	Secretary	Genral	50	10 <sup>th</sup>	8894506518
3	Bheema devi	Yub raj	Member	Genral	35	+2	9816462219
4	Krishna devi	Ramnath	Member	Genral	32	+2	8894581675
5	Savitri devi	Chuni lal	Treasurer	Genral	58	5 <sup>th</sup>	9807787101
6	Kala devi	Redku ram	Member	Genral	53	5 <sup>th</sup>	9816637365
7	Begi devi	Bala Ram	Member	Genral	53	7 <sup>th</sup>	9816002863
8	Vidhya devi	Teekm ram	Member	Genral	26	10 <sup>th</sup>	8629026688
9	Asha thskur	Teek Ram	Member	Genral	26	9 <sup>th</sup>	8219050577
10	Kesri devi	Deela ram	Member	Genral	50	5 <sup>th</sup>	8230034249
11	Lata devi	Chande ram	Member	Genral	60	-	9816604549
12	Promla devi	Jagdes	Member	Genral	22	9 <sup>th</sup>	6230379401
13	Maltu devi	Chateen singh	Member	Genral	55	3 <sup>rd</sup>	8628037580
14	Reema devi	Leeladhar	Member	Genral	31	8 <sup>th</sup>	7876517285
15	Shojhi devi	Budh ram	Member	Genral	44	7 <sup>th</sup>	8629842210

### 3.1 Veer bhumi SHG Group VFDS kaniyal.

3.1.	Name of SHG/	::	Veer Bhumi J.J.N
3.2	SHG/CIG MIS Code No	::	-
3.3	VFDS	::	Jeev Narayan Van vikas samiti Jana-I
3.4	Range	::	Naggar
3.5	Division	::	Kullu
3.6	Village	::	Janna
3.7	Block	::	Naggar
3.8	District	::	Kullu
3.9	Total no of members in SHG	::	15 females
3.10	Date of formation	::	02/02/2022
3.11	Bank Name and details	::	P.N.B Naggar
3.12	Bank A/C No.	::	2705000101037349
3.13	SHG/ monthly saving	::	750
3.14	Total Saving	::	15000
3.15	Total inter- loaning	::	-
3.16	Cash Credit limit	::	
3.17	Repayment status		

#### 4. Geographical detail of the Village

4.1	Distant from District HQ	:	40km
4.2	Distant from Main Road	:	10km
		:	
4.3	Name of Local Market and distant	:	Naggar , 10KM
4.4	Name of main Cities and distant	:	Kullu , 40KM
		:	
4.5	Name of the main cities where products will be sold/ marketed	:	Manali , Kullu Bhuntar .
		:	
4.6	Status of backward and forward link ages	:	Kullu, Manali, Bhuntar ,patluikull
		:	

#### 5. Description of product related to Income Generating Activity.

5.1	Name of the Product	::	Shawl and stall
5.2	Method of Product Identification	::	Some members are already doing knitting work.
5.3	Consent of SHG/ CIG/ Cluster	::	Yes (page no.)

## **6. Production Processes.**

**First of all, the members of the SHG will be given training in shawls, stoles etc. by the project. After the training, the following process was followed by the group members in preparing the product. Will go:**

- 1. The warp and weft of shawls and stoles will be done by warping machine. This saves time and products. The cost of wage rate will be less.**
- 2. 08 members in the group will do the work of making the stalls.**
- 3. 06members in the group will do the work of making shawls/pattu.**
- 4. 01 member in the group will do marketing and also bring raw material.**
- 5. The group members will work for 4 to 5 hours per day**

**After the training, the work of the following products will be done by the group, the details of which are as follows:-**

- 1. Stale 2/48 Australian bool thread**  
Stole of different designs will be prepared by 08 members. By working 3 to 4 hours per day by 8 members, 06stalls will be prepared in 01 days.
- 2. . Shawl 2/48 Australian bool thread**  
Shawls of different designs will be prepared by 06 members. By working 3 to 4 hours per day by 03 members, 03shawls will be prepared in 07 days.

## 7. Description of Production Planning :

7.1	Production cycle (in days) 30 days (would work 4-5 hours a day)	::	1 stals 12shals
7.2	Manpower required (No)	::	06 for stals 04 fir shawl/pttu 01 for marckitting
7.3	Source of raw material	::	Kullu
7.4	Source of other resources.	::	Kullu

## 8. Description of Marketing / Sale

8.1	Potential Market Places	::	Manali ,kullu, Bhunter
8.2	Distance from unit	::	1km to 40 km Approx.
8.3	Demand of the Product in Market		Manali , Solang Nala, kullu,Bhuter
8.4	Process of Identification of Market	::	Group based on its own capacity and local demand <ul style="list-style-type: none"> <li>• Listing of sellers</li> <li>• Contact with sellers</li> </ul>
8.5	Impact of seasonality on Market.	::	Higher demands in winters.
8.6	Potential buyers of the Product.	::	Local people ,urban, and tourist.
8.7	Potential consumers in the area.	::	Tenants ,job seekers, outsiders.



8.8	Marketing mechanism of the Product.	::	<ul style="list-style-type: none"> <li>• Contact with shopkeepers</li> <li>• Own sells center</li> <li>• Stall/exhibition in fairs</li> <li>• Various offices</li> <li>• Religious places</li> </ul>
8.9	Marketing strategy of the Product.	::	<ul style="list-style-type: none"> <li>• Wholesaler</li> <li>• Rental merchant</li> <li>• Agent 20-25 % subsidy</li> <li>• Local network promotion</li> <li>• Promotion in social media</li> </ul>
8.10	Product Branding.	::	
8.11.	Product Slogan	::	

## 9.SWOT Analyses

Sl.no	Detail/Items	:	Description
1.	Strength	::	<ul style="list-style-type: none"> <li>• Women have a passion for work.</li> <li>• Already some members are engaged in weaving.</li> <li>• The group also has experienced members</li> </ul>
2.	Weakness	::	<ul style="list-style-type: none"> <li>• Women also do the work of agriculture and animal husbandry.</li> <li>• Finding only 2 to 3 hours time for work.</li> <li>• Working in group for the first time.</li> </ul>
3.	Opportunity	::	<ul style="list-style-type: none"> <li>• Support and funds will be available from the HP Forest Ecosystem Management and Livelihood Improvement Project.</li> <li>• Training will increase efficiency and capability.</li> <li>• There are women in the group.</li> <li>• There is a demand for the producers locally and in the cities. Kullu and Manali are tourist places</li> </ul>
4.	Threats	::	<ul style="list-style-type: none"> <li>• Not producing good products.</li> <li>• Not understanding the situation (demand) of market .</li> <li>• Competition with other product centers.</li> <li>• Lack of coordination with consumers.</li> <li>• Engagement in other (agriculture, horticulture and animal husbandry) works</li> </ul>

## 10. Description of Potential risks and measures to mitigate them.

SI.no	Potential risks	:	Measures to mitigate them.
1.	Not understanding the situation (demand)of market	:	Work As per the market demand from time to time
2.	Not producing good products	:	Creating customized products for the consumers
3.	Competition from other product centers	:	To make better products than other product centers and earn less profit initially
4.	Lack of coordination with consumers	:	Always be in touch with the consumers
5.	More engagement in agriculture, horticulture and animal husbandry	:	To pay attention to agriculture, horticulture and animal husbandry and weaving along with other household works
6.			

## 11. Description of Economics of the Project.

### Cycle

S. No	PROJECT COST	Amount in Rs.
<b>A</b>	<b>CAPTIAL COST</b>	
	13 KHADI 35 inch (RS 10500/KHADI)	136500
	12Charkha (RS 1800/Charkha)	23400
	<b>Total Capital Cost</b>	<b>159900</b>

<b>B.</b>					
<b>RECURRING COST of First Cycle</b>					
<b>Sr.no</b>	<b>Description</b>	<b>Unit</b>	<b>Amount</b>	<b>Rates</b>	<b>Amount</b>
<b>1</b>	<b>Shawl</b>				
<b>a</b>	<b>Raw material (warp and weft)</b>	<b>Kg</b>	<b>4</b>	<b>1500</b>	<b>6000</b>
<b>b</b>	<b>Raw Material (cashmere wool )</b>	<b>kg</b>	<b>1</b>	<b>500</b>	<b>500</b>
<b>C</b>	<b>Cost of warping machine (for 12shawls)</b>	<b>Number</b>	<b>12</b>	<b>20</b>	<b>250</b>
<b>d</b>	<b>Wages (03 members 4-5hrs/day)30×7×300</b>	<b>days</b>	<b>30</b>	<b>300</b>	<b>63000</b>
<b>e</b>	<b>Other expenses (packing and peplates)</b>				<b>500</b>
	<b>Total (a+b+c+d+e)</b>				<b>70250</b>
<b>2.</b>	<b>Stawl</b>				
<b>a</b>	<b>Raw material (warp and weft)</b>	<b>Kg</b>	<b>30</b>	<b>1500</b>	<b>45000</b>
<b>b</b>	<b>Raw Material (cashmere wool )</b>	<b>kg</b>	<b>10</b>	<b>500</b>	<b>5000</b>
<b>c</b>	<b>Cost of warping machine (for 12shawls)</b>	<b>number</b>	<b>18</b>	<b>20</b>	<b>360</b>
<b>d</b>	<b>Wages (06 members 4-5hrs/day)30×6×300</b>	<b>day</b>	<b>30</b>	<b>300</b>	<b>54000</b>

e	Other expenses (packing and pepplates)				500
	Total (a+b+c+d+e)				104860
					175110
	Total recurring cost(total-wages)				58110

## 12.Guesses

Sr.no	Description	Unit	Amount	Amounts in Rs
<b>For a shawl</b>				
1	Cost of production	Number	1	1000
	Fixed Profit	percentage	30	300
	Total (cost + profit)	Number	1	1300
	Market price	Number	1	1600
<b>For a stawl</b>				
2	Cost of production	Number	1	521
	Fixed Profit	percentage	30	156
	Total (cost + profit )	Number	1	677
	Market price	Number	1	850

### 13. Cost Benefit Analysis First Cycle:-

Sr no	Particular	Unit	Quantity/no	Rate	Amount in (Rs)
A	Depreciation 10% on Capital Cost	Month	12	10%	1332.5
B	Recurring Cost				
1.	shawl				70250
2.	Stawl				175110
	<b>Total -wages =</b>				<b>58110</b>
c.	Product sells revenue				
1	Product sells revenue shawl	Number	12	1000	12000
2	Product sells revenue stawl	Number	150	521	78150
	<b>Total</b>				90150
	<b>Total profit (c-a+b)90150-1332.5+58110=30707.5</b>				30707.5

Gross profit from the sell of the produce=30707.5

#### 13.1 Benefit Cost Analysis (Yearly)

Sr. No	Particulars	Amount (Rs)
1	10% depreciation on capital cost	1332.5
2	Recurring cost	697320
3	Total profit	368490
4	Gross profit	368490

#### 14. Summary of Economics

Particulars	Total Amount (Rs.)	Project Contribution (75%)	SHG contribution (25%)
Total capital cost	159900	119925	39975
<b>Recurring cost</b>			
10% depreciation on capital cost/ month	1332.5		1332.5
Other expenditure per month	58110	-nil-	
<b>Total</b>	58110		1332.5

**Note:** -This amount is excluding Labour wages and room rent.

#### 15. Resources of Funds and Fund Requirement

Sr no	Detail of Resources	Amount in Rs.
1	Project share on Capital cost of <b>159900</b> (75%)	119925
2.	Monthly contribution till date	15000
3.	Loan from bank	0
	<b>Total</b>	

- Rs one lac will be provided to self help Group as a revolving fund to take the loan from bank.
- 70% of Capital cost will be borne by Project.

## **16. Computation of Break-even Point**

Break-even Point = Capital Cost/ Sale /kg.- Recurring Cost /Kg.

Even point of shawl

$$159900 / 1000 = 159$$

Even point of stawl

$$159900 / 521 = 306$$

Total profit (shawl, stawl) = 1000 + 521 = 1521

$$159900 / 1521 = 105 \text{ days}$$

**159900** breakeven point can be achieved after 105 days circle.

## **17. 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.

## 18. Training

Training will be done for 08 hours daily i.e. 42 to 43 days master trainer will be given to train at Rs.1000/- per day. During the period of training, the group will be given one time raw material at the rate of Rs.1000/- per trainee

Sr.no.	Description	Traning	Member	Rates	Amount in rs
1	master trainer	45 days		1000/day	45000
2	Training hall rent	45days		2000/month	3000
3	Boarding loading	45days		100/day	4500
4	Raw material /training material	45days	10	100/member	10000
	<b>Total</b>				<b>62500</b>

## 19. Remarks:



## 20. Glimpse of Photos during Discussion



**21. Photograph of CIG/SHG members**

 <p>Pardhan Smt. Seeta Devi</p>	 <p>Secretary Smt. Naina Devi</p>	 <p>Up-Prdhan Smt. Bhima Devi</p>	 <p>Cashier Smt. Savitra</p>	 <p>Member Smt. Reema Devi</p>
 <p>Member Keshri Devi</p>	 <p>Member Smt. Promila</p>	 <p>Member Smt. Krishna Devi</p>	 <p>Member Smt. Asha Thakur</p>	 <p>Member Smt. Shouji Devi</p>
 <p>Member Smt. Begi Devi</p>	 <p>Member Smt. Kali Devi</p>	 <p>Member Smt. Vidya Devi</p>	 <p>Member Smt. Maltu Devi</p>	 <p>Member Smt. Lata Devi</p>

## 22. List of rules of SHG

1. Group work: handloom.
2. Group address: village Jana
3. Total members of the group: 15
4. Date of the first meeting of the group;
5. For every Rs. 100 in the group , there will be an interest of Rs. 2
6. The monthly meeting of the group is held every month. will be on the date of 05th
7. All the members of the group will deposit the saved money of each month in the group
8. All members will have to attend the meeting of the Self-Help Group
9. Self Help Group Account PNB Branch Naggar Account number 2705000101037349
10. In order to attend the meeting of the group, the principal and secretary will have to take permission by stating the appropriate work.
11. Those who do not deposit the amount of savings in the group or are present in the group for 3 Meetings , then that person will be removed from the group.
12. If the person who is present in the group giving reasons, then the next meeting will be in the house of the person whose expenses will have to be borne by that person himself.
13. The Principal and Secretary of the Self-Help Group shall be elected unanimously
14. The principal and secretary can transact with the bank this post will be valid for one year.
15. The Principal, Secretary or Member shall not do any work against the Group shall always utilize the funds of the Group.

16. If the member wants to leave the group for some reason, if this person has taken a loan, then the group will have to return only then there is equality except the group otherwise not.
17. The purpose of the loan will be decided in the meeting, the time of repayment of the amount, the installment of the loan and the rate of interest will be decided in the meeting.
18. For emergency, the principal and secretary should have an amount of at least Rs 1000
19. The register of self-help groups should be read and written in front of all members
20. Large borrowers will have to report a week in advance
21. Loans should be given to all members in times of need
22. If the member wants to leave the group without any reason, then the accumulated income of that member will be divided into the group.
23. GROUP HAS TO SUBMITT THERE MONTHLY REPORT TO THE FTU !

Agreement  
Resolution-cum- Group-Consensus Form

It is decided in the General House meeting of the Rigan Self help Group Held on 28/09/2023 at Jana I our group will undertake the Handloom as livelihood income generation activity under the project of implementation of Himachal Pradesh ecosystem management and livelihood (JICA assisted).

Suta

**सुता**  
Signature of group president  
सिग्नेचर ऑफ ग्रुप प्रिजिडेंट (सुता)

Primer Dui

**राधिका प्रिमीर डुई**  
Signature of RFO (Primer Dui)

[Signature]

**सुता**  
Signature of VFDS president  
सिग्नेचर ऑफ वीएफडीएस प्रिजिडेंट  
सुता

[Signature]

**Signature of RFO  
Range Forest Officer  
Forest Range Naggar**

Approval

Business plan Handloom of Rigan SHG in  
VFDS Jana-I approved by divisional management unit cum Divisional  
Forest officer Kullu on Dated 4/10/2023

[Signature]

**DMU-cum-DFO Kullu  
Kullu Forest Division Kullu**