



**Business Plan**  
On  
**Income Generation Activity**  
**Cutting and Tailoring**  
For  
**Self Help Group – Jayanti Maa**



SHG/CIG name	Jayanti Maa
VFDS name	Kamah/ Basmol
Range	Theog
Division	Theog

**Prepared Under-**

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

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## **1. Introduction-**

Cutting and tailoring also known as stitching of clothes. This skill of cutting and tailoring is used for making suits, handkerchief and different clothing wears of different styles of all age groups, household products such as table cover, curtains, bags, bedsheets etc. It is a common household activity mainly among the women in rural India. Most of the women are well conversant with this IGA and they do it happily in their free time and as well while doing other household works. One reason of them doing it by themselves is to save money. 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 IGA so that they can earn extra money to meet their expenses and rise some saving also for the difficult times. A group of 17 women of different age group already existing as a SHG came together to also be a part of JICA project and decided to craft a business plan which can help them to take this IGA in collective manner and raise their additional income.

After discussing about the market potential and different aspects very carefully before getting into this IGA (Income Generation Activity). The Jayanti MaaSHG group has collectively decided of cutting and tailoring as their Income Generation Activity (IGA). Jayanti MaaSHG was formed in the year 2021 and has also been included under Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted), which fall under VFDS Kamah/ Basmol. This SHG consists of 17 females. These females already had little experience of cutting and tailoring and now with the help of this project funding, training and assistance they will develop this skill and become professional. They will be able to stitch clothes and will become self independent and generate income. The detailed business plan of this SHG have been crafted according to its investment capacity, marketing & promotional strategy and the detailed action plan will be discussed here as under:

## 2. Description of SHG/CIG

1.	SHG/CIG Name	Jayanti Maa
2.	VFDS	Kamah/ Basmol
3.	Range	Theog
4.	Division	Theog
5.	Village	Kamah/ Basmol
6.	Block	Theog
7.	District	Shimla
8.	Total no. of members in SHG	17
9.	Date of formation	07/07/2022
10.	Bank a/c No.	13060110053461
11.	Bank details	UCO Bank Chhaila
12.	SHG/CIG monthly savings	(100 per person)
13.	Total saving	Rs.8000 /-
14.	Total inter loaning	--

15.	Cash Credit Limit	-
16.	Repayment status	-

### 3. Beneficiaries Detail

S. no.	Name	M/F	Father/ Husband Name	Category	Designation	Age	Qualification
1	Poonam (9459999177)	F	w/o Sh. Kuldeep Kant	General	President	31	M.A. in English
2	Arundati (7018189760)	F	<u>w/o Sh. Suresh</u>	General	Secretary	33	M.A. BEd
3	Rekha (7807766241)	F	D/o Sh. Tara Dutta	General	Member	26	Bsc
4	Kiran	F	w/o Sh.Pradeep Kant	General	Member	35	M.A
5	Neelam (7807326256)	F	w/o Sh. Sanjay Kumar	General	Member	23	+2
6	Usha (8988046777)	F	w/o Sh. Jeet Ram	General	Member	42	10th
7	Savitri (9418213593)	F	w/o Sh. Ramesh	General	Member	46	NA
8	Samiksha	F	D/o Sh. Het Ram	General	Member	24	BA
9	Krishna Devi	F	w/o Sh. Sita Ram	General	Member	50	7th
10	Manju	F	w/o Sh. Naresh	General	Member	36	10th
11	Sunita	F	w/o Sh. Gyan	General	Member	52	5th
12	Savita	F	w/o Sh. Ajeet	General	Member	39	10th

13	Vidya (9459825824)	F	w/o Prakash	Sh.	General	Member	45	5th
14	Anjana	F	w/o Pradeep	Sh.	General	Member	19	10th
15	Pushpa (7876821825)	F	w/oSh. Jagdish		General	Member	40	9th
16	Sarla (9418963539)	F	w/o Budhiya	Sh.	General	Member	52	NA
17	Pushpa	F	w/o Prakash	Sh.	General	Member	50	6 <sup>th</sup>

#### 4. Geographical details of the Village

1	Distance from the District HQ	55Km
2	Distance from Main Road	5 Km
3	Name of local market & distance	Chhaila(5Km)
4	Name of main market & distance	Theog (18Km)
5	Name of main cities & distance	Shimla (55Km)
6	Name of main cities where product will be sold/ marketed	Theog, Shimla

#### 5. Market Potential-

After learning the skill of cutting and tailoring, this Jainti Maa SHG will target the local population of their area and nearby villages. There is a huge market potential with the increase and change of fashion at a rapid face the demand of stitching clothes will be there all around the year. There are different seasons and that require different types of clothes that also ensures in a way that the business will be sustainable as there will be demand all year around. During the festive season or wedding season this SHG will see jump in their customers.

1	Potential market places/locations	Theog, Shimla
2	Stitching work demand	Throughout the year and high demand at the time of festive and marriage occasions.
3	Process of identification of market	Group members will contact nearby villagers/households/institutions.
4	Marketing Strategy	SHG members will directly take orders (individual levels/ group level) from nearby villagers/households/institutions.

### **6. Executive Summary-**

Cutting and tailoring income generation activity has been selected by this Self Help Group. This IGA will be carried out by all ladies of this SHG. This business activity will be carried out yearly by group members. The members are doing this activity in isolation but now they have joined hands to venture into to this activity at a bit larger scale and in a planned manner after getting the proper training to enhance their skill. Different types of suits will be stitched by this group initially. Suits(dresses) will be stitched as per demand of customers. The division of labour between the members have been planned carefully so that each and contributes towards strengthening the IGA and resulting the additional money into their pockets.

## 7. Description of product related to Income Generating Activity-

1	Name of the Product	Stitched suit, Bags, Bedsheets, etc
2	Method of product identification	Has been decided by group members
3	Consent of SHG/ CIG / cluster members	Yes

## 8. Description of Production Processes-

1	Time taken	1 suit takes around 3-4 hours to complete.
2	Number of ladies involved	All ladies
3	Source of raw material	Local market/ Main market
4	Source of other resources	Local market/ Main market
5	Expected stitched suits per day	5 suits initially

## 9. Risk Analysis-

Skill based

Demand driven

Highly competitive market

## 10. 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 will be involve in cutting.

Other will be engaged in stitching

Some will be engaged in doing the final finishing of the stitched suits.

And other will be in proper ironing and packing of the final product.

## 11. Description of Economics -

**A. Capital Cost**

S. No.	Particulars	Quantity	Unit Price	Amount (Rs)
1	Sewing Machine	17	8000	136000
2	Interlock machine	4	8000	32000
3	Tailor scissor	17	500	8500
4	Tailoring ruler set	17	600	10200
5	Sewing tailor tape	17	100	1700
6	Iron press	5	1200	6000
7	Almirah	4	5000	20000
8	Hanger	5 set	300	1500
9	Chairs	17	1500	25500
10.	Cloth cutting table	5	4000	20000

**Total Capital Cost (A) =Rs 2,61,400****B. Recurring Cost**

S. No.	Particulars	Unit	Quantity	Unit Price	Total Amount (Rs)
1	Sewing threads, button, zip, suit lining etc	Reels	LS	LS	5000
2	Room rent	Month	1	1000	1000
3	Packaging material	Month	LS	LS	2000
4	Other (Transportation, stationary, electricity bill, machine repair)	Month	LS	LS	3000

**Total Recurring Cost (B) = 11,000**

Note – The group members will do the work themselves and therefore labour cost has not been included and the members will manage between them the working schedule to be followed.

Every women will work 4-5 hours daily.

C. Cost of production( Monthly)		
S. No.	Particulars	Amount
1	Total recurring cost	11000
2	10% depreciation annually on capital cost	25070
<b>Total = 36070</b>		

D. Selling price calculation			
S. No.	Particulars	Unit	Amount
1	Simple suit	1	300-350
2	Other ( Plazo, lining etc)	1	450-500

## 12. Cost Benefit Analysis ( Monthly)

Cost benefit analysis ( monthly)		
S. No.	Particulars	Amount
1	10% depreciation annually on capital cost	25070
2	Total Recurring Cost	11,000
3	Total Stitched Suit per month	100( approx quantity)

4	Selling Price of Stitched Suit (per suit)	300	
5	Income generation	30,000	
6	Net profit( Income generation - Recurring cost)	19,000	
7	Distribution of net profit	<ul style="list-style-type: none"> <li>✓ Profit will be distributed equally among members monthly/yearly basis.</li> <li>✓ Profit will be used for further investment in IGA</li> </ul>	

### 13. Fund flow arrangement in SHG -

S. No.	Particulars	Total Amount (Rs)	Project Contribution	SHG contribution
1	Total capital cost	261400	196050	65350
2	Total Recurring Cost	11,000	0	11,000
3	Training/capacity building/skill up-gradation.	50,000	50,000	0
<b>Total</b>		<b>322400</b>	<b>246050</b>	<b>76350</b>

Note:

i) Capital cost- 75% capital cost will be borne by the project and 25% by the SHG.

ii) Recurring cost- to be borne by the SHG.

iii) Training and capacity building/ skill up gradation to be borne by the project.

### 14. Sources of Fund -

Project support	<ul style="list-style-type: none"> <li>✧ 75% of capital cost will be provided by project if members belong to SC/ST/Poor women. Up to Rs 1 lakhs will be parked in the SHG bank account.</li> <li>✧ Training/capacity building/ skill up- gradation cost.</li> <li>✧ The subsidy of 5% interest rate will be deposited directly to the Bank/Financial Institution by DMU and this facility will be only for three years. SHG have to</li> </ul>	Procurement of machines/equipment will be done by respective DMU/FCCU after following all codal formalities.
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		pay the installments of the Principal amount on regular basis.		
SHG Contribution		<ul style="list-style-type: none"> <li>✧ 50% or 25% of capital cost to be borne by SHG for general category and other categories respectively.</li> <li>✧ 75% of capital cost to be borne by project if the group is women group.</li> <li>✧ Recurring cost to be borne by SHG.</li> </ul>		

### **15. Training/capacity building/skill up-gradation -**

Training/capacity building/ skill up-gradation cost will be borne by project.

Following are some training/capacity building/ skill up-gradation proposed/needed:

- ✧ Cost effective procurement of raw material
- ✧ Quality control
- ✧ Packaging and Marketing
- ✧ Financial Management

### **16. Computation of break-even point -**

= Capital Expenditure/(selling price (per suit)-cost of production (per suit))

$$= 250700/(300-100)$$

$$= 1253$$

In this process break-even will be achieved after stitching 1253 suits.

### **17. Bank Loan Repayment-**

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.
- ❖ Project support - The subsidy of 5% interest rate will be deposited directly to the Bank/Financial Institution by DMU and this facility will be only for three years. SHG/CIG has to pay the installments of the Principal amount on regular basis.

### **18. Monitoring Method-**

- ❖ Social Audit Committee of the VFDS will monitor the progress and performance of the IGA and suggest corrective action if needed 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 needed to ensure operation of the unit as per projection.

Some key indicators for the monitoring are as:

- ❖ Size of the group
- ❖ Fund management
- ❖ Investment
- ❖ Income generation
- ❖ Quality of product

### **19. Remarks**

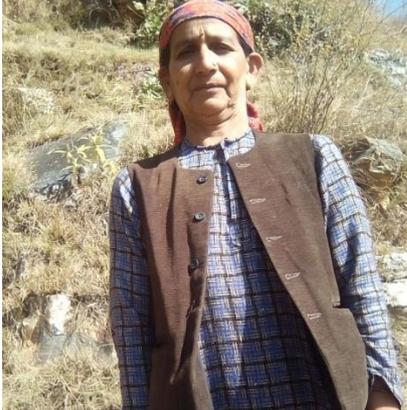
Members belong to low income group and they can contribute 25% and project has to bear remaining 75%.

## Group member's Individual photos

Sr. No.	Group Members Name	Photos
1.	Mrs. Kiran w/o Sh. Pradeep Kant	
2.	Mrs. Usha w/o Sh. Jeet Ram Sharma	
3.	Mrs. Sunita w/o Sh. Gyan	
4.	Mrs. Sarla w/o Late Sh. Budhiya	

5.	Mrs.Poonam w/o Sh. Kuldeep Kant	
6.	Miss. Rekha D/o Sh. Tara Dutt	
7.	Mrs. Neelam w/o Sh. Sanjay Kumar	
8.	Miss. Samiksha D/o Sh.Het Ram	
 समीक्षा शर्मा		

9.	Mrs. Manju w/o Sh.Naresh	 A portrait of a woman with dark hair, wearing a patterned sari, looking slightly to the left.
10.	Mrs. Savita w/o Sh. Ajeet	 A portrait of a woman with dark hair, wearing a green and blue sari, looking directly at the camera.
11.	Mrs. Vidya w/o Sh. Prakash	 A portrait of a woman wearing a blue and red sari, sitting on a wooden floor and looking towards the camera.
12	Mrs. Arundati w/o Sh. Suresh	 A portrait of a woman wearing a red headscarf and a blue and white striped sari, looking directly at the camera.
13.	Mrs. Savitri w/o Sh. Ramesh	 A portrait of a woman wearing a red headscarf and an orange sari, looking directly at the camera.

14.	Mrs. Krishana w/o Sh. Sita Ram	 A photograph of a woman standing outdoors. She is wearing a blue and white checkered shirt under a brown vest, and a red headscarf. The background shows some dry vegetation and a building.
15.	Mrs. Pushpa w/o Sh. Jagdish	 A portrait of a woman with dark hair, wearing a red top and a dark patterned headscarf. She is also wearing a necklace with red and gold beads.
16.	Mrs. Anjana w/o Sh.Pradeep	 A portrait of a woman wearing a maroon headscarf with a red bindi on her forehead. She is wearing a light blue top and a maroon patterned shawl. She has gold jewelry, including earrings and a necklace.

17

Mrs Pushpa



**Prepared by:** SHG members in consultation with DMU Theog, FTU Theog Forest Range and JICA staff.

<p>1. <u>Harma</u> ..... VFDS</p> <p>President VFDS Kamah</p>	<p>2. <u>Poonam</u> ..... SHG</p> <p>प्रधान सचिव जयन्ति मां स्वयं सहायता समूह कमाह/बसमोल ग्राम पं. कमाह President तह.टियोग, जिला शिमला (हि.प्र.)</p>
<p>3. <u>Sharma</u> ..... VFDS</p> <p>Member Secretary VFDS Kamah</p>	<p>4. <u>Sharma</u> ..... SHG</p> <p>प्रधान सचिव जयन्ति मां स्वयं सहायता समूह कमाह/बसमोल ग्राम पं. कमाह President तह.टियोग, जिला शिमला (हि.प्र.)</p>

Submitted to DMU through FTU

Name and Signature of FTU officer

Yoginder Singh  
Range Forest Officer  
Theog Forest Range  
Theog

**Resolution-cum-Group-Consensus Form**

It is decided in the General House Meeting of the group ....*Jayanti...ma...*

Held on *16/12/2024*.....at *Barnal*.....that our group will undertake the  
*Cutting & Staking*.....as Livelihood Income Generation Activity under the Project for  
Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods  
(JICAAssisted)

*Poonam*  
Signature of Group President *प्रधान*

*Amf*  
Signature of Group Secretary

जयन्ति मां स्वयं सहायता समूह  
कमाह/बसमोल ग्राम पं. कमाह  
तह.डियोग, जिला शिमला ( हि.प्र.)

<p>प्रधान Signature of Secretary कमाह/बसमोल ग्राम पं. कमाह तह.ठियोग, जिला शिमला (हि.प्र.)</p>	<p>सचिव Signature of SHG President प्रधान सचिव सहयन्त्रि मां स्वयं सहायता समूह कमाह/बसमोल ग्राम पं. कमाह तह.ठियोग, जिला शिमला (हि.प्र.)</p>
<p>Signature of Member Secretary Secretary VFDS Kamah</p>	<p>Signature of VFDS President President VFDS Kamah</p>
<p>Signature of Forest Guard</p>	<p>Signature of Block Treasurer Treasurer VFDS Kamah</p>
<p>Signature of Range Forest Officer Range Forest Range Theog</p>	

Divisional Management Officer  
Theog, Forest Division, Theog

**Business Plan Approval by VFDS**

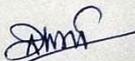
Jayanti man ..... Group will undertake the... Cutting & tailoring .....

As Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted) In this regard Business Plan of amount Rs. ~~322,400~~ has been submitted by this group on Dated 16/12/22 and the Business Plan has been approved by VFDS ...Kamah./Basmo.

Business Plan with SHG resolution is being submitted to DMU through FTU for further action, please.

Thank You

  
Signature of Group President

  
Signature of Group Secretary

प्रधान  
जयन्ति मां स्वयं सहायता समूह  
कमाह/बसमोल ग्राम पं. कमाह  
तह.टियोग, जिला शिमला (हि.प्र.)  
सचिव

**Annexure**

We the member of group hereby consented to actively participate in the IG Activity opted by the group.....Jayanki.wna..... as per the guideline of JICA Project For Improvement of HP Forest Ecosystems management and Livelihood and coordination with the VFDS.

The details of the members is as under:

Sr.No.	Name (Phone number)	Father/Husb and Name	Age	Education	Category	Income Source	Address	Sig.
1	Poojani 9459999177	W/o Sh. Kuldeep Kant	31	M.A English	General	Agriculture	Basmal	[Signature]
2	Arun Khatri 7018189760	w/o Sh. Suresh	33	M.A	General	Agriculture	Basmal	[Signature]
3	Rakha 7807766241	D/o Sh. Tara Dutt	26	Graduate	General	Agriculture	Basmal	[Signature]
4	Kajal 8894038001	w/o Sh. Pradeep Kant	35	M.A. Pol. Scien	General	Agriculture	Basmal	[Signature]
5	Neelam 787328256	w/o Sh. Sangay Kumar	23	+2	General	Agriculture	Basmal	[Signature]
6	Usha 8488046777	w/o Sh. Jeet Ram	42	10th	General	Agriculture	Basmal	[Signature]
7	Savitri 9118373593	w/o Sh. Ramesh	46	Uneducated	General	Agriculture	Basmal	[Signature]
8	Samiksha 9418603090	D/o Sh. Nit Ram	24	Graduate	General	Agriculture	Basmal	[Signature]
9	Keshava Devi 8894649773	w/o Sh. Bita Ram	50	7th	General	Agriculture	Basmal	[Signature]
10	Manju 889452387	w/o Sh. Naresh	36	10th	General	Agriculture	Basmal	[Signature]
11	Sumita 9105451918	w/o Sh. Gyan	52	5th	General	Agriculture	Basmal	[Signature]
12	Savitri 9736038791	w/o Sh. Ajeet	39	10th	General	Agriculture	Kawah	[Signature]
13	Usha 9059325824	w/o Sh. Prakash	45	5th	General	Agriculture	Basmal	[Signature]
14	Anjana 8091233804	w/o Sh. Pradeep	19	10th	General	Agriculture	Basmal	[Signature]
15	Pushpa 7876821825	w/o Sh. Jagdi - sh	40	5th	General	Agriculture	Basmal	[Signature]
16	Sarla 9418963539	w/o Sh. Late Budhiya	52	Uneducated	General	Agriculture	Kawah	[Signature]
17	Ankita 8880420983	w/o Sh. Prakash	50	6th	General	Agriculture	Basmal	[Signature]