

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 Division

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 Division	
2.5	Village	::	Dhangar	
2.6	Block	::	Nagrota surian	
2.7	District	::	Kangra	
2.8	Total No. of Members in SHG	::	10	
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	IncomeSource	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	Shrestha Devi	W/O Kanchan Kumar	39	8th	Agriculture	Vill. Dhangar
8	Sheena Devi	W/O Tilak Raj	37	10th	Agriculture	Vill. Dhangar
9	Neelam Devi	W/O Sanjeev Kumar	41	10 th	Agriculture	Vill. Dhangar
10	Kamlesh Kumari	W/O Pawan Kumar	37	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 Motor with Stand	4	8400	33600
2	Sewing Machine with table stand	6	6000	36000
3	Interlock Machine	1	8000	8000
4	Tailor Scissor	10	200	2000
5	Iron Press	3	1200	3600
6	Rack	LS	3000	3000
7	Other Material	LS	1000	1000
8	Stools	6	800	4800
9	Mat	2	1500	3000
10	Transport	LS	3000	3000
	Total Capital Cost (A) = Rs. 98000/-			

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	9800			
	Total	27300/-			

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

Analysis of Income and Expenditure (Monthly):

Sr.no	Particulars	Amount (Rs)
1	10% depreciation annually on capital cost	9800
2	Total Recurring Cost	17500
3	Total Stitched Suit per month	150(approximate quantity)
4	Selling Price of Stitched Suit (per suit)	350
5	Income generation (150*350)	52500
6	Net profit (52500- 17500)	35000
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 (75%)	SHG Contribution (25%)
1.	Total capital cost	98000	73500	24500
2.	Total Recurring Cost	17500	-	17500
3.	Training's	120000	120000	-
	Total	235500/-	193500/-	42000/-

Note-

- **Capital Cost** – 75 % of capital cost to be covered under the Project
- **Recurring Cost** - To be borne by the SHG/CIG.
- **Training's/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 kept in the SHG bank account.• Training's/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 is 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.

Group Members



Prepared by:

Mr. Madan Lal Sharma (Retd. HPFS)
Ms. Deeksha (SMS)

Resolution-cum-Group Consensus Form

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

Manjy 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. 235500/-..... has been submitted by group on 28-12-2019..... And the business plan has been approved by the VFDS.. Dhangar.....

Business Plan is submitted through FTU for further action please.

Thank you

Manju Devi
Signature of Group President

Daya Ram
Signature of President VFDS

Usha Devi
Signature of Group Secretary

[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 Dhara Beas

Approved

Name & Signature of DMU Officer