



Income generating activity
Business plan
Cutting Tailoring & Bag Making 2023



SHG/Name
VFDS Name
FTU/Range
DMU/Division
FCCU/Circle

- Shitla Mata Self Help Group
- Kutharna
- Dharamshala
- Dharamshala
- Dharamshala

sponsored by
PIHPFEm and L

prepared by:-
DMU Dharamshala FTU Dharamshala and Sheetla Self
Help Group

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Introduction

Himachal Pradesh is a majestic , mythical land part and is famous for its beauty and peace , rich culture and religious heritage. The state has diverse ecosystems , rivers and valleys , and has a population of 7.5 million and a population of 55,673 sq km ranging from the foothills of Shivalik to the middle hills (300 - 6816 msl m above sea level) , includes the high hills and the cool dry areas of the upper Himalayas . It is spread across valleys in which several perennial rivers flow. About 90 % of the state's population lives in rural areas. Agriculture , horticulture , hydropower and tourism are important components of the state's economy. 12 in the state The districts and Its population density is quite high .

Kangra The district is adjacent to the border of Punjab and is the gateway for its tourist destinations and Himalayan travels , the Himalayan travel routes from Kangra district connect it to Bilaspur, Hamirpur and Chamba districts .

Kangra district is famous for its ancient settlements and traditional farming and its main lifeline is the Beas river. . In which Pong Dam has been constructed .

Forests and forest ecosystems are repositories of rich biodiversity , and play a vital role in preserving fragile sloping lands and were the primary sources of livelihood for the rural population. Rural people are directly dependent on forest resources for their livelihood and socio-economic development. The harsh reality is that these resources are continuously depleting due to overexploitation such as for fodder , fuel , NTFP extraction, grazing , fire and drought etc.

axe to grind Two self help groups have been formed to implement livelihood improvement activities under Van Gramin Vikas Samiti . One of these is " Sheetla Mata" similar interest group related to cutting and sewing . The group members belong to the weaker sections of the society and have small land holdings. To enhance her socio-economic status , she decided to take up cutting , tailoring and sewing. The team which prepared the business plan comprised of Babita Subject Expert Office Forest Division Dharamshala , Shri Jeevan Lal Tank, retired from HP, was involved and Dinesh Sharma, Divisional Forest Officer, showed special interest and contributed in preparing the business plan under his guidance .

Executive Summary

Kutharna Forest Rural Development Committee: -

Kutharna Van Vikas Samiti Kutharna is a part of revenue district and Gramin Van Vikas Samiti is a ward no . 4 of Gram Panchayat Kutharna It is built in . It is located in Shahpur block of Kangra district in Himachal Pradesh and is at 32°18 ' 44 " It is situated between 76°15'16" degrees north latitude - 76°15'16 " degrees east longitude. Kutharna Gramin Van Vikas Samiti falls under Salli Beat of Kareri Forest Block of Dharamshala Range in Dharamshala Forest Management Unit (DMU) .

Number of families	45
BPL Families	13 = 28.9 %
total population	137

Self help group details of

Informal Shitla Mata Self Help Group formed in January 2023 It was implemented under Kutharna Forest Rural Development Committee to provide livelihood improvement support by upgrading skills and capacities. The group consists of poor and marginal farmers. Sheetla Mata Self Help Group Women's Group (11 women) which includes marginalized and financially weak sections of the society with less land resources. Though all the members of the group grow seasonal vegetables etc. but since the land of these members is very small and irrigation facility is less and the production level has reached near saturation , to meet their financial requirements they decided to move towards cutting , tailoring which can increase their income. There are 11 members in this group and their monthly contribution Rs 50 /- per month. The details of the group members are as follows:-

Details of Self Help Group

Sr.No	Name	Husband's Name	Contact
1	Sumana Devi	Vijay Kumar	6230148247
2	Kanta Devi	Deep Kumar	9625999373
3	Radha Devi	Babu Ram	7807389361
4	Sunita Devi	Jogindra Singh	986528205
5	priya devi	prito chand	8628958291
6	pinky devi	Tara Chand	7807963589
7	nirmala devi	Mahender Singh	9816727879
8	Sushma Devi	Ashwini Kumar	7876460592
9	Seema Devi	swarup kumar	9817894737
10	anita devi	Deshraj	8580971482
11	kajal devi	Suresh Kumar	8091283696

Sheetla Mata Self Help Group

Name of the SHG	-	Sheetla Mata
SHG/CIG MIS Code Number	-	-
VFDS	-	Kutharna
Enclave	-	Dharamshala
Forest Division	-	Dharamshala
Village	-	Kutharna
Forest section	-	Kareri
District	-	Kangra
Total number of members in the SHG	-	11
Date of formation	-	January 2023
Name and details of the bank	-	KCC Bank Shahpur
Bank account number	-	50076477835
SHG/Monthly Savings	-	Rs. 50 /- per month
Total savings	-	36050/-
Total Inter-Loan	-	Yes
cash credit limit	-	-
Repayment Status	-	quarterly basis

Geographical description of the village

away from district headquarter	-	30 Km
away from the main road	-	30 km
Local market and distant name	-	Dharamshala 30 Km About .
Names and distances of major cities	-	Dharamsala is approximately 30kms .
Names of major cities where The products will be sold/marketed	-	Dharamshala , Chadi , Rait , Shahpur
Backward and Forward Linkage status	-	Previous Hard training (Agricultural Science Centres) and advance market lies in suppliers etc.

Description of the product related to the income generating activity

Product Name	-	Stitched Suits , Palazzos , Lining
Method of product identification	-	However the group as a whole members grow seasonal vegetables and traditional crops. Since their land holding is small , saturation point of production has been reached , they are not able to meet their financial needs , hence it was decided by the group member that cutting , stitching and bag making will increase their income.
Consent of SHG/CIG/ Group	-	The consent is attached as annexure.

Description of the production plan

takes time	,	1 suit takes about 3-4 days to complete it takes hours
The number of women involved	,	all women.
Source of raw materials	,	Local Market / Main Market / Local People
Source of other resources	,	Local Market / Main Market
Required stitched suits per day	,	In the beginning 5 Suit

Marketing /Sales Details

Potential Market Place / Location	-	Embedded Village – Kutharna Nearby Institutions - Schools , Colleges etc
demand for sewing work	-	High demand throughout the year and during festive and wedding occasions.
market identification process	-	Group members will contact nearby villagers/houses/institutions.
marketing strategy	-	SHG members will take orders (individual level/group level) directly from nearby villagers/households/institutions.

risk analysis

- skill based
- as per need
- Highly competitive market

Management details among members

By mutual consent the members of the SHG group will decide their roles and responsibilities for carrying out the work. Work will be divided among the members according to their mental and physical capabilities.

- Some group members will be involved in the pre-production process (i.e. procurement of raw materials, etc.)
- Some group members will be involved in the production process.
- Some members of the group will be involved in packaging and marketing.

Economics details of:

Capital Cost			
Description	amount	Unit Price	Total Amount (Rs.)
Sewing Machine	09	8000	72000
Interlock Machine	01	6000	6000
Tailor scissors	4	400	4400
Sewing Ruler (Lace) Set	03	600	1800
Sewing Tailor Tap	03	100	300
Iron Press	5	1000	5000
wardrobe	-	-	-
Total capital cost (A) =	-	-	89500

B.	recurring cost				
Serial Number	Description	Unit	amount	price	Total Amount (Rs.)
1	sewing threads	Reels/Suits/Month	180	10	1800
2	Other finishing materials (bookram , collars , etc.)	Suit/Month	About	About	4000
3	Rent	month			1000
4	Others (stationary , electricity bill , transport , machine repair)	month			1000
Total Recurring Cost (B)					7800

Cost of Production (Monthly)	
Description	Amount (Rs.)
Total recurring cost	7800
Depreciation at 10% per annum on capital cost	600
Total	8400

Stitched Suit Cost (Per Suit)				
Description	Unit	amount	Amount (Rs.)	
Ordinary suit	1	1	250-300	
Others(Plazo , Lining etc)	1	1	300-350	

income and expenditure Of Analysis (Monthly):

Description	Amount (Rs.)
Depreciation at 10% per annum on capital cost	600
Total recurring cost	7800
Total suits stitched per month	150 (approx.)
tailored suits Selling Price (per suit)	250
Income Generation (150*250)	37,500
Net Profit (37,500 – 8700)	28,800
distribution of net profit	<ul style="list-style-type: none"> The profit will be distributed equally among the members on monthly/yearly basis. Profits will be used for further investments in IGA

Finance requirement:

Description	Total Amount (Rs.)	Project contributions	CIG Contribution
total capital cost	89500	67125	22375
Total recurring cost	7800	0	7800
Training	50000	50000	0
Total	147300	117125	301 7 5

Pay attention-

- **Capital Cost** - 75 % of the capital cost to be covered under the project
- **recurring cost** - To be borne by SHG/CIG.
- **Training/Capacity Building/Skill Upgradation** - will be borne by the project

Finance Source:

Project Support :	<ul style="list-style-type: none"> • 75% of the capital cost will be used for purchasing machines. • 1 lakh will be deposited in the SHG bank account . • Training/Capacity Building/Skill Upgradation costs. 	The machines will be purchased by the respective DMU/FCCU after following all the codal formalities.
Self Help Group Contribution	<p>25% of the capital cost will be borne by the SHG.</p> <p>recurring cost will be borne by the self help group</p>	

Training/Capacity Building/Skill Upgradation

Training/capacity building/skill upgradation cost will be borne by the project.

Following are some of the training/capacity building/skill upgradation proposed/required:

- Teamwork
- Quality Control
- Packaging and marketing
- financial management

Loan Repayment Schedule- If loan is taken from bank then it will be in the form of cash credit limit and there is no repayment schedule for CCL ; however , monthly savings and repayment receipts from the members should be sent through CCL.

- In CCL , the outstanding principal of the SHGs should be paid in full to the banks once a year. The interest amount should be paid on a monthly basis.
- In term loans , the repayment should be done as per the repayment schedule in banks.
- **Monitoring method -**

- The Social Audit Committee of VFDS will monitor the progress and performance of the IGA and suggest corrective actions, if necessary, to ensure the operation of the unit as per projections.
- The SHG should review the progress and performance of each member's IGA and suggest corrective actions, if necessary, to ensure the operation of the unit as per projections.

Business plan

Pickle making and its value addition

By

Sheetla Self Help Groups

executive Summary

The income generating activity of pickle making has been selected by Sheetla Mata Self Help Group . This IGA will be done by all the women of this self help group. Initially, pickles of Galgal , Amla etc. and powder of Amla will be made by this group. This activity is already being carried out by some of the women in this group. This business activity will be carried out by the group members during seasonal time . The process of making pickle takes about 7 days. The production process includes process like cleaning , washing , grinding , mixing , drying etc. Initially the group will manufacture galgal and amla pickles. The product will be sold directly by the Group or indirectly through retailers and whole sellers in the near market.

Description of the product related to the income generating activity

Product Name	-	Pickle making and its value addition
Method of product identification	-	This activity is already some self-help The group is run by women and decided by the group members
Consent of SHG/CIG/Cluster members	-	Yes

Description of production processes

- The group will make pickles of galgal , amla etc. This business activity will be done by the group members during seasonal time .
- The pickling process takes around 7 days.
- The production process includes processes like cleaning , washing , grinding , mixing , drying etc.
- Initially the group will manufacture 100 kg of pickles per month of local fruits available in the area during the season and will also manufacture other products using the same production process .

Description of the production plan

Galgal pickle (in days)	-	7 days
Production cycle of Amla Pickle (in days)	-	7 days
Manpower required per cycle (No.)	-	as required
Source of raw materials	-	local content
Source of other resources	-	Local Market / Main Market
Quantity required per cycle for Galgal pickle (kg)	-	For 50 kg of galgal pickle, 40 kg of galgal and 10 kg of masala is required
Quantity required per cycle for Amla (kg)	-	For 50 kg of amla pickle, 35 kg of amla and 15 kg of spices are required
Expected output per cycle(kg)	-	50 Kg Each

Raw material requirement and expected production

Serial Number	Raw Material	Unit	Time	Quantity(approx.)	Amount per kg (Rs.)	Total Amount	Expected Production Monthly(kg)
1	Galgal	Kilogram	Monthly	100	20	2000	125
2	Spices	Kilogram	Monthly	25	150	3750	
1	Gooseberry	Kilogram	Monthly	100	30	3000	125
2	Spices	Kilogram	Monthly	25	150	3750	

Marketing/Sales Details

1	Potential market space	Shahpur 35kms , Dharamsala 30kms approx
2	Distance from unit	
3	Demand for the product in the market	Daily Demand
4	Market Identification Process	Group members will contact the local hoteliers every month for their demand and select/list the retailer/wholesaler as per the demand in the market. Initially the product will be sold in nearby markets.
5	marketing strategy of the product	Self Help Group members will sell their product directly from the village shops and construction site/shop. Also by retailers , wholesalers from nearby markets. Initially the product will be sold in 0.5-1 kg packaging.
6	Product Branding	The product will be marketed at the CIG/SHG level by

		branding the CIG/SHG. Later this IGA may require branding at cluster level
7	Product "slogan"	" Sheetla Mata Galgal pickle and chutney"

SWOT Analysis

Strength -

- The activity is already being carried out by some SHG members
- Raw materials easily available
- The manufacturing process is simple
- Proper packing and easy to transport
- Product shelf life is long
- Homemade , low cost

Weakness -

- , humidity , moisture on manufacturing process/product .
- Extremely laborious work.
- Competes with other old and famous products.

Opportunity -

- There are good opportunities for profits as the cost of the product is lower than other similar categories of products.
- Shops Fast
Food stalls,retailers,wholesalers, CanteenRestaurant And CooksHousewives inhig There are opportunities for expansion with demand and large scale production.
- Daily/weekly consumption and consumption by all buyers across all seasons.

Danger / Risk -

- , humidity during manufacturing and packaging especially in winter and rainy season .
- Sudden increase in the prices of raw materials.
- competitive market.
-

Management details among members

By mutual consent the members of the self help group will decide their role and responsibility to carry out the work. Work will be divided among the members according to their mental and physical capacity. (Labour Department)

- Some members of the group will be involved in the pre-production process (i.e. - collection of raw materials, etc.)
- Some group members will be involved in the production process.

- Some members of the group will be involved in packaging and marketing.

Economics details of :

A.	Capital Cost				
Serial Number	Description	amount	Unit Price	Total Amount (Rs.)	
1	Grinder Machine (1-2 HP)	1	18000	18,000	
2	Mixer	2	4000	8,000	
3	Vegetable Dehydrator	1	40000	40,000	
4	weighing machine	1	2000	2,000	
5	kitchen tools		About	8000	
6	Finished product storage cupboard/rack		About	8000	
7	Hand Operated Jar Sealing Machine	1	15000	15000	
8	Apron , Cap , Plastic Hand Gloves etc	5	About	1000	
	Total capital cost (A) =			1,00,000	
B.	recurring cost				
Serial Number	Description	Unit	amount	price	Total Amount (Rs.)
1	Galgal	kg/month	100	20	2000
2	Raw Material (Masala)	kg/month	50	150	7500
3	Gooseberry	kg/month	100	30	3000
4	Packaging Materials	month	About	5000	5000
5	transportation	month	1	1000	1000
6	Other (fixed , electric , water Bill for repair of machine)	month	1	1000	1000
7	For the production of two quintals of pickles 2 hrs / day. Total 30 hours for 5 women for 03 days i.e. 8 hours each, labour cost for 04 days @ Rs.300/- / day	Day	04	300	1200
	recurring cost				20700

Cost of Production (Monthly)	
Description	Amount (Rs.)
Total recurring cost	20700

Depreciation at 10% per annum on capital cost	10000
Total	30700

Calculate the selling price of Galgal pickle(per cycle)		
Description	Unit	Amount (Rs.)
cost of making	Kilogram	82.8
Current Market Value	Kilogram	250-300
Expected Selling Price	Rs	200

Selling price calculation for Amla Pickle (per cycle)		
Description	Unit	Amount (Rs.)
cost of making	Kilogram	143
Current Market Value	Kilogram	200-300
Expected Selling Price	Rs	240

income and expenditure Of Analysis (Monthly):

Description	Amount (Rs.)
Depreciation at 10% per annum on capital cost	10000
Total recurring cost	9850
Total Production of Galgal Pickle per Month(Kg)	125
Selling Price (per kg)	200
Income Generation (200*125)	25000
Total Production of Amla Pickle per Month(Kg)	125
Selling Price (per kg)	240
Income Generation (240*125)	30000
Net profit	34300- on monthly basis
distribution of net profit	The profit will be distributed equally among the members on monthly/yearly basis.
	The profit will be used to meet recurring costs.
	Profits will be used for further investments in IGA

Finance Requirement:

Description	Total Amount (Rs.)	Project contributions	SHG Contribution
total capital cost	100000	75000	25000

Total recurring cost	20700	0	20700
Training/Capacity Building/Skill Upgradation	50,000	50,000	0
Total	170700	125000	45700

Pay attention-

- **Capital Cost** - 75% of the capital cost to be covered under the project
- **recurring cost** - To be borne by Self Help Group/CIG.
- **Training/Capacity Building/Skill Upgradation** - will be borne by the project

Sources of Finance:

Project support	<ul style="list-style-type: none"> • 75% of the capital cost will be used for purchasing machinery and equipment • 1 lakh will be deposited in the SHG bank account . • Training/Capacity Building/Skill Upgradation costs. 	The machinery / equipment will be procured by the respective DMU / FCCU following all the codal formalities.
self help group contribution	<ul style="list-style-type: none"> • 25% of the capital cost will be borne by the self help group , in which Includes cost of materials/equipment other than machinery. • Recurring costs borne by the self help group 	

Training/Capacity Building/Skill Upgradation

Training/capacity building/skill upgradation cost will be borne by the project.

Following are some of the training/capacity building/skill upgradation proposed/required:

- Cost-effective procurement of raw materials
- Quality Control
- Packaging and marketing
- financial management

Calculating the Break-Even Point

= Capital Expenditure/Selling Price (per kg)-Cost of Production (per kg)

= 100000/ (200-82.80)

= 854 kg

In this process 854 kg pickles were Break even will be achieved after selling.

Other sources of income:

of villagers/local people from grinding galgal , amla , pulses , wheat , maize etc.

Bank Loan Repayment - If loan is taken from bank then it will be in the form of cash credit limit and there is no repayment schedule for CCL ; however , monthly savings and repayment receipts from the members should be sent through CCL.

- In CCL , the outstanding principal of the SHGs should be paid in full to the banks once a year. The interest amount should be paid on a monthly basis.
- In term loans , the repayment should be done as per the repayment schedule in banks.

Monitoring method -

- The Social Audit Committee of VFDS will monitor the progress and performance of the IGA and suggest corrective actions, if necessary, to ensure the operation of the unit as per projections.
- The SHG should review the progress and performance of the IGA of each member and suggest corrective actions, if necessary, to ensure the operation of the unit as per the projections.

Here are some key indicators to monitor:

- Group size
- fund management
- Investment
- Income generation
- product quality

The total cost of the project is

Capital cost = 189500/-

Recurring cost = 28500/-

Manufacture of pickles and its value addition is the project cost

Capital cost = 100000/-

Recurring cost = 20700/-

stitching is

Capital cost - 89500 /-

Recurring cost – 7800 /-

business plan The total sum of Rs. Only Rs 218000 /-

(Approval letter)

श्रीकृष्ण गान (Kutharna)

Bankasi

Signature of VFDs Pradhan

इन्दरान डमर

Signature of VFDs Secretary

Sumra

Signature of SHG Pradhan Secretary
Sheeta Malik Self Help Group
VFD S. Committee, Kutharna

काजल देवी

Signature of SHG Secretary

Signature of SHG Secretary
Sheeta Malik Self Help Group
VFD S. Committee, Kutharna

Chashu Basha

Signature of Forest Guard
Vc Sali Basha

Signature of B.O.

B = Kain

Sumit

Signature of R.O.

Divisional Forest Officer
Forest Division
Dharamshala
Approved by DMU