

BUSINESS PLAN

INCOME GENERATING ACTIVITY - Cutting and Tailoring

By

Masroor - Self Help Group



SHG/CIG Name	::	Guleri
VFDS Name	::	Gathutar
Range	::	Nagrota Surian
Division	::	Dehra

Prepared under:



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

Table of Contents: -

Sr. No.	Particulars	Page/s
1	Description of SHG/CIG	3
2	Beneficiaries Detail	3-4
3	Geographical details of the Village	4
4	Executive Summary	5
5	Description of product related to Income Generating Activity	5
6	Production Processes	5
7	Sale & Marketing	5
8	Risk Analysis	5
9	Description of Management among members	6
10	Description of Economics	6-7
11	Analysis of Income and Expenditure	7
12	Fund Requirement	8
13	Sources of Fund	8
14	Trainings/capacity building/ skill up gradation	8
15	Bank Loan Repayment	8
16	Monitoring Method	8
17	Remarks	8
18	Group Member Photographs	9

1. Description of SHG/CIG

2.1	SHG/CIG Name	::	Guleri
2.2	VFDS	::	Gathutar
2.3	Range	::	Nagrota Surian
2.4	Division	::	Dehra
2.5	Village	::	Gathutar
2.6	Block	::	Haripur
2.7	District	::	Kangra
2.8	Total No. of Members in SHG	::	09
2.9	Date of formation	::	08/09/2022
2.10	Bank a/c No.	::	50100577784607
2.11	Bank Details	::	HDFC Dehra
2.12	SHG/CIG Monthly Saving	::	Rs. 100/Month
2.13	Total saving/month		
2.14	Total inter-loaning		-
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	Veena Kumari (President)	Ravinder Kumar	56	10 th	Agriculture	VPO GATHUTAR
2	Nirmla Devi (Secretary)	Uttam Chand	45	8 th	Agriculture	VPO GATHUTAR
3	Asha Devi	Manohar Lal	52	8 th	Agriculture	VPO GATHUTAR
4	Darshana Devi	Puran Chand	65	5 th	Agriculture	VPO GATHUTAR
5	Sudesh	Munshi Ram	47	8 th	Agriculture	VPO GATHUTAR
6	Divya Rani	Rajesh Kumar	32	12 th	Agriculture	VPO GATHUTAR
7	Rajkumari	Harjeet Kumar	49	10 th	Agriculture	VPO GATHUTAR
8	Surekha Devi	Ram Chand	47	8 th	Agriculture	VPO GATHUTAR
9	Roshani Devi	Chaman Singh	70	5 th	Agriculture	VPO GATHUTAR

3. Geographical details of the Village

3.1	Distance from the District HQ	::	80 Km
3.2	Distance from Main Road	::	1.5 Km
3.3	Name of local market & distance	::	Guler & 5 KM
3.4	Name of main market & distance	::	Haripur & 10 Km
3.5	Name of main cities & distance	::	Nagrota Surian – 15 KM, Haripur - 10 KM, Dehra 18 KM
3.6	Name of places/locations where product will be sold/ marketed	::	Dehra, Nagrota Surian, Haripur

4. Executive Summary

Cutting and tailoring income generation activity has been selected by **Guleri** 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 – 1 Gathutar
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	09	8500	76500/-
2	Interlock Machine	05	8000	40000
3	Tailor Scissor & Other Material	09	500	4500
4	Clothing Painting Colour	LS	300	300
5	Iron Press	09	800	7200
6	Almirah (Collapsible Wardrobe)	09	1500	13500
7	Stools	09	800	7200
8	Transport	LS	3000	3000
	Total Capital Cost (A) =			Rs.152200 /-

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	15220
	Total	15220/-

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	15220
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	152200/-	114150/-	38050/-
2	Total Recurring Cost	17500/-	0	17500
3	Trainings	88500/-	88500	0
	Total	258200/-	202650/-	55550/-

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 kept 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 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: -



DMU Approval

BUSINESS PLAN APPROVAL BY VFDS & DMU

Guleri.....Group will undertake the *Cutting & Tailoring* livelihood Income Generation Activity under the project for implementation of Himachal Pradesh Forest Ecosystem Management & livelihood (JICA assisted). In this regard business plan of amount Rs. *258200/-* has been submitted by group on *13/09/14* And the business plan has been approved by the VFDS. *Gathutar*

Business plan submitted through FTU for further action please.

Thank you

श्रीमती लज्जा

Signature of Group President

निर्मला देवी

Signature of Group Secretary

[Signature]
Approved

DMU – CUM - Dehra

Group Consent

Resolution - cum - Group Consensus Form

It is decided in the General House meeting of the group ...*Guleri*.....
at *Gathutar*... that our group will undertake the *Cutting & Laiting* as Livelihood
Income Generation Activity under the Project for improvement of Himachal-
Pradesh Forest Ecosystem Management & Livelihoods (JICA Assisted).

वीना कुमारी

Signature's of Group Pradhan

अमला देवी

Signature's of Group Secretary

Submitted to DMU through FTU


Name & Signature of FTU Officer
Range Forest Office,
kangra (H.P)


Name & Signature of FTU Coordinator

Approved

Name & Signature of DMU officer

Prepared By –

Sh. Madan Lal Sharma (Retd. HPFS)

Deeksha (SMS JICA)

Kanu Guleria (FTU Coordinator)





