

BUSINESS PLAN

Income Generating Activity – Knitting

by

Gouri Shanker SHG - Self Help Group



SHG/CIG Name	::	Gouri Shanker
BMC Name	::	Nasogi
BMC Sub Committee		Siyal-II
Range	::	WL Manali
Division	::	WL Kullu

Prepared under:



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

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1. **Introduction**

Sweater and Cardigan knitting along with knitting socks, mufflers, scarf, caps, gloves etc. 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. 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 8 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 IGA in collective manner and raise their additional income.

2. **Background**

Knitting center by Gouri Shankar SHG will be located at village Siyal P.O. Manali Tehsil Manali, Distt. Kullu HP. The total households in village Siyal is small village surrounding Manali and Bansaari for which this Knitting centre will cater for. This centre will provide excellent service and guide the customers about what suits them the best to provide them the product that mark the highest level of satisfaction and comfort for them.

3. Description of SHG/CIG

2.1	SHG/CIG Name	::	Gouri Shanker
2.2	BMC	::	Siyal II
2.3	Range	::	WL Manali
2.4	Division	::	WL Kullu
2.5	Village	::	Siyal
2.6	Block	::	Naggar
2.7	District	::	Kullu
2.8	Total No. of Members in SHG	::	8- females
2.9	Date of formation	::	22 July 2022
2.10	Bank a/c No.	::	110060283509
2.11	Bank Details	::	Canara Bank Manali
2.12	SHG/CIG Monthly Saving	::	200/-
2.13	Total saving	::	2000/-
2.14	Total inter-loaning	::	--
2.15	Cash Credit Limit	::	--
2.16	Repayment Status	::	--

4. Beneficiaries Detail:

S.No	Name Of Candidate	Ward Name	Category	Contact No	Designation
1	S/Smt. Bhimi Devi W/O Puran Chand	Siyal	General	98168-90747	Secretary
2	Khimati Devi W/O Daulat Ram	Siyal	General	80912-00175	Cashier
3	Indira Devi W/O Duglu Ram	Siyal	General	85804-47018	President
4	Tara Devi W/O Kusum Chand	Siyal	General	94184-75476	Vice-President
5	Krishna Devi W/O Shyam Lal	Siyal	General	82787-72104	Member
6	Goda Devi W/O Naresh	Siyal	General	94184-79855	Member
7	Heera Devi W/O Charan Dass	Siyal	General	98174-71112	Member
8	Lamo Devi W/O Sudarshan	Siyal	General	8626908677	Member

5. Geographical details of the Village:

3.1	Distance from the District HQ	::	40 Km
3.2	Distance from Main Road	::	1 Km
3.3	Name of local market & distance	::	Manali 1Km
3.4	Name of main market & distance	::	Manali 1 Km
3.5	Name of main cities & distance	::	Manali 1 Km
3.6	Name of places/locations where product will be sold/ marketed	::	Manali 1Km

6. Management

Knitting centre by Gouri Shanker SHG has 8 women members and they will have individual knitting machines and will hire a room in the village to execute their plan and work in a collective manner. Before the start of the actual work in the centre all the members will be imparted a short term capsule course for training them in knitting under some professional trainers.

7. Primary Action Plan

The members of this SHG have very clear vision of this IGA and after careful and thoughtful discussion within the group decided to take up this activity for additional income. 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. 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.

8. Customers

The primary customers of our centre will mostly be local people around village Siyal but later on this business can be scaled up by catering to nearby small townships.

9. Target of the centre

The centre primarily aims at to provide unique modern and high class knitting service to the residents of Siyal village in particular and all other residents of nearby villages.

This centre will ensure to become the most renowned knitting centre with quality work in its area of operation in coming years.

10. The reason to start this business

Due to the prior experience of the members of this SHG who are already doing same work here and there this IGA has been selected and therefore the SHG is starting this business. This is an effort to combine the skill of various members and scale up their activity to earn more livelihoods.

11. SWOT Analysis

❖ Strength

- Activity is being already done by some SHG members
- Raw material easily available from nearby markets
- Manufacturing process is simple
- Proper packing and easy to transport
- Other family members will also cooperate with beneficiaries
- Product self-life is long

❖ Weakness

- Lack of technical know-how

❖ Opportunity

- Increasing demand for good products

❖ Threats/Risks

- Competitive market
- Level of commitment among beneficiaries towards participation in training/capacity building & skill up-gradation

12. Machinery, tools and other equipments

The traditional knitting along with the mechanical knitting will go hand in hand so that a value product is made available for marketing and making it competitive both in quality and price tag. Some of the items will be produced in traditional manner and others in mechanical manner depending upon the demand in the targeted area. The following machinery and tools need to be procured.

A. CAPITAL COST				
Sr. No.	Particulars of Machinery.	Quantity	Rate per unit	Total Amount
1	Punch card knitting machine	8	24000	The group members have their own machines
2	Knitting machine (Simple)	0	6000	
3	Knitting design book	0	1500	
4	Gola making machine	0	600	The group members have their own Gola making machines
5	Working table	0	1200	
6	Plastic chairs	0	475	
Total capital cost				

Note: All member of group member have their own knitting Machine.

B. Recurring cost				
Sr. No.	Particulars	Unit	Rate	Amount
1.	Room rent	Per month	1500	1500
2.	Water & electricity	Per month	1000	1000
3.	Knitting yarn of different colour and quality	Per month L/S	84000	84000
4.	Lubricating oil & pippet	Per month	1400	1400
5.	Wear & tear	Per month L/S	1400	1400
Total Recurring cost				89300

13. Total production and sale amount in month

Since it is an additional activity in the SHG apart from their routine household work the outcome will be proportionate to the working hours of each member. It is always better initially to keep the production on conservative side which can always be scaled up with passage of time and work experience. Therefore, it is presumed that each member will produce one item per day as finally finished product and daily 8 items can be made available for sale. Keeping in view this production rate of approximately 240 finished items will be ready for sale in one month. As beginner the item rate on an average if presumed to be Rs. 500 each therefore the total income per month is worked as under:

Particulars	Total Amount (Rs.)	Project Contribution (75%)	SHG contribution (25%)
Total capital cost	Nil	Nil	Nil
Recurring cost			
10% depreciation on capital cost/ month	-	-	-
Other expenditure per month	89300	-nil-	89300
Total	89300		89300

Total sale in a month $(500 \times 240) = 120,000$

Total expenditure in first month $(0 + 89300) = 89300$

However an amount of rupees 89300 is the project support therefore for calculation purpose this amount can safely be deducted from the expenditure column and the net income can be re-cast again. More over the members of SHG will be doing the job collectively therefore their wages have not been taken into account. The net income at the end of the month is re-cast as under:

<u>Capital cost</u>		
Particulars	Amount	SHG contribution
Capital cost	-	-
<u>Recurring expenditure</u>		
i) 10% depreciation on capital cost per month	-	
i) Other expenditure on material cost etc.	89300	
Total	89300	89300
Total cost	89300	
Total sale in 1st month	200000	
Net profit	1,10,700	

14. **Sharing of the profit**

The members of SHG has mutually agreed with consent voice that in the 1st month Rs. 6000 will be paid to each member as income and the remaining profit of Rs. 62700 will be kept as emergency reserve in their bank account to meet up the future contingency, if any.

15. **Fund flow in the group:**

Sr.No.	Particulars	Total Amount (Rs)	Project contribution	SHG contribution
1	Total capital cost	0	0	0
2	Total Recurring Cost	89300	0	89300
3	Trainings	45000	45000	0
	Total outlay	134300	45000	89300

Note-

- **Capital Cost** - 75% of the total capital cost will be borne by the Project
- **Recurring Cost** –The entire cost will be borne by the SHG/CIG.
- **Trainings/capacity building/ skill up-gradation** –Total cost to be borne by the Project

16. Sources of funds and procurement:

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 parked in the SHG bank account as a revolving fund.• 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	

17. Trainings/capacity building/skill up-gradation

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

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

- Team work
- Quality control
- Packaging and Marketing
- Financial Management

18. **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.

19. 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.

20. Remarks

Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Gouri Shankar
held on _____ at Siyal II that our group will undertake the
AKNithing as Livelihood Income Generation Activity under the Project for
Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

President
Gouri Shankar SHG
Ward No. 4, Siyal II

Signature of Group President

Gouri Shankar
Gouri Shankar SHG
Ward No. 4, Siyal II
Group Secretary

Signature of Range Forest Officer RFO
Wild Life Range Manali

Signature of President BMC
President
BMC Sub Committee (JICA)
Siyal-II, Manali, Kullu

Rho
Wild Life Division KULLU

Approved

[Signature]
Divisional Management Unit Officer-Cum-
Divisional Forest Officer, Wild Life Division,
Kullu, District Kullu.

Group members Photos-



Indira Devi (Pardhan)



Khimi Devi (Koshadyaksh)



Tara Devi (Up-Pardhan)



Goda Devi



Hira Devi



Krishna Devi



Lamo Devi



Bhimi Devi (Sachiv)