

Forest Circle-----Kullu

Project for Improvement of Himachal Pradesh Forest Ecosystems Management& Livelihoods

Table of Contents

Sr.No	Particulars	Page
1	Introduction, Executive summary	3-4
2	Description of SHG	5-6
3	Geographical detail of the Village	7
4	Description of product related to Income Generating Activity	7
5	Production Processes.	8
6	Production Planning	8-9
7	Sale and marketing	10
8	Details of Management	11
9	SWOT Analysis	11
10	Description of Potential risks and measures to mitigate them.	12
11	Description of Economics of the Project	12-13
12	Summary of Economics	14
13	Assumptions	14
14	Benefit cost Analysis	15
15	Fund Requirement	16
16	Financial Resources	16
17	Planning of Fund requirements	16
18	Computation of break –even Point	16
19	Planning for loan repayment	17
20	Comments	17
21	Training	18
22	Attachment	19
23	List of rules of SHG	20
24	Glimpse of Photos during Discussion	21
25	Agreement	22

1. Introduction

Himachal Pradesh is a hilly state located in the western Himalayan region. It is famous for its natural beauty and rich culture. The climate of Himachal Pradesh is very diverse and many small and big rivers and valleys enhance the beauty of the state.

The total population of the state is about 70 lakhs. Its geographical area is 55673 sq. km. which is spread from the Shivalik hills to the cold desert region of the upper Himalayas. Agriculture and horticulture are the main occupations here. Among the 12 districts of Himachal Pradesh, Kullu district is famous for tourism and horticulture. Kullu district is located in the central hills of Himachal Pradesh.

Village Baragran is located in Gram Panchayat Brahmna development block Kullu, Tehsil and District Kullu in Himachal Pradesh. The valley of Kullu district have been given various names according to their physical structure, one of which is Lagvalley

Village Baragran is located in Lagvalley at a distance of about 14 km from Kullu headquarters. The main occupation of the people in village Baragran is agriculture and gardening but due to lack of proper irrigation system, people are not getting the expected increase in their income. Most of the people have very little land, due to which they are not able to earn their livelihood properly. To improve their livelihood, people earn their livelihood by growing cash crops and gardening.

People in the village are also engaged in making pattu, but the production is done in a traditional way, due to which the production is less and the income is also less. To overcome this problem and to increase the production of products, these women need information about advanced types of machines which are suitable for this production.

According to the geographical situation, these products are required throughout the year in this area. Therefore, production can be increased as much as possible by using proper training and modern machines. There is also a need to prepare new products according to demand and fashion from time to time.

After the formation of Village Forest Development Society, Baragran in the village, Project for Improvement Himachal Pradesh Forest Ecosystems Management and Livelihoods told the people about working in groups to increase their means of livelihood.

Through the project, 02 self-help groups were formed in Bhalthain the form of "Radhe-Krishana" and Asha" self-help groups. After this, "Radhe-Krishana" self-help group decided to work on handloom. 16 members joined this group.

Project for Improvement Himachal Pradesh Forest Ecosystems Management and Livelihoods decided to give training to "**Radhe-Krishana**" self-help group in making Capsand Ladies Jackets along with giving Rs. 100000/- as revolving fund.

To prepare the livelihood enhancement business plan of "**Radhe-Krishana**" self-help group, FTU Coordinator, Bhutti Forest Range held repeated meetings with the group membersand under the guidance of Divisional Forest Officer Sh. Angel Chouhan (IFS), Sh. Manoj Kumar (HPFS), Assistant Forest Conservator, Kullu, with the cooperation of Forest Range Officer, Bhutti and BO Tarapur this livelihood enhancement business plan was finalized.





2. Description of SHG

2.1	Name of Self-HelpGroup	"Radhe-Krishana"
2.2	Manual for Management of Information System of SHG	Attached in Page No. 20
2.3	Village Forest Development Society	Baragran
2.4	Forest Range/FTU	Bhutti
2.5	Forest Division/ DMU	Kullu
2.6	Village	Bragran
2.7	Development	Kullu
2.8	District	Kullu
2.9	Total Members in SHG	16
2.10	SHG Formation	11.2021
2.11	Bank Account Number	88261300000631
2.12	Name of Bank & Branch	HGB Sarwari, Kullu
2.13	Monthly Saving SHG	100
2.14	Total Saving SHG	22400
2.15	Loan given to members among themselves	
2.16	Cash deposit limit	
2.17	Repayment Status	11 Month

Sr. No.	Name & Adress of Members	Designation	Age	Sex	Qualification	Categor y	Contact No.
1	Smt. Shashi Kanta W/O Sh. Duni Chand	Pradhan	29	Fe	B.SC	Gen	7018385935
2	Smt. Poonam W/O Sh. Vinod	Secretary	34	Fe	BA	Gen	7876683314
3	Smt. Hem Lata W/o Sh. Sanjay	Cashier	31	Fe	BA	Gen	8219334548
4	Smt. Rajni W/o Sh. Madan	Member	36	Fe	BA	Gen	8988320241
5	Smt. Koshalya W/o Sh. Rum Singh	Member	46	Fe	12 th .	Gen	7018298433
6	Smt. Sunita Devi W/o Sh. Raju	Member	31	Fe	12 th .	Gen	8988161498
7	Smt. Santosh W/o Sh. Heera	Member	40	Fe	12 th .	Gen	8278791854
8	Smt. Usha W/o Sh. Amar	Member	38	Fe	9 th .	Gen	7876224884
9	Smt. Saroj W/o Sh. Shayam	Member	34	Fe	BA	Gen	9816184742
10	Smt. Damodri W/o Sh. Rakesh	Member	38	Fe	9 th .	Gen	8280792239
11	Smt. Priya W/o Sh. Ashok	Member	33	Fe	BA	Gen	8988320239
12	Smt. Tripta W/o Sh. Tara Chand	Member	38	Fe	BA	Gen	8219648078
13	Smt. Anita W/o Sh. Deepak	Member	31	Fe	10 th .	Gen	6230239451
14	Smt. Bimla W/o Sh. Kehar	Member	51	Fe	8 th .	Gen	7876533242
15	Smt. Krishana W/o Sh. Vipan	Member	29	Fe	BA	Gen	8219798318
16	Smt. Heera W/o Sh. Ravinder	Member	36	Fe	BA	Gen	9805248059

List of Radhe-Krishana Self-Help Group



3. Geographical details of Village

		1
3.1	Distance from District HQ	Road to 14 KM.
3.2	Distance from Main Road	Road to 14 KM.
3.3	Name of Local Market & Distance	Kullu 14 KM.
3.4	Name of Main Market & Distance	Kullu 14 KM.
3.5	Distance from Main City	Kullu 14 KM, Bhuntar 19 KM, Manali 53 KM, Shamshi 18 KM
3.6	Name of main Cities where products will be sold/marketed	Kullu, Bhuntar, Manali, Shamshi
3.7	Special Information for effected IGA of village related	Agriculture &HorticultureKulvi Pattu
3.8	Status of before & After linkage	Continuous meetings are being held and information about handloom is being shared.

4. Description of Product related to Income Generating Activity

4.1	Name of Product	Caps, Ladies Jacket
4.2	Method of Product Identification	Some members are already doing Handloom work
4.3	Consent of SHG/CIG Cluster	Yes Consent attached page No. 20

5. Details of Production Processes

First of all, the members of the self-help group will be given training by the project on making Caps and Jackets etc. After the training, the following process will be followed by the group members in preparing the product: -

- 1.07 members of the group will work on making Caps.
- 2. 07 members of the group will work on making Ladies Jackets
- 3. 02 members of the group will work on Marketing
- 4. Group members will work for 4 to 5 hours daily.

After training, the following products will be made by the group. The details of which are as follows: -

1. Kulvi Caps

Stoles of different designs will be prepared by 07 members. If one member works for 4 to 5 hours per day, 03 Caps will be prepared in 01 days.

2. Ladies Jacket

Stoles of different designs will be prepared by 07 members. If one member works for 4 to 5 hours per day, 01Jacket will be prepared in 03 days.

6.Details of planning for production

6.1	Production cycle (in days) 30 days (working 4- 5 hours per day)	630 Kulvi Caps 70 Ladies Jacket
6.2	Workers required per cycle (number)	07 members for Caps07 member for Ladies Jackets02 member for Marketing
6.3	Source of raw material	Kullu
6.4	Source of other resources	Kullu, Shamshi, Bhuntar

6.5 Raw material requirement and estimated production

Caps	(one piece Only)				
Sr.	Particulars	Unit	Qty.	Rate	Amt.
1	Caps (one piece Only)				
1	Tapid Patti	cm	0.20	170	8
2	Buckram	cm	0.40	40	16
3	Bulli	cm	0.20	30	6
4	Pasting	cm	0.10	90	9
5	Magji Cloth	cm	0.15	30	2
6	Kullu Border Patti	16 Inch/Piece	16	140	140
7	Sewing Thread	No.			45
Total					226
	Service Charge			5%	11
	Total Production Cost				237
	Profit			15%	36
	Total Cost				273

Caps (one piece Only)

Ladies Jacket (one piece Only)

Sr.	Particulars	Unit	Qty.	Rate	Amt.
2	Ladies Jacket (one piece Only	7)			
1	Tapid Patti Supper 70 No.	Mtr.	0.80	200	160
2	Bulli	Mtr.	1.50	30	45
3	Pasting	Mtr.	0.5	80	40
4	Machine Border	Mtr.	1.5	25	37
5	Sewing Tread & Baton	Piece	-	6	30
6	Kaj ki Labour			20	20
7	Sewing Labour			100	100
	Total				432
	Service Charges			10%	43
	Total Production Cost				475
	Profits			40%	190
	Total Cost				665

7.Details of Marketing/Sales

7.1	Potential marketing destination	Kullu, Bhuntar, Manali		
7.2	Distance from Unit	14 to 55 Km.		
7.3	Demand for the product at the market places	Kullu, Bhuntar, Manali		
7.4	Market Identification Process	Based on the capacity and local demand of the groupMake a list of vendors.		
		• Contact the vendors.		
7.5	Effect of season on marketing:	Higher demand in winter.		
7.6	Potential buyers of the product	Locals, city people, tourists Potential		
7.7	Consumers in the area	Tenants, job holders, outsiders.		
7.8	Product marketing system	 Contact with shopkeepers. Own sales Centre Stall/exhibition in fairs Various offices Religious places 		
7.9	Product Marketing Strategy	 Wholesaler Retailer Agent 20-25% subsidy Publicity in local network Publicity in social media 		
7.10	Determining the product's branding	Beautiful products of SHG Samridhi		
7.11	Product slogan	शोभला गांव, शोभला कोम, रति भर नहीं काण । यह सा भालठा टोपी व लेड़िज जैक्ट री पहचाण।।		

8.Details of management among group members

- Rules will be made for management.
- Group members will divide the work by mutual consent.
- The division will be done on the basis of efficiency and capacity of work.
- Profit will also be distributed on the basis of quality of work, skill and hard work.
- The marketing member will be given 5% commission on the total sales amount.
- One member having experience in marketing will do the marketing.
- The head and secretary will keep on evaluating and observing the management from time to time.

9. Analysis of Strengths, Weaknesses, Opportunities and Challenges (SWOT)

Strengths

- Women have the passion for work.
- Some members are already doing khadi work.
- There are experienced members in the group too.

Weakness

- Women also do agriculture and animal husbandry work.
- Can only spare 2 to 3 hours for work.
- Working in a group for the first time.

Opportunities

- Himachal Pradesh Forest Ecosystem Management Project will provide support and funds.
- Training will increase skills and capacity.
- There is demand for the products locally and in cities.
- Kullu and Manali are tourist places.

Challenges

- Not producing good products
- Not understanding the market situation (demand)
- Competition from other production centers.
- Engagement in menial work.
- Engagement in other (agricultural, horticultural and animal husbandry) works.

Sr. No.	Statement of Risks / Challenges	::	Measures to reduce risk
10.1	Not understanding the market situation (demand).	::	To adapt to the market demand from time to time.
10.2	Not producing good products.	::	Creating products in demand the consumers.
10.3	Competition from other production centers.	::	Making better products than other production centers and earning less profit in the beginning.
10.4	Not understanding the market situation (demand).	::	To promote handloom instead of menial work.
10.5	More involvement in agriculture, horticulture and animal husbandry activities.	::	Pay attention to agriculture, gardening, animal husbandry and other household work along with handloom
10.6	Division in groups	::	 Income should be distributed on the basis of skill and ability. Working with transparency.
10.7	Sales may decrease due to decrease in product quality.	::	To maintain quality the group will have to maintain high standards.

10.Description of potential challenges and measures to mitigate them

11.Statement of Economics of the Project 11a.Capital Expenditure

Sr. No.	Particulars	Amount
1	15 Umbrella Sewing Machine (Rs. 7500 per)	112500
2	01 Zuki Sewing Machine (Rs. 33500 per)	33500
3	10 Scissors (Rs. 650 per)	11200
4	10 Press (Rs. 1600 per)	27200
5	10 Scale Sets (Rs. 350 per)	6400
	Total Capital Expenditure	190800

11b.Recurring Cost (Per Circle)

Sr.	Particulars	Unit	Qty.	Rate	Amt.	Expected Production	
Caps	Caps						
1	Tapid Patti	Cm	170	170	28900	630 Caps	
2	Buckram	Cm	240	40	9600		
3	Bulli	Cm	170	30	5100		
4	Pasting	Cm	63	90	5670		
5	Magji Cloth	Cm	94	30	2820		
6	Kullu Border Patti	16 Inch/ Piece	630	120	75600		
7	Sewing Thread	No.	630	LS	150		
,	Total Recurring Cost				127840		
	Service Charge		5%		6392		
	Total Production Cost				134232		
	Profit		15%		20135		
	Total				154367		

Sr.	Particulars	Unit	Qty.	Rate	Amt.	Expected Production
Ladi	Ladies Jacket					
1	Tapid Patti Supper 30 No.	Mtr.	0.80	200	11200	70 No. Ladies Jacket
2	Bulli	Mtr.	1.50	30	3150	
3	Pasting	Mtr.	0.5	80	2800	
4	Machine Border	Mtr.	1.5	25	2652	
5	Sewing Tread & Baton	Piece	-	6	420	
6	Kaj ki Labour			20	1400	
7	Sewing Labour			100	7000	
	Total Recurring Cost				28622	
	Service Charges			10%	2862	
	Total Production Cost				31484	
	Profits			40%	12593	
	Cost				44077	
	Total				18872	

12. Summary of the Economy Cost of Production

Sr. No.	Particulars	Amount
1	Total recurring cost	152732
2	10% annual interest on capital expenditure	1908
3	10% annual interest on loan	3050
	Total	325267

13. Assumptions Calculation of Selling Price

For One	Caps			
	Production Cost	No.	1	237
	Defined Benefits %	Per	20	36
3	Total Cost + Benefits	No.	1	273
	Market Price	No.	1	350
For One	Ladies Jacket			
	Production Cost	No.	1	475
	Defined Benefits	Per	40	190
	Total Cost + Benefits	No.	1	665
	Market Price	No.	1	800

Sr. No.	Particulars	Unit	Qty	Rate	Amt		
1	10% annual interest on capital expenditure (a)	-	-	-	1908		
2	Recurring Coat (B)		-				
2.1	Kulvi Caps				127840		
2.2	Ladies Jacket				28622		
	Total (B)				156462		
3	Total Production (Kulvi Caps)	No.	630				
4	Product sales (Kulvi Caps)						
5	Income from product sales (Kulvi Caps)	No.	630	273	171990		
6	Total Production (Ladies Jacket)	No.	70		0		
7	Product sales(Ladies Jacket)	No.	70		0		
8	Income from product sales (Ladies Jacket)	No.	70	665	46550		
	Total (S)				218540		
10	Total Benefits S-(A+B) 218540 - (1908+156462) =	158370			60170		
11	Gross profit from product sales						
12	Amount available for distribution among members as profit after one cycle = Income from sale of product – (Amount required for principal and interest refund 60170 - (1908+15000) = 16908						

14. Cost-benefit analysis for the enterprise (in one cycle i.e. in 01 month)

Sr. No.	Particulars	Total Expenditure	Contribution by project 75%	Contribution by project 25%	Group needs money			
1	Capital Cost	190800	143100	47700	0			
2	Recurring Cost	156462	0	0	156462			
	Total	347262	143100	47700	156462			
	Note	Requirement of funds is approximately 153000.00						

15- Self Help Groups/Similar Interest Groups need funds

Note-Since the group members will arrange for the wages themselves, noadditional money will be required for this, hence wages have not been included in the recurring expenditure given in the financial requirement of the group.

16.Financial resources of the group

Sr. No.	Particulars	Amount
1	Support fund provided by the project	143100
2	Internal savings of the group	10000
	Total	153100

The project will provide an amount of Rs. 100000/- as seed fund. The group members will take loan from the bank on the basis of this seed fund.

17. Planning of Fund Requirements

Sr. No.	Resources needed funds needed		
1	15 Sewing Machine	28125	25% advance should be
2	01 Sewing Machine	<mark>8375</mark>	given for Sewing Machine,
3	10 Scissors	<mark>2800</mark>	Press, Scissors, Scale Set,
4	10 Press	<mark>6800</mark>	Machine Belt, Press Wire
5	10 Scale sets	<mark>1600</mark>	etc. from the assistance
	TOTAL	<mark>47700</mark>	amount by the group.
9	RAW Material	<mark>156462</mark>	
	G.Total	204162	

18. Calculation of Break-even Point/Situation

(Break Even Point)

Calculation of Break-even Point of Kulvi Caps

= 190800/273= 699 days

Calculation of Break-even Point of Ladies Jacket

= 190800/665= 287 days

Calculation of Total Break-even Point = 699+287 = 986 days == 190800/986=193 days

In this process the breakeven point can be achieved in 193 days as per the same ratio of sales of the above product.

Sr.	Month	Loan Repayment		Cumulative Loan	Remaining Loan			
No.		Amt.	Interest	Total	Repayment	Amt.	Interest	Total
1	Month-1					157000	1308.333	158308
2	Month-2	13691.67	1308.33	15000	15000	143308	1194.236	144503
3	Month-3	13805.76	1194.24	15000	15000	129503	1079.188	130582
4	Month-4	13920.81	1079.19	15000	15000	115582	963.1813	116545
5	Month-5	14036.82	963.181	15000	15000	101545	846.2078	102391
6	Month-6	14153.79	846.208	15000	15000	87391.1	728.2596	88119.4
7	Month-7	14271.74	728.26	15000	15000	73119.4	609.3284	73728.7
8	Month-8	14390.67	609.328	15000	15000	58728.7	489.4061	59218.1
9	Month-9	14510.59	489.406	15000	15000	44218.1	368.4845	44586.6
10	Month-10	14631.52	368.485	15000	15000	29586.6	246.5552	29833.2
11	Month-11	14753.44	246.555	15000	15000	14833.2	123.6098	14956.8
12	Month-12	14833.39	123.61	14957	14957	-0.20973	-0.00175	-0.2115
	Total	157000		164957	164957			

Annual interest is calculated on the basis of reducing principal amount every month. Due to adjustments, the final EMI may be less or more than the regular EMI.

20.Comment

The group will prepare and sell stoles, Caps, Jackets in the first cycle. This will generate an average income of Rs 43262/- in each cycle.



21.Training

The training will be done for 08 hours per day i.e. 42 to 43 days. The master trainer will be paid Rs. 1500/- per day for training. During the training period, the group will be given raw material once at the rate of Rs. 1000/- per trainee.

Sr. No.	Particulars	Training Period	Members	Rate	Amt.	Remarks
1	Master Trainer	14 Days	10	750	10500	Rs. 750-00 Per Day
2	Boarding & Lodging	14 Days		100	1400	Rs. 100 Per Day
3	Raw Material	14 Days	10	1000	10000	Rs.1500 Per Members
4	Training Hall Rent	14 Days	-	1000	1000	Rs. 1000 Trg. Period
5	Transportation Charges	-	-	-	1000	Rs. 1000 One Time
	Total				23900	





List of Rule of <u>Radhe-Krishana Self-Help Groups Baragran</u>

- 1. Group work: Handloom
- 2. Group address: village -Baragran
- 3. Total members of the group: 16
- 4. Date of the first meeting of the group; 11th. Nov., 2021
- 5. For every Rs. 100 in the group, there will be an interest of Rs. 2/-
- 6. The monthly meeting of the group is held every month. will be on the date of 1^{st} .
- 7. All the members of the group will deposit the saved money of each month in the group
- 8. All members will have to attend the meeting of the Self- Help Group
- 9. SHG Account HGB Darka, Bhutti Account number 88261300000631.
- 10. In order to attend themeeting of the group, the Pradhan and secretary willhave to takepermission by stating the appropriate work.
- 11. Those who do not deposit the amount of savings in the group or are present in he group for 3 Meetings, then that person will be removed from the group.
- 12. If the person who is present in the group giving reasons, then the nextmeeting will be in house of the person whose expenses will have to be borne by that person himself.
- 13. The Pradhan and Secretary of the Self -Help Group shall be elected unanimously
- 14. The Pradhan and secretary can transact with the bank; this post will bevalid for oneyear.
- 15. The Pradhan, Secretary or Member shall not do any work against theGroup shall always utilize the funds of the Group.
- 16. If the member wants to leave the group for some reason, if this person has taken a loan, then the group will have to return only then there is equality except the group otherwisenot.
- 17. The purpose of the loan will be decided in the meeting, the time of repayment of the amount, the installment of the loan and the rate of interestwill be decided in themeeting.
- 18. For emergency, the Pradhan and secretary should have an amount of atleast Rs 1000/-
- 19. The register of self-help groups should be read and written in front of allmembers
- 20. Large borrowers will have to report a week in advance
- 21. Loans should be given to all members in times of need
- 22. If the member wants to leave the group without any reason, then theaccumulated income of that member will be divided into the group.
- 23. Group has to Submit their Monthly Report to the FTU.

Photographs Members of Radhe-Krishana SHG Baragran



Smt. Shashi Kanta Pradhan



Smt. Poonam Devi Secretary



Smt. Hema Cashier



Smt. Koshalya Devi Member



Smt. Sunita Devi Member



Smt. Santosh Devi Member



Smt. Saroj Devi Member



Smt. Priya Member



Smt. Anita Devi Member



Smt. Hiran Devi Member



Smt. Usha Devi Member



Smt. Damodri Devi Member



Smt. Tripta Devi. Member



Smt. Bimla Devi Member

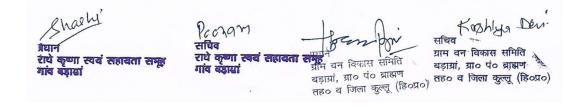


Smt. Rajni Member

<mark>Agreement</mark>

(Sahmti Patra)

Today on **07.11.2022** a meeting of **"Radhe-Krishana"** Self Help group Baragran was held under the chairmanship of Pradhan Smt. Shashi Kanta in which all the members of the group participated. The draft of the Handloom Business plan document prepared by the members of **"Radhe-Krishana"** Self Help group Baragran and with the cooperation of FTU Bhutti was finalized. With the project being run in collaboration with Projectfor ImprovementHimachal Pradesh Forest Ecosystems Management and livelihoods (Funded by JICA) through the Forest Department, the members of **"Radhe-Krishana"** Self Help group Baragran unanimously agreed to continue working on Handloom to increase their livelihood.



<mark>Approval</mark>

Today on **14.11.2022** the Divisional Management Unit and Forest Divisional Officer Kullu approved the Handloom Enhancing Livelihood Business Plan of "Radhe-Krishana" Self Help Baragran

Forest Division