

# **BUSINESS PLAN**

INCOME GENERATING ACTIVITY–Knitting

by

**Self Help Group-Mateshwari SHG Vgaanh**



SHG/CIG Name	::	Mateshwari SHG Vgaanh
VFDS Name	::	Bahal khas
Range	::	Sarain
Division	::	Chopal

**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 raise some saving also for the difficult times. A group of 06 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 Matheshwari SHG vgaanh will be located at village vgaanh. 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	::	Mateshwari SHG Vgaanh
2.2	VFDS	::	Bahal khas
2.3	Range	::	Sarain
2.4	Division	::	Chopal
2.5	Village	::	Vgaanh
2.6	Block	::	Chopal
2.7	District	::	Shimla
2.8	Total No. of Members in SHG	::	06
2.9	Date of formation	::	26/03/2014
2.10	Bank a/c No.	::	1359000100039074
2.11	Bank Details	::	PNB
2.12	SHG/CIG Monthly Saving	::	Rs /-200
2.13	Total saving	::	Rs /-6500
2.14	Total inter-loaning	::	17000/-
2.15	Cash Credit Limit	::	2%
2.16	Repayment Status	::	--

#### 4. Beneficiaries Detail:

Sr. No	Name	Father/Husband Name	Age	Education	Category	Income Source	Address	Contact no
1.	Surendra devi	W/o- Suresh	37	+2	General	Agriculture	Village-Vgaanh	80913-67027
2.	Pooja thakur	W/o-Ajay Kumar	30	+2	General	Agriculture	Village- Vgaanh	93174-02355
3.	Nisha devi	W/o-Satish Kumar	41	+2	General	Agriculture	Village- Vgaanh	98167-38327
4.	Rekha devi	W/o-Jayram	50	8 <sup>th</sup>	General	Agriculture	Village- Vgaanh	98169-79391
5.	Asha	W/o-Jiwan Singh	44	8 <sup>th</sup>	General	Agriculture	Village- Vgaanh	78076-19332
6.	Santosh	W/o-Roshan Lal	49	8 <sup>th</sup>	General	Agriculture	Village- Vgaanh	98051-03207

### 5. Geographical details of the Village:

3.1	Distance from the District HQ	::	102km
3.2	Distance from Main Road	::	03km
3.3	Name of local market & distance	::	Pulbahal 09Km
3.4	Name of main market & distance	::	Sarain 23,Chopal 50 km
3.5	Name of main cities & distance	::	Shimla 102km
3.6	Name of places/locations where product will be sold/ marketed	::	Sarain,chopal, Nerwa,theog,shimla

### 6. Management

Knitting centre by SHG of SHirgul Maharaj Gadheru has 06 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 member 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 the village 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 the 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.

<b>A. CAPITAL COST</b>				
<b>Sr. No.</b>	<b>Particulars of machinery.</b>	<b>Quantity</b>	<b>Rate per unit</b>	<b>Total Amount</b>
1.	Knitting machine	03	30,000	90,000
2.	Desigen book	05	1500	7500
3.	Gola making machine	03	1200	3600
	<b>Total capital cost</b>			<b>101100/-</b>

<b>B. Recurring cost</b>				
<b>Sr. No.</b>	<b>Particulars</b>	<b>Unit</b>	<b>Rate</b>	<b>Amount</b>
1.	Room rent	Per month	2000	2000/-

2.	Water & electricity rent	Per month	1000	1000/-
3.	Knitting yarn of different colour	Per month L/S	80000	80000/-
4.	Repair machine	Per month	2000	2000/-
5.	Packaging	Per month L/S	2000	2000/-
6.	Transport		3000	3000/-
<b>Total Recurring cost</b>				<b>90000/-</b>

### 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 14 items can be made available for sale. Keeping in view this production rate of approximately 400 finished items will be ready for sale in one month. As beginner the item rate on an average is presumed to be Rs. 500 each therefore the total income per month is worked as under:

### Cost of Production (Monthly)

Sr.no.	Particulars	Amount
1.	Total recurring cost	<b>90000/-</b>
2.	<b>10% depreciation monthly on capital cost 101100/-</b>	<b>10110/-</b>
<b>3.</b>	<b>Total</b>	<b>100110/-</b>

Sr.no	Product name	unit	Per unit cost	Total cost	Per unit selling cost	Total selling cost	Profit/month
1.	Koti	40	816	32640	1300	52000	19360
2	Sweater	35	816	28560	1300	45500	16940



3	Child set	90	220	19800	350	31500	11700
4	Socks	90	100	9000	150	13500	4500
5	Topi	90	100	9000	150	13500	4500
<b>Total</b>						156000/-	57000/-

Sr.no.	Particulars	Total
1.	Total recurring cost	100110/-
2.	Total selling amount	156000/-
3.	Profit	57000/-
4.	Details of profit	Of the total Rs 156000 from the first rs 1 lakh will be kept for future recycling.the remaining rs 56000 from the total sale witt be transferred to SHG A/C

### 13.Fund flow in the group:

Sr. No.	Particulars	Total Amount (Rs)	Project contribution	SHG contribution
1	Total capital cost	101100	75825	25275

2	Total Recurring Cost	100110	-	100110
3	Training	40000	40000	-
	<b>Total outlay</b>	<b>241210/-</b>	<b>115825/-</b>	<b>125385/-</b>

**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

#### 14. Sources of funds and procurement:

<b>Project suport</b>	<ul style="list-style-type: none"> <li>• 75% of capital cost will be utilized for purchase of machines.</li> <li>• Upto Rs. 1 lakh will be parked in the SHG bank account as a revolving fund.</li> <li>• Trainings/capacity building/ skill up-gradation cost.</li> </ul>	Procurement of machines will be done by respective DMU/FCCU after following all codal formalities.
SHG contribution	<ul style="list-style-type: none"> <li>• 25% of capital cost to be borne by SHG.</li> <li>• Recurring cost to be borne by SHG</li> </ul>	

#### 15. 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

**16. 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.

#### **17. 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.

समूह के सदस्य, तस्वीरें



रेखा देवी



आशा देवी



सुरेन्द्रा देवी



निशा कुमारी



पूजा ठाकुर



संतोष

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## प्रमाण पत्र

बुनाई एवं सज्जन मजिस्ट्रेट के लिए स्वयं सहायता समूह मातेवुरी स्वयं सहायता समूह वगाह की व्यवसाय योजना  
मजिस्ट्रेट वन विकास समिति वाहाल खास के सामान्य सदन के समक्ष बुनाई को अनुमोदन हेतु प्राप्त विभिन्न नमूनों का  
माली चर्चा और विचार विमर्श के बाद व्यवसाय योजना को स्वयं सहायता समूह में अपनाने और स्वयं सहायता समूह के  
सदस्यों द्वारा अपने कार्यान्वयन के लिए अनुमोदित किया गया

दिनांक 20/07/2023

स्थान Bagham

Banham

Banham

Thakur  
Treasurer  
V.D.S.

Thakur  
R.F.O Sarain

अनुमोदित  
डी० एम० पु० अधिकारी  
वन मंडल बागमल

