



BUSINESS PLAN

Handloom

(Shawl, stole and muffler knitting)

Naina Self Help Group (Bhakli Sub Committee)



Biodiversity Management Committee	Shillirajgiri
Sub Committee	Bhakli
Gram Panchayat	Shillirajgiri
Field Technical Unit/Forest Range	Wildlife Sanctuary, Kullu
Divisional Management Unit /Forest division	Wildlife Sanctuary, Kullu
Forest Circle Coordination Unit/ Forest Circle	GHNP Circle, Shamshi

Himachal Pradesh Forest Ecosystem Management and Livelihood Improvement Project

(JICA Funded)

Index

No.	Subject	Page No.
1	Introduction	3
2	Summary of Activities	3-5
3	Details and List of Self-Help Group/Equity Group	5-6
4	Geographic Status of the Village	6
5	Details of Products Related to Income Generation Activities	6
6	Production Process	6-8
7	Production Planning	8-9
8	Sales and Distribution	9
9	Management Details Among Members	9-10
10	Analysis of Strength, Weakness, Opportunities, and Challenges (SWOT Analysis)	10-11
11	Expected Risks and Their Mitigation Measures	12
12	Financial Structure of Business Plan	13
13	Summary of Financial Structure	14
14	Projections	15
15	Cost-Benefit Analysis for the Enterprise	16
16	Financial Requirements	17
17	Financial Planning for Requirements	18
18	Loan Repayment Schedule	19
19	Loan Repayment Plan	20
20	Group Rules	21
21	Approval of Group Consensus and Biodiversity Sub-Committee Lot	22
22	Photographs of Group Members	19-20

1. Introduction

The handloom industry has been providing livelihood to artisans since ancient times. In India, it has emerged as one of the most significant cottage industries and commercial trades over time. Handloom weavers have been producing fabrics using pure fibers of cotton, silk, and wool. The handloom industry is an essential part of India's cultural heritage.

Initially, the Kullu community produced plain shawls, but with the arrival of Bushahari weavers from Rampur in Shimla district, patterned handloom designs started gaining popularity. In earlier times, men and women used to weave fabrics using traditional pit looms at home to make warm clothing for their families. Later, handloom weaving became a common practice, possibly due to increased demand during the British era.

Kullu's traditional handloom products include **oddu, patu, tweed, shawls, caps, borders, and mufflers**. Since the 1970s, with the increasing influx of tourists and their growing interest in Kullu handicrafts, this industry has become a significant source of livelihood, particularly for women, who make up about **70% of the weavers**. However, competition from power loom products manufactured in the plains has made marketing challenging for traditional artisans and businesses.

The **Government of India** and the **State Government** have been making continuous efforts to promote this industry. The **Himachal Pradesh Forest Department**, with support from **JICA** (Japan International Cooperation Agency), is implementing the **Himachal Pradesh Forest Ecosystem Management and Livelihood Improvement Project (PIHPFEM&L)**. This initiative aims to improve both ecosystem management and the livelihoods of communities living near forests.

To support women, **Self-Help Groups (SHGs)** have been formed, and their activities are chosen based on their interests. One of these activities is **handloom weaving**, which is a traditional craft of Kullu. Women have shown interest in working in this field. Under the **Shilirajgiri Biodiversity Management Committee**, the "**Bhakhli**" sub-committee's "**Naina**" **Self-Help Group** has chosen **handloom weaving** as their primary activity. Keeping all its aspects in mind, a **business plan** has been developed for this initiative.

2. Project Summary

Himachal Pradesh is located in the **Western Himalayas** and is known for its **natural beauty, cultural richness, and religious heritage**. The state is home to **diverse forests, rivers, and valleys**. It has a population of approximately **7 million** and covers a **geographical area of 55,673 square kilometers**. Himachal Pradesh consists of **Shivalik hills, mid-Himalayan ranges, and high-altitude cold zones**.

Agriculture is the primary occupation of the people in the state. Out of **12 districts** in Himachal Pradesh, **7 districts** are part of the **Himachal Pradesh Forest Ecosystem Management and Livelihood Improvement Project (JICA)**, including **Kullu district**.

The **Himachal Ten Forest Ecosystem Conservation and Livelihood Improvement Project (JICA-Supported)** was initiated, leading to the formulation of a micro-plan for the "**Bhakhli**" **sub-committee** under the Biodiversity Management Committee (BMC) of Shilirajgiri.

The **primary occupation** of the members of the **Forest Development Committee** is **agriculture and horticulture**. However, the **average landholding per family is less than four bighas**, and there are **no irrigation facilities** available. Due to this, most people migrate **within and outside the district** for labor work. The lack of proper irrigation facilities has resulted in **limited income growth** for the local people.

The **residents mainly cultivate wheat, maize, barley, and pulses**, along with horticultural crops like **apples, plums, pears, and apricots**. Due to the **absence of alternative income sources**, people are compelled to migrate for labor work.

To **overcome this challenge**, the **Naina Self-Help Group (SHG)** has decided to **engage in the production of shawls, stoles, borders, and mufflers** to enhance their livelihood. **Local self-help groups** have been formed under the **Livelihood Improvement Plan**, including the "**Nari Shakti Self-Help Group**," which was established on **September 26, 2024**.

This **women-led group consists of 16 members** from various communities. After detailed discussions, the group decided to **produce and market shawls, stoles, borders, and mufflers**. Among the members, **2-3 women already have experience in weaving shawls, stoles, and mufflers**.

Initially, the group will be **connected with local shopkeepers and wholesale distributors** for marketing their products. Along with **skill enhancement and production improvement**, it is necessary to **explore and expand marketing opportunities**. By working collectively, the members can **increase production in larger quantities and enhance their livelihood**.

The raw materials required for **shawls, stoles, borders, and mufflers** are **locally available**, and there is **immense potential for marketing** at the **local level**. Since the **Kullu Valley** receives **tourists throughout the year**, there is a **strong demand for Kullu shawls, stoles, borders, caps, and mufflers** across India. Tourists **frequently buy these items as souvenirs** for their families and friends.

Initially, members of the group will be **provided training on making shawls, stoles, borders, and mufflers** under the **project initiative**. The estimated cost of the complete training project is approximately **₹98,000**.

Since this group consists entirely of women, **the project will provide financial assistance covering 75% of the capital expenses**. Additionally, expenses related to **transporting and setting up raw materials in the village** will also be covered under the project. Furthermore, a **revolving fund of ₹1,00,000** will be provided to the group.

The group has **mutually agreed to work according to the set rules and conditions and fairly distribute the earnings among the members**.

This **business plan** has been formulated after detailed discussions with **group members**, based on the **previously prepared Business Plan – I**.

While preparing this **business plan**, factors like **the group's weaving skills, availability of raw materials, market demand, and marketing strategies** were considered. The group has planned to produce **50 shawls, 195 stoles, 60 mufflers, and 60 borders per month**.

The group members will **dedicate an average of 4-5 hours daily** throughout the year for production. **From March to November**, less time will be available due to agricultural activities, but during the remaining months, they will have sufficient time to focus on this livelihood activity.

3. Self-Help Group / Joint Liability Group Details

S. No.	Particulars	Details
3-1	Name of SHG	Naina
3-2	Biodiversity Management Committee	Shilirajgiri
3-3	Name of Subcommittee	Bhakhli
3-4	Forest Division	Wildlife Division Kullu
3-5	Forest Circle	Wildlife Circle Kullu
3-6	Village	Dawar
3-7	Development Block	Kullu
3-8	District	Kullu
3-9	Total Members of SHG	16 Women

S. No.	Particulars	Details
3-10	Date of SHG Formation	26/09/2024
3-11	Monthly Saving of SHG	₹100
3-12	Bank Name & Branch	Rural Bank, Doharanala
3-13	Bank Account Number	88331300006217
3-14	Total Savings of SHG	₹2800
3-15	Loan Provided to Members	Not yet provided
3-16	Status of Cash Credit Limit	Loan not yet repaid by members

The details of the members included in the group are as follows

S. No.	Beneficiary Name	Father/Husband Name	Gender	Designation	Category	Contact Number
1	Chandi Devi	Jagat Ram	Female	Member	SC	8627065856
2	Premlata	Shiv Chand	Female	Secretary	SC	6230321798
3	Gangi Devi	Sukh Ram	Female	Treasurer	SC	8629837980
4	Tikam Dasi	Indal Ram	Female	Member	SC	9317824137
5	Reenu	Nandu	Female	Member	SC	9805518996
6	Neeramani	Gyan Chand	Female	Member	SC	8091704561
7	Nathi Devi	Heera Lal	Female	Member	SC	8894867980
8	Poonam	Sunil	Female	Member	SC	9015426496
9	Pagli Devi	Ramkrishna	Female	Member	SC	9805169718
10	Chavilu Devi	Chobe Ram	Female	Member	SC	8219060192
11	Lata Devi	Rajesh Kumar	Female	Member	SC	85447951361
12	Rajni	Mehr Chand	Female	Member	SC	-
13	Sheela	Chobe Ram	Female	Member	SC	8891154971
14	Sunita	Sher Singh	Female	Member	SC	7876278388
15	Neel Kumari	Mamta	Anil Kumar	Female	Member	SC
16	Veer Singh	-	Male	Member	SC	-

4. Geography of the village

S.No	Details	Information
4-1	Distance from District Headquarters	15 km
4-2	Distance from Doharanala Main Road	(Not provided)
4-3	Name and Distance of Local Market	Kullu - 15 km, Bhuntar - 22 km
4-4	Distance and Name of Main Market	(Not provided)
4-5	Other Major Cities and Their Distance	Kullu - 15 km, Manali - 40 km, Bhuntar - 22 km
4-6	Distance from Markets Where Production is Sold	Kullu - 15 km, Manali - 40 km, Bhuntar - 22 km
4-7	Other Specialties Related to the Village	Some members are already familiar with handloom weaving

5. Details of Production Related to Income Generation Activities

Production Details

S.No	Product Name	Identification Method	Additional Notes	Member Agreement
1	Shawls, Stoles, Borders, Mufflers	Group members identify by their own level of expertise	1-2 members are already skilled in weaving shawls, stoles, and borders	Yes (Consent letter attached)
2	(Specify Additional Product)	(Specify Identification Method)	(Additional Information)	(Yes/No)

6. Production Details of Manufactured Goods

Training and Initial Steps

All members of the SHG will receive training under the project for making shawls, stoles, borders, and mufflers. After training, the following steps will be followed by the members for production:

1. Shawl, stole, and border fabric will be purchased from the supplier at the site itself, which will save time and reduce the cost of production.
2. All members of the group will distribute the work among themselves and engage in making shawls, stoles, borders, and mufflers.
3. Members will handle packaging and also purchase raw materials as required.
4. Each member will work an average of **4 to 5 hours per day**.
5. The time spent by each member on group activities will be recorded.

Products to be Manufactured

1. **Shawls:**

- Kullu shawls are known for their **traditional patterns**, especially on both ends.
- Besides traditional designs, floral patterns are also woven on the corners or borders.
- Each design can include **1 to 8 colors**. Traditionally, **bright colors** like red, yellow, magenta pink, green, orange, blue, black, and white were used. However, keeping in mind current customer demand, these bright colors are gradually being replaced with **pastel shades**.
- The wool used includes **sheep wool, Angora, Pashmina, and Yak wool**, along with handmade materials.
- The price of shawls depends on the **quality of wool, number of patterns, and width** of the designs.
- The selection of yarn type, color, and design will depend on market demand.
- Seven members will be involved in the production of different designs of shawls.
- It is estimated that each member, working **4 to 5 hours per day**, can produce **one shawl per day**.
- **Five members can produce 50 shawls in one month.**

2. **Stole:**

- A stole is a **women's shawl**, mainly a luxurious and **formal wear accessory**.
- Fashion-conscious and nature-loving women prefer stoles.
- Unlike a shawl, a stole is typically **longer and narrower**, making it more versatile to drape over the shoulders.
- Various designs of stoles will be prepared by the members.
- Each member, working **4 to 5 hours per day**, can produce **1.3 stoles per day**.
- **Five members can produce 195 stoles per month.**

3. **Borders (Bands/Traditional Design Strips):**

- A distinctive feature of Kullu shawls is the **prominent decorative bands on both ends**.
- These bands are woven with **bright colors** like yellow, green, white, or red in various intricate patterns.
- Different styles of borders are also used in Kullu caps, enhancing their uniqueness.
- The weaving of borders will be carried out by **three members**, who will produce **90 borders per month**.

4. **Mufflers:**

- In the mountains, it is a tradition to honor distinguished individuals by offering **caps and mufflers** on various occasions.
- Different designs of mufflers will be prepared.
- One member, working **4 to 5 hours per day**, can produce **3 mufflers per day**.
- In one month, **90 mufflers can be produced**.

7. Planning for Production

Section	Details	Quantity
7-1 Production Cycle (Per Month)	30 days, 4-5 hours of work per day	-
Estimated Production	Shawls	50
	Stoles	100
	Mufflers	60
	Borders	60
7-2 Workforce Requirement (Per Production Cycle)	Members for Shawls	5
	Members for Stoles	5
	Members for Mufflers	3
	Members for Borders	3
7-3 Raw Material Source	Total Members Involved	16
	Kullu, Bhuntar	-
7-4 Other Resource Locations	Kullu, Manali, Bhuntar	-

8. Raw Material Requirement and Estimated Production

S. No.	Item	Unit	Quantity	Rate (₹)	Amount (₹)	Supply Production
1	Shawl (80:20 Yarn)					50 Shawls
	Wool (Warp & Weft)	kg.	17	800	13,600	
	Color Mixing	kg.	1.6	500	800	
	Weaving Labor	Per Piece	56	25	1,400	
	Daily Wage Labor	Per Day	105	350	36,750	
	Packaging, Washing, etc.	Per Piece	50	25	1,250	

S. No.	Item	Unit	Quantity	Rate (₹)	Amount (₹)	Supply Production
	Total Cost				53,800	
2	Stole (80:20 Yarn)					195 Stoles
	Wool (Warp & Weft)	kg.	30	800	24,000	
	Color Mixing	kg.	3	500	1,500	
	Weaving Labor	Per Piece	75	350	26,250	
	Packaging, Washing, etc.	Per Piece	195	20	3,900	
	Total Cost				55,650	
3	Woolen Muffler					90 Mufflers
	Wool (Warp & Weft)	kg.	6	1500	9,000	
	Weaving Labor	Per Day	15	350	5,250	
	Packaging, Washing, etc.	Per Piece	90	15	1,350	
	Total Cost				15,600	
4	Border					90 Borders
	Wool (Warp & Weft)	kg.	2.4	1500	3,600	
	Weaving Labor	Per Day	30	350	10,500	
	Packaging, Washing, etc.	Per Piece	90	15	1,350	
	Total Cost				15,600	

9. Details of Procurement/Purchase

S. No.	Details	Information
8-1	Expected Markets/Locations	Kullu, Bhuntar, Manali
8-2	Distance of Procurement from Villages	Kullu - 7 km, Manali - 35 km, Bhuntar - 15 km
8-3	Estimated Demand in the Market	Demand is higher than production
8-4	Market Promotion Strategy	Retail shops see high purchases by tourists. Local residents buy products for weddings and other ceremonies.
8-5	Seasonal Demand Variation	Demand increases in winter due to high product demand. During summer, tourists contribute to steady sales.
8-6	Potential Buyers	Tourists and local residents
8-7	Potential Customer Area	Residents of Kullu, Lahaul, and Mandi districts
8-8	Product Distribution System	Self-help groups will connect with retail shopkeepers in Kullu, Manali, and Bhuntar for marketing. Products will also be marketed through exhibitions/stalls at fairs.
8-9	Sales Strategy	If local market demand is low, products will be connected with retail shopkeepers in Mandi and Shimla. Production will be adjusted based on demand fluctuations.
8-10	Product Brand Name	"Adarsh Seobag"
8-11	Product Slogan	"Aao Bun Hum" (Come, Let's Weave)

10. Management among Group Members

- Rules will be established for proper management.
- Work distribution among members will be done with mutual agreement.
- Work allocation will be based on efficiency and capability.
- Profit-sharing will also be determined based on work quality, efficiency, and dedication.
- Experienced members will handle financial transactions and sales.
- The President and Secretary will continuously evaluate and review the management.
- Wages and profit-sharing will be distributed equally among all members.

11. SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)

Strengths:

1. All group members share a similar mindset and cooperative approach.
2. Some members already have experience in small-scale production and marketing, making it easier for others to learn weaving and selling.
3. Production costs are low, while demand for products is high.
4. Members will have an income-generating opportunity near their homes during their available time.

Weaknesses:

1. The group is newly formed and lacks market recognition.
2. Members have little experience in organized group work.
3. The financial condition of most members is weak.

Opportunities:

1. Large-scale production can be achieved by working together as a group.
2. Local markets have high demand for shawls, stoles, borders, and mufflers due to tourism.
3. The project will cover 50% of the cost of purchasing looms and spinning wheels.
4. Special training in handloom weaving will be provided either at the project site or in training institutions.

Threats:

1. Internal conflicts within the group could affect overall functioning.
2. Lack of demand transparency could lead to group disintegration.
3. Product demand is seasonal and mainly depends on tourist arrivals.
4. Competition with already established handloom organizations could pose a challenge.

12. Possible Challenges and Measures to Reduce Them

S. No.	Challenges	Measures to Reduce Them
1	There is a possibility of low demand for the product in local markets, which may negatively impact sales and income.	Connect with shopkeepers in Shimla and Mandi markets for better marketing.
2	A decline in product quality may reduce sales.	The group must adhere to high-quality standards and enhance their skills to maintain

S. No.	Challenges	Measures to Reduce Them
		product quality.
3	Competition from established institutions.	Maintain quality and work efficiency while continuously exploring new marketing opportunities.

13. Project Financial Structure

Item	Quantity	Rate (₹)	Total Cost (₹)	% Contribution	Project Share (₹)	Beneficiary Share (₹)
Khaddi (Loom)	16	18,500	296,000	75/25	222,000	74,000
Charkha (Spinning Wheel)	16	2,000	32,000	75/25	24,000	8,000
Shuttle	32	250	8,000	75/25	6,000	2,000
Total			336,000		252,000	84,000

Overview of the Economic Aspect of Activities

Income and Expenses Overview

S. No.	Item	Unit	Quantity	Rate (₹)	Amount (₹)	Supply Production	Total Amount (₹)
1	Shawl (80:20 Yarn)						
	Yarn (Warp & Weft)	kg.	17	800	13,600		
	Mixing	kg.	1.6	500	800		
	Weaving Labor	Per Piece	56	25	1,400		
	Weaving Labor (Daily)	Day	105	350	36,750		

S. No.	Item	Unit	Quantity	Rate (₹)	Amount (₹)	Supply Production	Total Amount (₹)
	Packaging, Washing, etc.		50	25	1,250		
	Total				53,800		53,800
2	Stole (80:20 Yarn)						
	Yarn (Warp & Weft)	kg.	30	800	24,000		
	Mixing	kg.	3	500	1,500		
	Weaving Labor (Daily)	Day	75	350	26,250		
	Packaging, Washing, etc.		195	20	2,000		
	Total				55,650		55,650
3	Woolen Muffler						
	Yarn (Warp & Weft)	kg.	6	1500	9,000		
	Weaving Labor (Daily)	Day	15	350	5,250		
	Packaging, Washing, etc.		90	15	1,350		
	Total				15,600		15,600
4	Border						
	Yarn (Warp & Weft)	kg.	2.4	1500	3,600		
	Weaving Labor (Daily)	Day	30	350	10,500		
	Packaging, Washing, etc.		90	15	1,350		
	Total				15,600		15,600

Expense/Income Head	Amount (INR)
Total Cost of Production	140,650
Other Expenses	
Rent, Electricity Bill, etc.	2,000
Transportation of Raw & Finished Material	2,000
Other Expenses (Repairs, Stationery, etc.)	1,000
Total Other Expenses	5,000
Total Working Cost (Production Cost + Other Expenses)	145,650
Net Working Income (Total Cost - Labor Cost)	145,650 - 78,750 = 66,900
Total Business Plan (Estimated Revenue + Total Cost)	336,000 + 145,650 = 481,650

	Estimated Income	Quantity	Price per Unit (INR)	Total Income (INR)
Shawl		50	1,900	95,000
Stole		100	1,000	100,000
Muffler		60	400	24,000
Border		60	150	9,000
Total Estimated Income				2,28,000
Additional Savings or Income (if any)				2,800
Grand Total Estimated Income				2,30,800

14. Summary of economic activities

Economic Summary	Amount (INR)
Production Cost	
1. Working Expense	65,000
2. Annual Depreciation (10% on Capital Expense)	2,800
3. Bank Loan Interest (12% annually)	-
Total	67,800

Note:

- 25% of the capital expense will be contributed by the beneficiaries.
- The working expenses will be borne by the group members in cash.

15. Financial Summary

Estimated Selling Price Calculation

S. No.	Item	Estimated Production (Qty.)	Production Cost (INR)	Profit %	Profit (INR)	Total Selling Price (INR) (Cost + Profit)	Market Selling Price (INR)	Total Revenue from Production (INR)
1	Shawl	50	964	97.09	936	1,900	2,100	95,000
2	Stole	195	538	85.87	462	1,000	1,200	195,000
3	Muffler	90	253	58.10	147	400	500	45,000
4	Packing, Washing, etc.	90	15	-	-	1,350	-	-
Total			140,650					140,650

Border Production Costs and Revenue

S. No.	Item	Unit	Production Cost (INR)	Quantity	Total Cost (INR)
1	Cotton Yarn	Kg.	1,500	2.4	3,600
2	Border Weaving Labor Per Day	350		30	10,500
3	Packing, Washing, etc.	15		90	1,350
Total					15,600

Additional Expenses

S. No.	Expense Head	Amount (INR)
1	Rent, Electricity Bill, etc.	2,000
2	Transportation (Raw & Finished Goods)	2,000
3	Miscellaneous Expenses (Repairs, Stationery, etc.)	1,000

S. No.	Expense Head	Amount (INR)
Total		5,000

Final Calculation

Item	Amount (INR)
Total Working Cost	145,650
Net Working Income (Total Cost - Labor)	66,900
Total Business Plan	336,000 + 145,650 = 481,650

Estimated Income Calculation

S. No.	Item	Quantity	Selling Price per Unit (INR)	Total Revenue (INR)
1	Shawl	50	1,900	95,000
2	Stole	100	1,000	100,000
3	Muffler	60	400	24,000
4	Border	60	150	9,000
Total				2,28,000

Additional Savings or Income (If Any)

Item	Amount (INR)
Extra Savings or Additional Income	2,800
Total Estimated Income	2,30,800

Border Income Summary

Item	Quantity	Production Cost (INR)	Profit %	Profit (INR)	Selling Price (INR)	Market Selling Price (INR)	Total Revenue (INR)
------	----------	-----------------------	----------	--------------	---------------------	----------------------------	---------------------

Item	Quantity	Production Cost (INR)	Profit %	Profit (INR)	Selling Price (INR)	Market Selling Price (INR)	Total Revenue (INR)
Border 90	133		12.78	17	150	160	14,400

Total Income from Business

Category	Total (INR)
Total Business Income	3,49,400

16. Price-Profit Distribution (One Unit = 1 Month)

S. No.	Item	Amount (₹)	Total Amount (₹)
Capital Expenditure	Annual Depreciation at 10%	2,800	2,800
Recurring Expenses	Rent, Electricity, etc.	2,000	
	Labor	78,750	
	Raw Material, Packaging, Dyeing & Cleaning	60,000	
	Other Expenses (Repairs, Stationery, etc.)	1,000	
	Transportation (Raw & Finished Goods)	2,000	
Total Recurring Expenses		1,43,750	
Total Profit Calculation	Gross Profit from Production	3,49,400	
	(Minus: Depreciation + Total Recurring Expenses)	(2,800 + 1,45,650)	2,00,950
Net Profit Calculation	(Profit + Labor + Rent)	2,00,950 + 78,750 + 2,000	2,81,700
Amount Available for Monthly Distribution	Total Revenue - (Average Capital + Loan Repayment + Other Recurring Costs)	3,36,000 - (0 + 0 + 65,000)	2,71,000
Capital Contribution	25% will be contributed by group members in cash, and 75% will be covered by the project.		

S. No.	Item	Amount (₹)	Total Amount (₹)
Bank Loan Guarantee	₹1,00,000 will be provided as a collateral fund for the SHG to secure a loan.		

17. Need for funds

S. No.	Item	Amount (₹)
1	Capital Expenditure	3,36,000
2	Recurring Expenses	65,000
Total		4,01,000

S. No.	Financial Source Details	Amount (₹)
1	Project Grant for Capital Expenditure	2,52,000
2	Cash Contribution by Group Members	84,000
3	Group Savings	2,800
Total		3,38,800

18. Break-Even Point Calculation (Break-Even Point Analysis)

- **Break-Even Point** = $336,000 / 200,950 = 1.6$ months
- **In Days:** $1.6 \times 30 = 48$ days

Thus, the break-even point is reached in **48 days**.

The profit calculation for **shawls, stoles, and mufflers** can be determined proportionally based on the break-even point ratio (4/8 days).

Summary

- The group will earn **₹3,49,400** from producing **50 shawls, 195 stoles, 90 mufflers, and 90 borders**.
- Out of this amount:
 - **₹78,750** will be distributed as wages.
 - **₹2,00,950** will be the profit.
- Each member will earn **₹12,560** as wages and **₹64,079** as profit per month by working only **4-5 hours a day**.

19. Rules of the Self-Help Group (SHG)

1. **Work of the Group:** The group will engage in **handloom weaving** (shawls, stoles, borders, and mufflers).
2. **Address of the Group:** Village **Dabar**, Post Office **Mohal**, Tehsil **Bhuntar**, District **Kullu**, Himachal Pradesh.
3. **Total Members:** **14 members**.
4. **Date of First Meeting:** **26-09-2024**.
5. **Monthly Interest on Savings:** Every member will contribute **₹100**, and **₹2 interest per month** will be applicable.
6. **Monthly Meeting Date:** The meeting will be held **on the 6th of every month**.
7. **Deposit of Savings:** All members must deposit their **monthly savings amount in the SHG account**.
8. **Mandatory Attendance:** All members **must** attend the SHG meetings.
9. **SHG Bank Account:** The group's account is maintained at **Gramin Bank, Doharanala Branch** with account number **88331300006217**.
10. **Decision Making:** The **President and Secretary** must seek approval before making any important decisions in the meeting.
11. **Savings Deposit Rule:** If a member **fails to deposit savings for three consecutive meetings**, she will be removed from the group.
12. **Membership Cancellation Due to Absence:** If a member is **continuously absent without informing**, the **next meeting will be held at her house**, and she must provide

an explanation. If there are **two absent members**, they must **jointly clarify their absence**.

13. **Future Selection of President & Secretary:** The President and Secretary will be **elected with mutual consent** of all members.
14. **Bank Transactions:** The **President and Secretary** are **authorized to carry out bank transactions**, and their term will be **one year**.
15. **Proper Fund Utilization:** No member, including the **President, Secretary, or other members**, will misuse the group's funds.
16. **Membership Exit Rule:** If a member **wants to leave**, she must **return any outstanding loan** before leaving the group.
17. **Loan Terms:** The **interest rate and repayment period** will be decided in the **group meeting**.
18. **Emergency Fund:** The **President and Secretary** must maintain an **emergency fund of at least ₹1,000**.
19. **Transparency of Records:** The **registers of the SHG** must be **read and recorded** in front of all members.
20. **Loan Notice:** Members who wish to take a **large loan** must inform the group **one week in advance**.
21. **Loan Disbursement:** All members should be present **during loan distribution**.
22. **Voluntary Exit Without Reason:** If a member **leaves the group without informing**, her **deposited savings will be forfeited**.
23. **Monthly Report Submission:** The group must **submit its monthly report** to the **Field Technical Unit, Kullu** every month.

Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Naina SHG
held on 26/09/2024 at Dohrana that our group will undertake the
Handloom as Livelihood Income Generation Activity under the Project for
Implementation of Himachal

Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

पद्मी देवी
प्रधान सचिव
शेगा S.H.G बाखली डा० मोहल
तहसील मुक्तार जिला कुल्लू (हिमाचल)
Signature of Group President

Shy
Pradhan
BMC Sub Committee
Bhakra
Signature of President BMC

Ekambata
प्रधान सचिव
शेगा S.H.G बाखली डा० मोहल
तहसील मुक्तार जिला कुल्लू (हिमाचल)
Signature of Group Secretary

Omash
Signature of Forest Officer
Wild Life Range, Kullu

Approved

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

Photographs of the Self-Help Group

 <p>चंदी देवी (प्रधान)</p>	 <p>प्रेमलता (सचिव)</p>	 <p>पूनम (कोषाध्यक्ष)</p>	 <p>टिकमदासी (सदस्य)</p>
 <p>छवीलु (सदस्य)</p>	 <p>नील कुमारी (सदस्य)</p>	 <p>नाथी देवी (सदस्य)</p>	 <p>ममता (सदस्य)</p>
 <p>निरमानी (सदस्य)</p>	 <p>सुनीता (सदस्य)</p>	 <p>पिंगली(सदस्य)</p>	 <p>रीनू (सदस्य)</p>
 <p>रजनी (सदस्य)</p>	 <p>गंगी देवी (सदस्य)</p>	 <p>शीलादेवी (सदस्य)</p>	 <p>लता देवी (सदस्य)</p>