



BuissnessPlan(Handloom)

Income Generation Activity

¼ (Jacket,Topi, Pattu,shawl and stall)

Self Help Group - Parvati Pohal



**VFDS
Grampanchyat-
FTU
DMU**

**Baladhi
Talpini
Jari
Shamshi**

Sponsored by :-

**Project for improvement of Himachal Pradesh Forest
Ecosystem Management &Livelihoods**

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1. Executive Summary Himachal Pradesh is located in the western Himalayas. This state is full of natural beauty and rich cultural and religious heritage. The state has diverse ecosystem, rivers, valleys. Its population is around 70 lakh. Geographical area is 55673 square kms. Himachal Pradesh has high altitude and cold zone areas ranging from Shivalik hills to the middle Himalayas. The main occupation of the people of the state is agriculture. Project for Improvement Himachal Pradesh Forest Ecosystem Management and Livelihood being implemented in 6 out of 12 districts of Himachal Pradesh with funding of JICA. Out of these 6 districts this project is also being implemented in Kullu district. 1

Under Project for Improvement Himachal Pradesh Forest Ecosystem Management and Livelihood, a micro plan of Van Vikas Samiti baladhi has been prepared. The main occupation of the people of Van Vikas Samiti is agriculture and horticulture. Due to lack of irrigation facilities, people are not able to get the expected increase in their income. The people here mainly cultivate wheat, maize, barley and pulses along with horticultural crops like apple, plum, apricot etc. But most of people of VFDS are having small land due to this reason they are unable to meet their livelihood properly. To overcome this problem women want to increase their income by alternate source like making pattu and stole. To enhance their livelihood two SHG have been formed. Out of these Mata Rupasana SHG has been formed on 29 March 2022. There are 12 women members in this group. After discussion in detail, this group has decided to make and market pattu and stoles. Group members can collectively increase their livelihood by producing large quantity on higher demand.

SHG members have decided to manufacture ladies jacket, topi, pattu, shawl and stole. So that they can increase their income marketing these products. Increase their livelihood by producing large quantity on higher demand. Group has also decided to take loan from the support of project.

Raw material and machinery for making jacket, topi, pattu, stoles, are available locally and there is immense possibility of marketing at the local level as tourists keep visiting this area almost throughout the year. The specialty of Kullu shawls, topi, stoles, is famous in India, tourists buy these products in large quantities for family and gift. and the project will also provide share 75% of the capital expenditure. Apart from this, Rs. 1,00,000/- will be given as revolving fund. So that they can get loan from bank. The group has decided that all the members will divide the work among themselves as per the term and conditions.

While preparing business plan number group member, capacity to work availability raw material used for making jacket, pattu, topi and stole were kept in view for making 28 pattu, and 120 stole. Marketing will be done by establishing linkage with local shopkeepers in Kullu and Bhuntar markets. The group will work 4 hours in day throughout the year and produce the above products. This business plan has been prepared on technical knowledge of business plan of batch I. Marketing will be done by establishing linkage with local shopkeepers in Kullu and Bhuntar, Jari, Kasol and Manikarn markets.

This business plan has been prepared by Sh. Padam Singh Chauhan (Retd HPFS), Sh. Rahul Verma SMS, Smt. Babita Thakur (**FTU coordinator**), Smt. Pawana Devi (**FTU coordinator**) and Pawan Kumar forest guard after holding meeting with SHG members number of times. Detail members in group is as under:-

S.N.	Name of SHG Members	Designation	Village	Age	Gender	Qualification	Category	Contact no.
1	Smt. Krishna Devi W/o Sh.Luder Chand	Pradhan	Pohal	26	Female	10 th	SC	7807583587
2	Smt. Reeta Devi W/o Sh. Gupt Ram	Up-Pradhan	Pohal	35	Female	2nd	SC	8629052206
3	Smt.Lata Devi W/o Sh. Tara Chand	Secretary	Pohal	22	Female	12 th	General	6230072711
4	Smt. YanDassi W/o Sh.Nomi Ram	Cashier	Pohal	35	Female	5 th	SC	8219290155
5	Smt.Reeta Negi W/o Sh.Noule Ram	Member	Pohal	26	Female	10 th	General	8894604468
6	Smt. Durga Devi W/o Sh. Rum Singh	Member	Pohal	45	Female	5 th	General	9805375310
7	Smt. Dherma Devi W/o Sh. Naveen Kumar	Member	Pohal	24	Female	12 th	General	7876655906
8	Smt.Reena Devi W/o Sh. Nomi Ram	Member	Pohal	33	Female	7 th	General	8580784529
9	Smt.Reena Kumari W/o Sh.Khub Ram	Member	Pohal	38	Female	7 th	SC	8894462866
10	Smt.Ishra Devi D/o Sh.Nathe Ram	Member	Pohal	36	Female	6 th	SC	8580815517
11	Smt. Ganga Devi W/o Sh.Jeet Ram	Member	Pohal	45	Female	2nd	General	8894053225
12	Smt.Nirmla W/o Sh.Tikam Ram	Member	Pohal	40	Female	4 th	SC	8626984257



Member of Parvati SHGs

1. Detail of SHGs

2-1	Name of common interest group	Parvati
2-2	MIS Code of common Interest Group	&
2-3	Village Forest Development Society	Hurn
2-4	Forest Range	Jari
2-5	Forest Division	Parvati Forest Division Shamshi
2-6	Village	Pohal
2-7	Development Block	Kullu
2-8	District	Kullu
2-9	Total Number of members of SHGs	12
2-10	Date of formation of the group	29 March, 2022
2-11	Monthly saving of SHGs	Rs 100/-
2-12	Name of Bank and Branch Saving account opened	Panjab National Bank Jari.
2-13	Bank account no.	2216000100479778
2-14	Total saving of SHGs	7200/-
2-15	Interloaning by the SHGs Members	Not yet.
2-16	Status of loan repayment in cash credit limit by SHGs members	&

3. Geographical detail of the village

3-1	Distance from district headquarters	38 Km
3-2	Distance from main road	3 Km
3-3	Name and distance of local market	Kullu 38 Km, Bhuntar 30 Km
3-4	Name and distance of main market	Bhuntar 30 Km, Kullu 38 Km
3-5	Distance from other major cities and towns	Bhuntar 30 Km, Kullu 38 Km
3-6	Distance from the market where the product will be sold	Bhuntar 30 Km, Kullu 38 Km
3-7	Any other specialty regarding the village as selected by the SHGs related to the income generation activity	--

4. Description of the product related to the income generating activity

4-1	Product Name	Pattu and Stole
4-2	Product identification Method	There is high demand of products in local market. There is vast possibility earning additional income on producing and marketing.
4-3	Consent of SHGs members	Yes $\frac{1}{4}$ Consent from is attached on page--

4. Description of the process and product related to the income generating

First of all, the members of SHGs will be trained by the project to make Pattu and Stole etc. After training group will follow following process manufacture the products.

- 1- Warp and weft of pattu and stole will be prepared with the help of warp machine so that labour work can be reduced.
- 2- All group members will distribute work among themselves and make pattu and stole.
- 3- Group member will do marketing and purchase of raw material turn by turn.

5 Every member will work 4 to 5 hours each day. After training SHG will make following product. Detail is as under.

1- Pattu teen phool Tara Gudi bel in different desgin

8 pattu of one phool will be made by 8 member on working 4 to 5 hours. Every member will make 1 pattu in 30 day

2. Stole 2@48 Australian wool thread.

Stoles of different designs will be prepared by 04 members, will work for 4 to 5 hours per day, 01 stall will be prepared in a day every member.

6. Production planning

- 6.1 Working day in a month : 30 day
 6.2 Number of person working in month : 12
 6.3 Source of raw material : Kullu , Bhunter
 6.4 Other : Kullu , Bhunter

6. Requirement of Raw Materials and Estimated Production

2- 1. Pattu teen phool in different desgin

Sr. No	Detail of raw material	Unit	Qty	Rate	Amount	Estimated Qty of Production
1	Wrap (100% woolen) (100%)	Kg	2.800	1200	3360	8 Pattu
2	Weft (100% woolen) (100%)	Kg	5.200	1200	6240	
3	Cashmillon	Kg	1.600	550	880	
4	Washing charges	Piece	8	220	1760	
	Total				12240	

2. Stole 2@48 Australian wool thread

Sr. No.	Detail of raw material	Unit	Qty	Rate	Amount	Estimated Qty of Production
1	Wrap	Kg	18	1500	27000	120 Stole
2	Weft	Kg	19	1500	28500	
3	Cashmillon	Kg	4	430	1720	
	Total				57220	

7. Detail of sale & Marketing

7-1	Name of possible marketing places	Jari, Kasol, Manikaran, Bhuntar, Kullu
7-2	Distance from Village to marketing place.	Kullu 38 KM Manikaran 10 KM Kasol 7 KM Bhuntar 30 KM
7-3	Estimate demand of products in market.	The demands for product increases in summer due to tourist season . In winter, it remains normal .

7-4	Process of identification of market	From retail stores tourists buy large quantity of product and local residents purchase on wedding and social occasions. Local Handloom products topi ,shawl ,stole are liked by foreign as well as by local tourist so demand of these product is high at their visiting place Jari, Kasol ,Manikarn.
7-5	Impact of seasonality on market	The demands for product increases in summer due to tourist season . In winter, it remains normal .
7-6	Potential buyer of products	Indian,foreign tourist and local residents
7-7	Potential consumers of products in the area.	Indian,foreign tourist and local residents
7-8	Marketing mechanism of products	SHGs will be linked with retailers of Kasol, Manikarn and Jari for marketing and marketing will be done at nature park Kasol and Mohal
7-9	Strategy for marketing of product	Demand increases or decreases, the production will be increased or decreased according to the demand.
7-10	Brand name of product	Pohal handloom products

8- Description of management among the members

- By laws will prepared for it managements
- SHGS members will divide the works among them with mutual consent
- Income will be divided proportionately in accordance with work done.
- Profit will be divided proportionately in accordance with work done.
- Marketing will done by four member turn by turn.
- Pradhan and secretary will monitor its function time to time

9- SWOT Analysis:

Strength

1. All group members have similar and compatible thinking.
2. Some members of the SHGs is already doing this work of manufacturing and marketing of above products on a small scale. This will make it easier for other members of the SHGs to weave and market above product .
3. Production cost is low where as demand is high.

Weakness: -

1. SHG is new group.
2. No experience of working in a group

Opportunity

1. Large scale production can be done by working in Groups
2. Demand for Jacket, topi, pattu and stoles etc. is high in the local markets due to its being a tourist area.
3. 75% of the capital cost for purchasing Khaddi and charkha etc. will be borne by the project.
4. The project will provide handloom training

Risk

1. Large scale production can be done by working in Groups
2. Demand for pattu and stoles etc. is high in the local markets due to its being a tourist area.
3. 75% of the capital cost for purchasing rachh and charkha etc. will be borne by the project.
4. The project will provide handloom training

Risk

1. If there are internal conflicts in the group, the work of the group may be affected.
2. In the absence of demand and transparency there may be a possibility of group breakdown.

10- Description of potential risks & measures to mitigate them

Sr. No.	Particular	Measures to reduce risk
10-1	There may be a possibility of reduced demand for the products in the local markets. Which will have an adverse effect on sales and income.	Shopkeepers of Manikaran, Kasol and Jari markets will be linked for marketing.
10-2	Decreasing quality of product may result in decrease in sales.	To maintain quality the group must keep high standards.

11 Description of economics of the project

A.Capital Costs

Sr. No.	Particulars	unit	Rate	Total cost	Project Share (75%)	Beneficiary share (25%)
1	11 Local small handloom (Rachh) 4.5 long x 3ft broad @ 5500 each	11	5500	60500	45375	15125
2	Small Comb (7 x20)	3	650	1950	1463	487
3	Small bruwa (12x20)	3	700	2100	1575	525
4	Storeage box (trunk)	1	5000	5000	3750	1250
5	Transportation charges	1	3500	3500	2625	875
	Total			73050	54788	18262

- Beneficiary share of capital cost will be paid in cash by SHG.
- 1 Members are already having local hand loom.

Sr. N.z	Particulars	Amount
B.	Recurring cost	

	1. Pattu teen phool Tara Gudi bel in different design						60190		
	Sr. No.	Unit	Qty	Rate	Amount	Estimated Qty of Production			
	1	Wrap (100% woolen)	Kgs	1200	3360	8 Pattu			
	2	weft (100% woolen)	Kgs	1200	6240				
	3	Cashmillon	Kgs	550	880				
	4	Washing Charges	NO	220	1760				
	5	Labour	days	350	47950				
		Total			60190				
	3. Stole 2@48 Australian wool thread								
	Sr. No.	Detail of raw material	Unit	Quanti ty	Rate	Amount		Estimated quantity of production	
	1	wrap	Kgs	18	1500	27000		120 Stole	
	2	weft	Kgs	19	1500	28500			
	3	Cashmillon	Kgs	4	430	1720			
	4	Labour	Days	69	350	24150			
		Total				81370			
								81370	
		Total						141560	
(i)	Room Rent electricity bill etc.						1500		
(ii)	Packing material(polythene bags,stickers,tag etc.)						2000		
(iii)	Transportation charges for carriage of raw material and for sale of manufactured goods						2500		
(iv)	Other expenses (sticker, stationary, repair of rachh.etc)						1000		
	Total (B)						7000		
	Recurring cost = Total						148560		
	Recurring cost = (Recurring cost – Labour wages)						76460		
	Bussiness plan total (A+B) =						221610		
S	Income								
SS.1	Direct income								
SS1.1	Pattu teen phool Tara Gudi bel in different design 8 no. @ 20000 each.						160000		
SS1. 2	Shawl 2@48 Australian wool thread 60 No.@1000/each						108000		
	Total						268000		
	Total estimated income (C.2)						268000		

12 Summary of economics

Cost of production

S.N.	Particulars	Amount in Rs
1	Total Recurring cost	148560
2	Depericiation of capital cost @ 10% per annum	580
3	Bank loan interest @ 10.5% per annum	3878
	Total	153018

13 Assessment of sale value (per cycle)

S.No.	Particulars	Unit	Amount in Rs
1	Cost of production 1.Pattu teen phool Tara Gudi bel in different design 2. Stole 2@48 Australian wool thread	No	7523.75 678.08
2	Fixation of profit (in Percentage) 1.Pattu teen phool Tara Gudi bel in different design 2. Stole 2@48 Australian wool thread	165.82% 32.73%	12476.25 221.92
3	Total ¼1\$2½ 1.Pattu teen phool Tara Gudi bel in different design 2. Stole 2@48 Australian wool thread	No	20000 900
4	Market Price 1.Pattu teen phool Tara Gudi bel in different design 2. Stole 2@48 Australian wool thread	No	22000 1000
5	Assessed selling price 1.Pattu teen phool Tara Gudi bel in different design 2. Stole 2@48 Australian wool thread	No	22000 1000

14. Cost benefit analysis (one month cycle)

Sr.no	Item	Amount in Rs
1	10% annual depreciation on capital cost.	580
2	Recurring cost (B)	
2-1	Room Rent electricity bill etc	1500
2-2	Labour wages	72100
2-3	Raw material	69460
2-4	Other expenses (Repair, Stationery etc)	1000
2-5	Transportation charges of raw material and for sale of manufactured goods)	2500
2-9	Packing material(polythene bags,stickers,tag etc.)	2000
	Total (B)	148560
3	Total Production	
3.1	1.Pattu teen phool Tara Gudi bel in different design	8 No
3.2	2.Stole 2@48 Australian wool thread	120 No
4	Market Sale price of Products	
4.1	1.Pattu teen phool Tara Gudi bel in different design	20000
4.2	2Stole 2@48 Australian wool thread	900
5	Income from sale of product	
5.1	1.Pattu teen phool Tara Gudi bel in different design	160000
5.2	2Stole 2@48 Australian wool thread	108000
	Total (s)	268000
6	Total profit S=(A-B)= 268000 - (580 + 148560)	118860
7	Gross profits = total profit + labour wages+ Rent = 118860+ 72100 + 1500	192460
8	Amount available for distribution among members as profit after one cycle=Income from sale of product-(Repayment of loan and interest +Recurring cost required for second cycle = 268000 – (5788 + 612 + 76460)	185140

15.Requirement of funds

SR.N	Item	Amount in Rs
1	Capital cost	73050
2	Recurring cost.	76460
	Total	149510

(2) Source of funds

SR.N	Detail of Source of funds	Amount in Rs
1	75% of capital cost (project support) by project	54788
2	25% of capital cost (beneficiary share) by SHG	18262
3	Internal saving	7200
	Total	80250

- Revolving fund Rs 100000 will be provided by project so that bank loan can be taken. Out of recurring cost 76460 , Rs7200 will be met from saving and balance by taking bank loan.

16- Calculation of break even point.

Break even point = $73050 / 268000 - 148560 = 73050 / 119440$
= 0.61 Month = 0.61 x 30 = 18 days

Calculation of shawl, pattu and border and profit breakeven point will be achieved after 18 days on manufacturing these products in above ratio.

17- Repayment of loan (Installment wise)

dz0 10	Month	Repayment of loan						Cumulated Repayment of loan	Balance loan		
		Principal	Total	Payable interest @ 5 % by project	Payable interest @ 5.5 % by SHG	Payable monthly installment by SHG	Total		Principal	interest	Total
1	Month-1								70000	612	70613
2	Month-2	5788	612	292	320	6400	6400	6400	64213	562	64774
3	Month-3	5838	562	268	294	6400	6400	12800	58374	511	58885
4	Month-4	5889	511	243	268	6400	6400	19200	52485	459	52944
5	Month-5	5941	459	219	240	6400	6400	25600	46544	407	46952
6	Month-6	5993	407	194	213	6400	6400	32000	40552	355	40906
7	Month-7	6045	355	169	186	6400	6400	38400	34506	302	34808
8	Month-8	6098	302	144	158	6400	6400	44800	28408	249	28657
9	Month-9	6151	249	118	131	6400	6400	51200	22257	195	22452
10	Month-10	6205	195	93	102	6400	6400	57600	16052	140	16192
11	Month-11	6260	140	67	73	6400	6400	64000	9792	86	9878
12	Month-12	9792	86	41	45	5144	5144	5144	0	0	0
	Total	70000	3878	1847	2031	69144	69144	357144	0	0	0

- Calculation of interest 10.5% has been made on the basis reducing principal amount.
- Last installment of EMI may increase or decrease from regular installment at time of final repayment.

Comments

Group will prepare and sell pattu and stole. After selling these group will earn 72100 as labour wages and as profit Rs 113040. In this way every member will earn RS 6008 as labour wages and Rs 9420 as profit. In addition to this Rs 1847 will be saving of interest which will be paid by project.

Estimated Training cost

Sr. No.	Particulars	Period	Rate in Rs	Amount in Rs
1.	Honrarium of expert. (i) Handloom	45 day (8 hours per day)	Rs 1000	45000
2.	Bus fair of expert.	45 days actual bus fair.	Rs 100 per day	4500
3.	Raw material w (wrap, weft)	12 trainee	Rs 1000 per trainee	12000
4.	Rent room, including electricity bill	445 days (one and half)	Rs 1500	2250
5.	Other expenses(stationary sancks,tea,etc)	45 days (one and half)	15 per trainee	8100
Total				71850

- Above training expenses will be born by project

Self-Help Group (SHG) By - laws

- Group Work:** Handloom (pattu and stole)
- Group Address:** Village Pohal P.O Jari The. Bhunter district Kullu. H.P.
- .Number of Members** % 12
- .Date of Establishment:** 29th March, 2022
- .Intrest on interloaning:** 2% interest will be applied to every ₹100
- .Meeting Schedule:** The group's monthly meeting will be held on the 5th of every month.
- .Member Contribution:** All members will deposit their monthly savings into the group.
- .Meeting Participation:** Attendance at group meetings is mandatory for all members.
- .Group Account Details:Bank:** Punjab National bank Jari Account Number 2216000100479778
- .Absence Notification:** If a member is absent from a meeting, they must seek permission from the President and Secretary.
- .A Group Expulsion Rules:** A member who fails to deposit their savings for 3 consecutive meetings or remains absent will be expelled from the group
- Account Number** If a member does not attend a meeting without informing , the next meeting will be conducted at their home and expenses will born by her if there were two members expenditure will divided among them .
- .Election President and Secretary:** Election President and Secreta elected by consensus. **.Tenure of President and Secretary:** The tenure of the President and Secretary will be 1 year.
- Utilization of Group Funds:** Group funds will only be used for the welfare of the members. Any member will not do any such work which is not in the interest of group.

- 15. Rules for Leaving the Group:** If a member wishes to leave the group and has an outstanding loan, they must repay the loan first.
- 16. Loan Process:** Loan distribution, repayment, and interest rate determination will be decided during meetings.
- 17. Emergency Fund:** The group should maintain a minimum fund of ₹1,000 for emergencies.
- 18. Record-Keeping:** The group's register will be read and signed in front of all members.
- 19. Large Loan Notification:** For large loan requirements, a notice must be given one week in advance.
- 20.** Every member should be given loan on their requirement
- 21. Membership Termination:** If a member leaves the group without valid reason, their deposited amount will be forfeited and distributed among members.
- 22. Monthly Reporting:** : The group must submit its monthly report to the Field Technical Unit (FTU).

आज दिनांक 14/09/22 को ग्रामीण वन विकास समिति की कार्यकारिणी की बैठक का आयोजन प्रधान श्री अमराव की अध्यक्षता में की गई। बैठक में स्वयं सहायता समूह (हथकण्ठा देवी) की व्यवसाय योजना को प्रधान स्वयं सहायता समूह श्रीमती कमला देवी (नाग देवी) तथा पावली स्वयं सहायता समूह की प्रधान श्रीमती पावली देवी ने कार्यकारिणी में प्रस्तुत किया गया। कार्यकारिणी ने निर्धार से चर्चा करने पर उपरोक्त व्यवसाय योजना को सर्वसहमत से पारित किया गया तथा आगामी कार्यवाही हेतु रु० 5000.00 रु० जरी को प्रेषित किया गया। बैठक में निम्नालिखित जाईका परियोजना के कर्मचारी उपस्थित थे। व सदस्यों का व्यौरा निम्न प्रकार से है।

प्रधान
ग्राम जन विकास समिति
अलाही जिला कुल्लु हि.प्र.

समूह का सहमती पत्र

आज दिनांक 14-04-22 को 'पार्वती' समान रुची समूह गाँव पौहल की बैठक प्रधान श्रीमती कृष्णा देवी की अध्यक्षता में हुई जिसमें समूह के सदस्यों ने सर्व सहमती से निर्णय लिया की आय बढ़ाने के लिए पट्टू, और स्टॉल हथकरघा (देसी) का कार्य करने के लिए हिमाचल प्रदेश वन पारिस्थितिकी तन्त्र प्रबंधन और आजीविका सुधार परियोजना (जाईका) से जुड़ने की सहमती प्रदान करते हैं !

सचिव
पार्वती समूह पौहल
जिला कुल्लू (हि.प्र.)
समूह के सचिव के हस्ताक्षर

प्रधान
पार्वती समूह पौहल
जिला कुल्लू (हि.प्र.)
समूह के प्रधान के हस्ताक्षर

Recommended for approval

[Signature]
Range Forest Officer
Jari

[Signature]
Deputy Conservator of Forests
Parvati Forest Division, Shimla

Photograph of SHGs Members

			
Smt. Krishna Devi (Pradhan)	Smt. Reeta Devi (Up- Pradhan)	Smt. Lata Devi (Secretary)	Smt. YanDassi (Cashier)
			
Smt. Reeta Negi (Member)	Smt. Durga Devi (Member)	Smt. Dharma Devi (Member)	Smt. Reena Devi (Member)
			
Smt. Reena Kumari (Member)	Smt. Ishra Devi (Member)	Smt. Ganga Devi (Member)	Smt. Nirmla (Member)

