

Raniganj Girls' College

Course Name: Entrepreneurship Development

Course Code: BCOMHSE401

Topic of the project: New Business Plan Preparation and Presentation

A Project Report

Submitted by Semester-IV students (Academic Year 2021-22)

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CERTIFICATE

This is to certify that this project titled “**New Business Plan Preparation and Presentation**” submitted by the students for the award of degree of B.Com. Honours is a bonafide record of work carried out under my guidance and supervision.

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Place: Raniganj

Date: 28.06.2022

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Signature of the supervisor with designation and department

KAJI NATRUL UNIVERSITY

RANIGANJ GIRLS' COLLEGE

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Semester - B.Com (Honours) 4th

Discipline - Commerce

College Roll no - 08

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Date of Submission - 28th June 2022

Subject - Entrepreneurship Development

Remarks

Teacher's Signature

Handloom

Business

Business Name

Handloom fabrics and handloom weavers form an integral part of the rich culture, heritage and tradition of India. This industry provides direct and indirect employment to lakhs of people in the rural and urban areas. Handloom is one of the largest employment providers after agriculture in India. This sector provides employment to many people. Production in the handloom sector recorded a figure of 7116 million sq. meters in the year 2013-14. During 2014-15, production in the handloom sector is reported to be 3547 million sq. meters (April - September 2014).

This sector contributes nearly 15% of the cloth production in the country and also contributes to the export earning of the country. 95% of the world's hand woven fabric comes from India.

Expected Capital

The expected capital which i invest in the handloom business is Rs. 1,50,000. To setup any business we need capital. Capital plays an important role to set up a business. Without investing capital we cannot move forward in the business.

Source of Capital

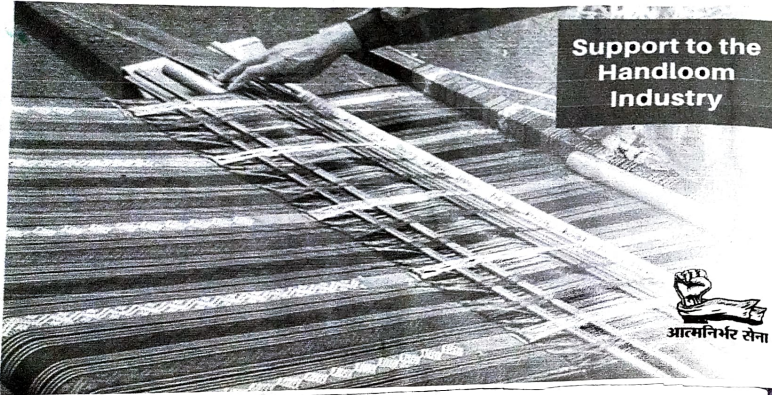
The main sources of funding in any business are retained earnings, debt capital, and equity capital. Companies raise debt capital by

borrowing from lenders and by issuing corporate debt in the form of bonds.

But In my business I would choose loan as source of capital because investing a huge amount like ₹ 1,50,000 is not easy to lend by such an unsecured forms, So I would choose taking loan from bank as an Secured forms.

Collection of raw material

Raw material Supply Scheme is being implemented throughout the country to make available yarn to handloom weavers at reasonable price. Under the scheme freight charges are reimbursed for all types of yarn; and a component of 15% price subsidy is there for cotton handloom yarn, domestic silk, wool and linen yarn and blended yarn of natural fibres, with quantity caps. National Handloom Development Corporation, State Governments through Commissioner/Directors of Handlooms Corporations under the direct control & supervision of the State Governments are implementing agencies. Dyes & Chemicals of desired quality are also made available by National Handloom Development Corporation to handloom weavers through a network of depots and warehouses. Skill upgradation is a continuous process. Need based Skill up-gradation programme for handloom weavers in technical areas viz. weaving, dyeing, designing etc.



Support to the
Handloom
Industry



How produce

Raw material to Yarn Conversion :- Yarn is a long continuous length of interlocked fibres. The raw material is gently rolled with palm to form a loosely interlocked cylindrical bunch known as a silver. This loosely interlocked silver is then spun on a charkha to make it compact and fine. The spun cotton yarns are braided into skeins and sent for dyeing.

Dyeing of Yarns :- Dyeing is a process of colouring a greige yarns. It is a crucial preliminary step of handloom weaving. This process is done by hand in small lots or hanks using natural or chemical colourants. Hank yarn dyeing is predominant.

Bobbin Winding and Warping :- With the help of charkha, the dyed yarn hank gets converted into a linear thread form and wound on the bobbin. This process enables laying out of yarn lengths for weaving.

Further, warping is done, which is the parallel arrangement and winding of warp yarn from bobbin to the warp beam.

Sizing of warp yarns :- Post warping, the warp yarns are stretched out for size application. Sizing material of starch is applied to add strength and lubricate the yarn. This crucial activity is called "sizing".

Dressing and Winding the Warp yarns :- Before the size applied warp is loaded onto the loom, the warp yarns are aligned and separated to facilitate smooth weaving. The aligned and starched yarns are carefully wound around a wooden beam and carried to the loom.

Attaching Warp Yarns on Loom :- Each warp yarn is drawn through heddles and reed and finally tied on both front beam and back beam. Yarns are passed through heddles which separate the warp yarns into two sections between which the weft yarn (horizontal/widewise yarn) passes.

Weft yarn winding :- For horizontal or weft yarn preparations, traditionally, charkha is used. By the fingertips, correct tension is given to the yarn. The weft yarn wound on pirn is then inserted into a Shuttle.

Weaving fabric in a handloom :- Weaving is the process of interlacement of warp and weft set of yarn. The fabrics which are weaved on handloom are known as handloom products. Handloom is a loom that is used to weave fabrics using hands, that is, without the use of electricity. Weavers continue weaving for long hours in a day which requires immense concentration and physical strength.

Final Product :- Every state of India has its unique handloom weave to offer. Phulkari from Punjab, tie and dye from Rajasthan and Gujarat, brocade from Banarasi, are some of the precious jewels on the crown of Incredible India.

Prospective Customers

Weavers :- India has hundreds of weavers communities such as the Julaha, Ansari and the Kashmiri Kami weavers who have kept the weaving tradition alive for centuries.

Master weavers :- Master weaver is a unique socially conscious enterprise in the world of handlooms. Contained by no boundaries, our fabrics are comfortable traditional yet. It has been our endeavor to promote the handloom process while delivering good quality garments that are value for money.

Primary Co-operative Societies :- A co-operative society is an association of persons who join together on a voluntary basis for their common economic interest. The prime motive is to protect the welfare and never to forget the traditional culture.

Apex handloom Societies :- Apex Handloom weavers & Handicraft Artisans Co-operative societies has gained immense expertise in supplying & trading of handloom, bed-sheet, stole etc. It is also expertise in made Eco-friendly items.

Retailers :- A retailer, or merchant, is an entity that sells goods such as, clothing, groceries directly to consumers through various distribution channels with the goal of earning a profit.

Exporters :- A wholesaler who sells to merchants or industrial consumers in foreign countries. It is the exporter's own responsibility to investigate whether the export of a given product or technology is subject to export control.

Advertisement

Advertising is the tool of expansion of handloom industry. Domestic advertising is very important for manufacturers because to increase the sales of handloom products. In the current trend the development of social media apps majority of customers are using mobile phones which presents to increase the sales volume of handloom products. It is advantage for handloom sector in the last few years buying and selling activities enormously changed.

Social Media acting as a very powerful role in the country, all the businesses are adopted social media. It is expanding their relationship in the aspect of political advertisements, national defence information, government information public relationship, manufacturing company brands to mutually exchange the relationship through social media.

Social media provides clear picture about product features and shown the product colours and design of the product. Social media to strength in the relationship between manufacturing companies and final consumers.

Social media helps to traders it leads traders to sell the product with less expense and getting more profits.

Distribution System

The handloom industry is facing lot of problems like outdated technologies, lack of unique selling proposition unorganized production system, insufficient working capital. Hence the present study is an attempt to find out the promotion mix of handloom products with special reference to handloom weavers co-operatives society. Distribution channels are characterized in terms of number of channel level, distribution channels for handloom products are complex

as the producers are scattered and mainly unorganized. Against this backdrop the present paper attempt to examine the promotion and distribution policies of the handloom enterprises.

Expected Profit

The return on investment (ROI) on handloom is handsome. The cost of handloom can vary and a weaver can produce at least ₹ 30,000 - 50,000 worth fabric in a month.

The cost of material is usually 10-15%. This gives a handsome ROI in only about two or three months. Very few asset investments give that kind of ROI.

Expected Return Revenue & profit for the year 2022-23

Particulars	Amount
Expected Sales	3,00,000
Other income	10,000
	3,10,000
Expenses:-	
i) Purchase of Raw material Raw mater consumed	70,000
ii) Wages	50,000
iii) Interest on loan	80,000
iv) Depreciation on machines	20,000
v) Other expenses	10,000
	2,30,000
Profit	80,000

Advantages & Disadvantages of Business

Benefits of Handloom business

Handloom fabric and weaves are a part of the tradition of India.

The handloom industry fulfills the basic requirements of human beings.

It also makes sizeable contribution to export and GDP.

This industry provides employment in rural as well as urban areas.

It provides employment directly as well as indirectly.

Challenges in Handloom business

Handloom industry must reorient itself given rapid economic changes.

Societal changes are also impacting the handloom sector.

Technological changes have also led to problems for this sector.

Defect free high quality handloom is the demand for the day.

It is vital to produce quality fabrics with fresh designs.

Any Obstacles

Disorders of an unorganized sector :- Primarily a household industry, the weavers are unorganized and there is a lack of the necessary financial support and infrastructure.

Lack of product diversification and problems with yarn procurement :- Non-availability of sufficient yarn in the form of hanks and the conservative attitude of the weavers, coupled with their ignorance about current fashion and market trends results in insufficient diversification of products.

Credit Needs :- The credit facilities available to weavers are often much less than satisfactory. Loan offering by financial institutions / banks are not many and have lengthy and complicated procedures of availing the same.

Competition

There are so many competition level in the handloom business or any business. If we want to run the business smoothly we have to keep up to date with the modern times and trend. Handloom business is outdated just because more of the new-brands & products are launched with the effective and modern techniques. So, we should have to up to date with the trend & taste of the market for run business without any problem faced. We should also have to check the changing tastes of the market to upgrade our business according to the time.

Employment

The handloom industry plays a key role in the Indian economy - from providing employment to the population to being a carrier of India's cultural heritage to other countries. According to the handloom census 2019-20, the handloom sector creates around 35 lakh of direct employment. If other stakeholders are considered other textile manufacturers, fashion designers etc. This number will be higher as because it includes other textile, making it the second largest source of employment for the population after agriculture.

Conclusion

Despite the test of time and adversity, Indian artisans have stood firm. Over the centuries, handlooms have come to be associated with excellence in India's artistry in fabrics and design were influenced by geographic, religious and social customs of a region. Different parts of India have produced distinct styles. Indian handloom designs and weaves have been famous world over and it is important to ensure sustenance of our cultural heritage.

x — Thanking You — x