



ABC Women Foundation – Manipur SHG Project

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Self-Help Group Case Study



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Project Overview

India's Widow Crisis

- **55 million widows** in India face financial instability and social stigma.
- Widows in conflict-affected regions, such as **Manipur**, experience extreme hardships due to a lack of support and opportunities.
- This project is a **10-year transformational initiative** aimed at improving the lives of widows across India.

Objective

- To form and establish a Self-Help Group (SHG) in Manipur, consisting of widows affected by gun violence.
- Convert this SHG into a **self-sustaining business unit** that provides a **steady income** and **economic independence** to its members.

Geographic Area Selection



Socio-Economic Factors

Identify regions with a high concentration of widows living in poverty, particularly those impacted by gun violence. Districts like Imphal, Thoubal, and Churachandpur are potential candidates due to their exposure to conflict and socioeconomic challenges.



Existing Infrastructure

Assess the availability of infrastructure such as transportation and market access for the SHG to operate effectively. This ensures smooth distribution of products and facilitates business growth.



Community Support

Evaluate the presence of community organizations or local NGOs that can provide assistance in SHG formation, training, and ongoing support.



Access to Resources

Consider areas with available local resources and opportunities for establishing sustainable businesses. This includes access to raw materials, skilled labor, and potential markets.

Assumed Geographic Area: For the purpose of this presentation we have assumed a village X, In district Y of Manipur this is the above mention selection criteria.

Survey Approach and Methodology

Questionnaire focused on gathering information about age, number of dependents, current income sources, educational levels, and skills.



Socio-Economic Survey

Conduct a survey to assess the local needs and potential for success. Focus on widowhood, financial stability, skills, and willingness to participate in an SHG.

Sampling Plan

Employ random sampling to ensure a representative sample of the widow population, and consider stratified sampling to capture diversity.

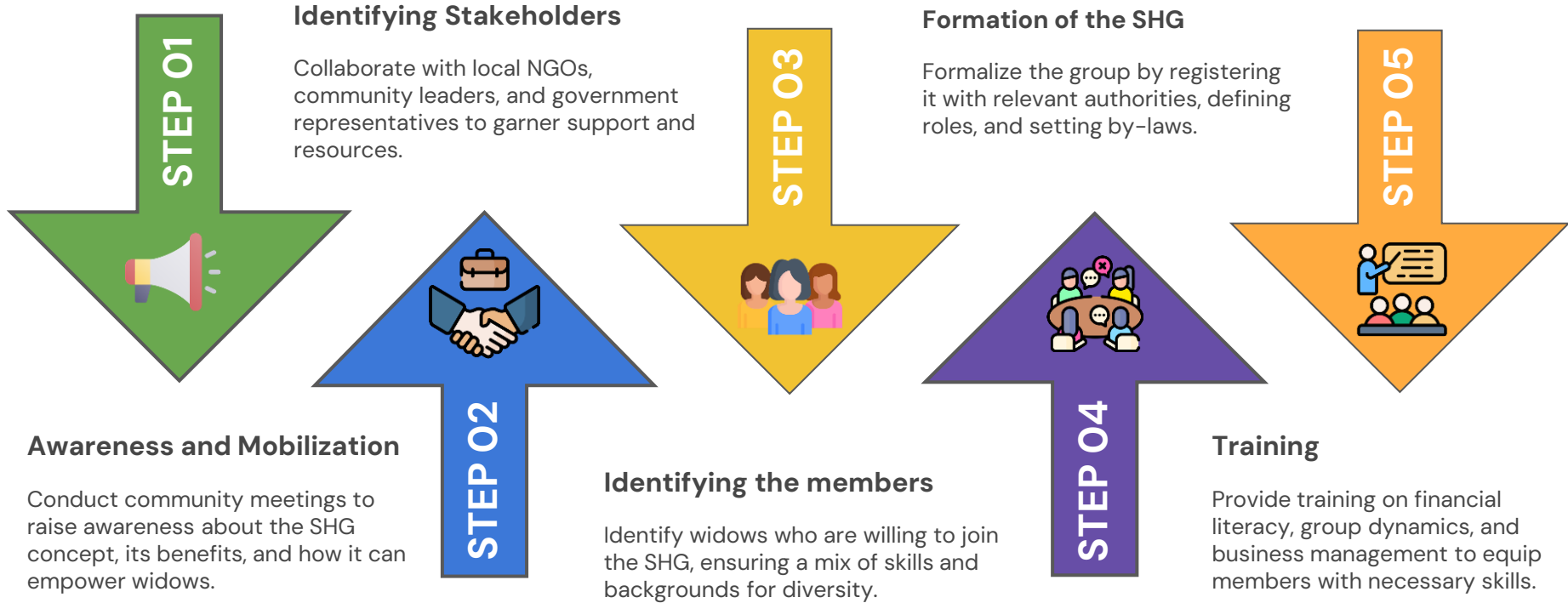


Mixed-Method Approach

Quantitative surveys gather data on widow population, income levels, education, and livelihood skills. Qualitative interviews delve into social stigma and other challenges faced by widows.

Purpose of Survey: To gather specific data on widow demographics, income levels, willingness to join SHGs, and local skills (to identify the best products for SHG).

Forming the SHG (Self-Help Group)



Identifying the Business/Product

Market Research



Conduct **market research** to evaluate the demand for potential products.

In Manipur, **handloom** and **handicraft** products have significant potential for both **local markets** and **online sales**.

Selection Criteria



Choose a product with existing demand in **local** or nearby markets, ensuring profitability. Align product selection with the skills of SHG members, maximizing their contributions and fostering a sense of ownership.

The Product



Identify Local Resources



Assess the availability of local materials and skills among the members. This could include access to **bamboo**, **textiles**, or **agricultural** products, allowing for the creation of unique and locally sourced products.

Product Selection



Based on the research, select ***Handloom Fabrics*** due to Manipur's traditional expertise in **weaving** and its existing market. Perform a cost-benefit analysis of different potential products to ensure **sustainability**.

Challenges and Mitigation Strategies

Challenges



Strategies



Socio-Cultural Resistance



Access to Funding



Market Competition



Engage community leaders to champion the cause and promote acceptance of widows participating in economic activities.



Explore grants, government support, or microfinance options to provide initial capital for starting the business



Focus on quality and unique selling points of products, such as traditional methods or organic materials, to differentiate the SHGs offerings.

Market Size Estimation

Market	Demand (INR Million)	Share of SHG (%)	Estimated Revenue (INR Million)
Local	5	10	1
National	30	2	1
Export	15	1	0



Local Market

Estimate demand for **handloom** products in nearby towns and districts based on population and purchasing power.
Assumed of **INR 5 million** annually, of which the SHG can capture **10%**.



National Market

Consider selling through national handloom retailers or government-run emporiums. Assume an **INR 30 million** market nationally, with SHG capturing **2%**.

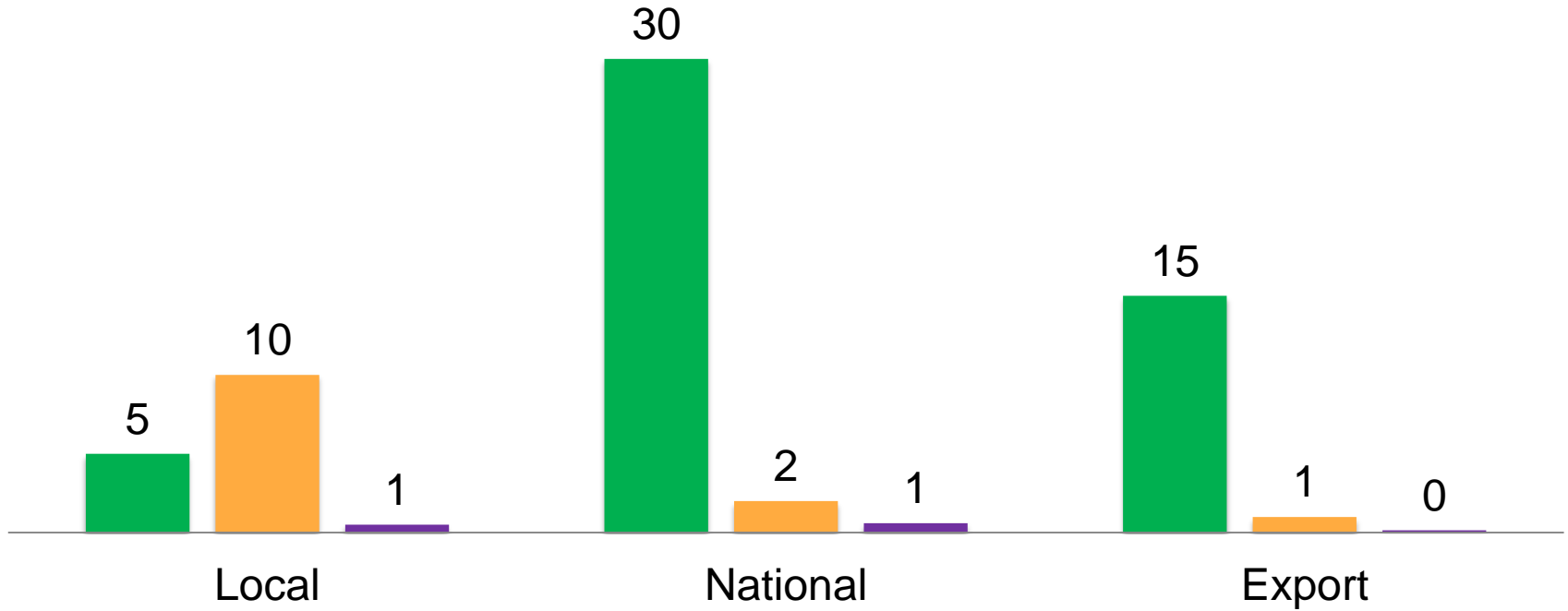


Export Market

Assume international sales through online platforms like Etsy. Estimate potential demand at **INR 15 million**, capturing **1%**.

Market Size Estimation

■ Demand (INR Million) ■ Share of SHG (%) ■ Estimated Revenue (INR Million)



Cost Structure

Fixed Cost



Amount

Equipment

5,000

Labour

3,000

Rent

2,000

Variable Cost



Raw Material
(per Unit)

100

Fixed Costs

Initial investments in looms, workspaces, raw material storage, etc.

Estimate at **INR 20,000** for initial setup (Equipment, Labour, Rent).

Variable Costs

Raw Material Costs: Cotton threads, dyes, packaging materials.

Estimate at **INR 100** per unit produced* (raw materials).

Break-Even Analysis

Units of output	-	200	400	600	800	1000	1200
Fixed Cost	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Variable Cost	-	2,000	4,000	6,000	8,000	10,000	12,000
Total Cost	10,000	12,000	14,000	16,000	18,000	20,000	22,000
Sales Revenue	-	4,000	8,000	12,000	16,000	20,000	24,000
Profit/(Loss)	(10,000)	(8,000)	(6,000)	(4,000)	(2,000)		2000

Break Even Point (BEP)

Yearly Earnings



Assume each woman produces **100 units/month**



Monthly Revenue = INR 50,000

Monthly Revenue = $100(\text{units}) \times 500(\text{INR/unit}) = 50,000(\text{INR})$



Total Variable Costs per Month = INR 10,000

Total Variable Costs per Month = $100(\text{units}) \times 100(\text{INR/unit}) = \text{INR } 10,000$



Yearly Earnings per woman = INR 480,000

Yearly Earnings = $40,000(\text{INR}) \times 12 = \text{480,000}(\text{INR})$



Selling Price per Unit: INR 500

Variable Cost per Unit: INR 100

Production per Woman per Month: 100 units

Recommendations



Skill Development

Establish ongoing training programs to enhance craftsmanship and introduce new product lines.



Market Expansion

Explore online sales channels to reach broader markets beyond local customers.



Replication Framework

Document processes, challenges, and successes to create a model for replication in other regions facing similar challenges.



Business Diversification

introduce new product lines such as agriculture-based products or handcrafted jewelry.