# DETAILED PROJECT REPORT



**CLUSTER NAME&LOCATION : - BAUSI BHARTI COTTON & TEXTILE FOUNDATION, BANKA, BIHAR** 

# A : BHARTI SEWA SADAN TRUST

Submitted to: Indian Institute of Entrepreneurship, GAUHATI

Prepared by:Project Head BHARTI SEWA SADAN TRUST

# BHARTI SEWA SADAN TRUST

INDIAN TRUST ACT, OF 1882 bearing the Registration No. — 2843 dated 14/03/2014. Our Unique Id of NGODarpan is BR/2017/0161719. Our FCRA Registration No. — 031050011.

HO: SHIVPURI, WARD NO-09, BHUDAN, NEAR CHURCH DIST-ARARIA, BIHAR-854311 (INDIA) FOUNDER CUM PRESIDENT : DR.RAM NRAYAN BHARTI

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# 1. EXECUTIVE SUMMARY

# 1.1Name of the cluster: BAUSI BHARTI COTTON & TEXTILE FOUNDATION.

# 1.2Type of Cluster: Major Cluster

**1.3Location & Spread of the cluster :**The cluster area is located in Bausi Block, Banka District. Thecluster spreadincludes 15 Villages and the Geographical spread of the cluster measures about 0 to 8 Kms radius.

**1.4Product range :**Shirts, T –Shirts, Paints, Jeans, Kurta, Pajama, SalwarSuits,Kurti, Petticoats, Blouse etc. (These product made by trained and skilled Artisans)

# 1.5Size of cluster & Type of units :

The total number of Automatic Sewing Machine(Mix)in the cluster 50units.

The Total No of Interlock Machine 10 Units

The Total No of Embroidery Machine 1 Units (Fully Automatic with 21 nozzle)

The Total No of Washing and Printing Machine 1-1 Unit.(Automatic) Ironing Machine 8 Table Set.

The total number of beneficiaries estimated to be around 600members which include the labour force in the cluster. Based on the number of cluster beneficiaries, the cluster is typified as Major Cluster.

# 1.6 ExpectedProduction& Turnover ofCotton Textile products in the cluster :

Activity :	Units	Annual Production ( Piece)	Annual Turnover ( Rs in Lakh
Garmenting & Apparel	50	72000	288.00
Embroidery	Computerized 1 set& Hand Embroidery	60000	240.00
Surface Ornamentation	Done by Artisan by Hand	36000	180.00
Fabric Dyeing and Printing	Computerized	36000	108.00

# 1.7.Employment & Income level

Activity :	Male	Female	Total
Garmenting & Apparel	200	100	300
Embroidery	40	10	50
Hand Embroidery	0	20	20
Washing & Ironing	41		41
Surface Ornamentation	50	20	70
Fabric Dyeing and Printing, Packing etc	112	7	119

The daily income level for the artisans in the cluster is based on per piece production.

# **1.8 Key Concern areas of the cluster:**

- Cluster's present production is limited to intermediate products such as garments, apparel, ornamentation, printing fabrics etc, which fetches reduced margin only.
- Lack of awareness on the benefits of graduating to production of value added finished products.
- Production of value added products is less with respect to the availability of raw materialand market requirements.
- Absence of collective/collaborative efforts to address common problems, as no registered association or Foundation or Cooperative Society exists in the cluster.
- Lack of individual capacity to venture into the production of value added products.
- Purely depends on the local trader / marketer to sell their products even through there is huge scope for domestic and export market.

# **1.9 Proposed StrategicInterventions**

# Soft Interventions:

- Capacity Building
- Market Promotion

# **Hard Intervention**

(Common Facility Creation)

- Building for Common Facility Centre
- Common Facilities proposed:
  - 1) Garment Apparel Making
  - 2) Embroidery (By Machine and hand)
  - 3) Ornamentation work on ladies suits,
- 4) Printing

# **Thematic Interventions:**

Participation in activities such as national and international level brand promotion campaigns, New Media Marketing, E-commerce initiatives etcas detailed in the SFURTI implementation guidelines.

# **1.10 Budget for Soft intervention with Thematic Intervention**

Rs. 43.00 Lakhs

1.11 Budget for Hard interventions

Rs.299.21 Lakhs

1.12 Budget for Raw Material

Rs.157.79.00 Lakh

# 1.13Total Project cost

(including Agencies cost)

Rs.500.00 Lakhs

#### **1.14Means of Finance**

Grant under SFURTI scheme:Rs. 500.00 lakhs. IA/SPV share in Hard Intervention:Rs. 25.00lakhs

#### **1.15Post Intervention Scenario**

(Expected Impact)

- Production of value added competitive products and marketing through strengthened marketing linkages (both domestic and export)
- > Increase in the overall turnover of the cluster by 25%.
- > Strengthened backward linkage with weaving units in Bihar.
- > Increased income level of workers who involve in weaving units in Bihar by 10 -15%
- Emergence of specialized support service providers and their active involvement in the development process.
- Establishment of new units by converging various schemes of State and Central Governments (such as Village Industries, etc.) resulting in additional investments in Textile sector by the cluster members.
- > Improved access to financial capital for cluster members.
- Knowledge Outreach: Exposure of cluster members to buyers beyond their local areas would have an immediate impact on their knowledge and ambitions.

#### 2. PREAMBLE

There three basic needs of people is Food (Agriculture), Cloths (Textile) and Home (Infrastructure). The Textile Industries in India traditionally after agriculture is only industry that has generated huge employment for both skilled and unskilled labour in textiles. The textile industry continues to be the second largest employment generating sector in India.India's textile sector is one of the oldest industry in Indian Economy. Indian textile industry occupies a very important place in the economic life of India. The Indian textile industry is one of the largest in the world with a massive raw material and textile manufacturing base. It offers direct employment to over 35 millions in the country.The shares of textiles in total export were 11.04% in 2010. India is ranked as the fourth more promising market for apparel retailer in 2009. The textile industry is primarily concern with the design and production of yarn, cloth and their distribution. Cotton is the world's most important natural fibber. The textile industry is also labour intensive and is one of the largest employers.

With a view to making the traditional textile industries more productive and competitive and facilitating their sustainable development, the Central government has announced Scheme of Fund for Regeneration of Traditional Industries (SFURTI Detailed Project Reportfor the BAUSI BHARTI COTTON & TEXTILE FOUNDATION as cluster we prepared the Detailed Project Report for submitting the same for seeking approval from the Scheme Steering Committee (SSC).

This report is prepared based on interaction with textile industrialists in the clusters, textile industry workers, industry association members, NGO's and support institutions in the district, Informal interviews with industry participants, machinery suppliersand experienced entrepreneurs, collection of secondary information etc. The Chapter scheme of the diagnostic study report is as follows: Cluster Profileis given in Chapter 3. Cluster Value Chain Mappingis givenin Chapter 4. Market assessment and Demand Analysisis given in Chapter 5. SWOT and Need Gap Analysis is given in Chapter 6. Profile of the Implementing Agencyin Chapter 7. Project Concept and Strategy Framework detailed given in Chapter 8.

#### **3. CLUSTER PROFILE**

#### 3.1BACKGROUND

This district is situated on the south-east side of Bihar State. Eastern and Southern border of this district is adjacent to the Jharkhand State. Western border is adjacent to Jamui district and North-West side to Munger district and is adjacent to North Bhagalpur. Geographical Area of the District is 3020 sq. kms. The Headquarters of this District is situated in Banka town. This district was established on 21st February, 1991. Prior to this, it was a subdivisional town of Bhagalpur. To run the administration properly it is divided into one subdivision Banka, eleven Blocks comprising 2111 villages constituting 185 panchayats and two urban sectors, viz; Banka (Nagar Panchayat) and Amarpur (Nagar Panchayat).

3.2 Regional setting of the Cluster

The regional setting of the cluster BAUSIBlock in BANKA District. The block map of BANKA Dstrict is given below:



#### 3.3Location

The cluster spreadincludes 15Village Panchayatsof BAUSI Blockin BANKA

District. The Geographical spread of the cluster measures about 0-08 Km radius.

There are 15 village panchayats in Bausi Blockunder the Bausicluster, listed as below:

SL No	Village Panchayat
1	BISHANPUR
2	BHURBHURI
3	GHUTIYA
4	SANGA
5	KERVAR
6	BHALJOR
7	NAYA GAON
8	KHIJURMURIYA
9	SITLA DANGAL
10	BIRANIYAN
11	KORVASA
12	SINHESHWARI
13	JITIYAJOR
14	RUTAVRAN
15	DELIPATHAR

#### **3.4Evolution of the Cluster**

The Cluster can be evolved due to availability of skilled and unskilled artisans as man power. It helps the cluster to produce huge quantity of apparel and garments. The nearbydistricts owing to the local availability of raw materialand naturally the cluster evolved.

#### 3.5Demography and Growth trends

The statistical data of BANKAdistrict as per Census 2011 and the growth aspects. According to the 2011 census BANKA district has a population of 2,034,763. The district has a population density of 670 inhabitants per square kilometre. Its population growth rate over the decade 2001-2011 was 30 %. BANKA has a sex ratio of 907 females for every 1000 males and a literacy rate of 58.17%.

#### **3.6Socio-economic aspects**

The significance of textile industry arises primarily from the fact that a large number of people from the economically weaker sections of the society depend on this industry at the current level of production of textile products, the urban industry utilizes about 30% of man power from this area . There is possibility to the utilization of man power.Therefore, there exists vast potential for stepping up of production of textile products. The increased utilization of man power in this industries and thereby augmenting rural employment.

#### 3.7Human Development Aspects

The total number of workers engaged in the textile gender wise is given below:

Activity :	Male	Female	Total
Garmenting & Apparel	200	100	300
Embroidery	40	10	50
Hand Embroidery	0	20	20
Washing & Ironing	41		41
Surface Ornamentation	50	20	70
Fabric Dyeing and Printing, Packing etc	112	7	119

The expected income level of the labour force in the textile sector of the district is given below:

Activity	Wages per day	
	Male	Female
Average Work in whole	500	450

It is observed that the income level for all activities is same for male as well as for female workers. Among these workers, 50% belongs to OBC category, 40% SC category and remaining 10% belongs to other categories.

3.8Key Economic Activities in the region

BANKA is a largely agrarian economy and is considered the "rice bowl" of Bihar. The main crops are rice, wheat, corn, and lentils. The Amarpur belt produces sugar cane and is home to gur sugar mills.

An issue for many smaller village industries in Bihar is the lack of branding for products. High-quality, locally produced goods, even in large volumes, contribute to lower earnings for business owners because of a lack of awareness of more profitable business practices.

BANKAhas undergone a significant transformation over the decades, from a few multi trade units in the early 2025s to becoming a prominent cluster of small and medium scale textile enterprises engaged in the production and export of a range of knitted apparels. Theindustry will earns a significant amount by contributing to more than 10% of the silk cotton and khadiknitted readymade garment exports from Bihar,

3.9Infrastructure –social, physical, financial and production related

The infrastructure details of BANKA district is tabulated as below:

Activity :	Female
Administrative Division	Bhagalpur Division
Languages	02
Area	3,020 sq KM
No. of Blocks	11
No. of Municipal Corporations	2
No. of Villages	2000
LokSabha constituencies	Banka
Population	2,034,763
Density	670/Km <sup>2</sup> (1,700/sq mi)
Literacy	58.17 per cent
Sex Ratio	907
Average annual precipitation	1200 mm
Assembly seats	(05) Banka, Belhar, Amarpur, Katoriya, Dhoraiya.

#### 4. CLUSTER VALUE CHAIN MAPPING

#### 4.1Product Profile

The following cotton textile products are produced in the cluster presently. Artisans who vocationally trained under guidance of our organization producing a small amount of garments due to lack of capital. The cluster arrange it locally. Mostly artisans migrate to city for livelihood. Some artisans giving services to customers and some oneprepare following products. Suiting& Shirting, Kurta&Pajama for Man . Salwar Suits with or without hand embroidery Baby Suits.

#### **4.2Production Process**

The Product flow from the raw material is depicted in the below:

Fabrics and other materials :

The fabrics arrange by artisans from local markets or from where it will be avialable.

#### 4.3Value Chain Analysis

The incremental value of the cluster products from the basic raw material to the finalproduct manufactured in the cluster is given below:

It is observed that the value additionin the cluster is limited to intermediate product

level and the need and scope for value addition for textile sector in the cluster is considered significant. The cost of raw materials includingGST, Transportation, loading and unloading is valued at Rs.1.00 Lakh which is incremented to Rs.1.50 lakh of textile product cost, which is further incremented to Rs.50.00 thousand as per production estimate.

# 4.4 RAW MATERIAL

BABY SUITS, MEN'S AND WOMEN'S WEAR, APPRAEL, ADDED PRODUCT VALUE COTTON & TEXTILE GARMENTS,

Item Produced Per Unit	Unit Cost	Total	Benefit %
1. Paint			
Raw Material Cost	500.00		
Labor Cost	150.00		
Total Production Cost	20.00		
Packaging Cost	20.00	690.00	
Average Sale Price		900.00	30%
2. Shirt			
Raw Material Cost	300.00		
Labor Cost	110.00		
Total Production Cost	20.00		
Packaging Cost	20.00	450.00	
Average Sale Price		650.00	40%

3. Jeans Paint			
Raw Material Cost	400.00		
Labor Cost	160.00		
Total Production Cost	50.00		
Packaging Cost	20.00	630.00	
Average Sale Price		900.00	40%
<ol> <li>Baby Suit (T Shirt Paint/ Half Paint 1-10 Year)</li> </ol>			
Raw Material Cost	300.00		
Labor Cost	100.00		
Total Production Cost ()	50.00		
Packaging Cost	25.00	475.00	
Average Sale Price		625.00	40%
5. Banyan			
Raw Material Cost	25.00		
Labor Cost	20.00		
Total Production	15.00		
Packaging Cost	5.00	65.00	
Average Sale Price		85.00	30%
6. Paintee ( Ladies)			
Raw Material Cost	25.00		
Labor Cost	20.00		
Total Production Cost	15.00		
Packaging Cost	10.00	70.00	
Average Sale Price		91.00	30%
7. Under Paint (Gents)			
Raw Material Cost	25.00		
Labor Cost	20.00		
Total Production Cost	15.00		
Packaging Cost	10.00	70.00	
Average Sale Price		91.00	30%

8. Bra			
Raw Material Cost	20.00		
Labor Cost	20.00		
Total ProductionCost	20.00		
Packing Cost	15.00	75.00	
Average Sale Price		130.00	40%
9. Kurti&Salwar ( Both) Plain			
Raw Material Cost	500.00		
Labor Cost	200.00		
Total Production Cost	100.00		
Packaging Cost	25.00	825.00	
Average Sale Price		1100.00	30%
10. Kurti&Salwar with Embroidery			
Raw Material Cost	500.00		
Labor Cost	200.00		
Production Cost	250.00		
Packaging Cost	30.00	980.00	
Average Sale Price		1300.00	30%
11. Dupatta ( Scarf )			
Raw Material Cost	30.00		
Labor Cost (Per Piece) T Shirt	50.00		
Total Production Cost	10.00		
Packaging Cost	10.00	100.00	
Average Sale Price (Per Piece) T Shirt		150.00	50%
12. T Shirt			
Raw Material Cost	200.00		
Labor Cost	50.00		
Total Production Cost	75.00		
Packaging Cost	10.00	335.00	
Average Sale Price		470.00	40%

12. Kurta			
Raw Material Cost	200.00		
Labor Cost	110.00		
Total Production Cost	20.00		
Packaging Cost	20.00	350.00	
Average Sale Price		500.00	40%
13. Pajama			
Raw Material Cost	150.00		
Labor Cost	50.00		
Total Production Cost	20.00		
Packaging Cost	10.00	230.00	
Average Sale Price		325.00	40%

Please note Total Production Cost mentioned above is refer single piece (Per Unit) of all garment.

# 4.5Cluster Map :

The Pre-intervention Cluster mapdepicting the existing linkages of the cluster is given below:



The Post-interventions Cluster mapdepicting the linkages after the implementation

of cluster development initiatives is given below:



# 5. MARKET ASSESSMENT AND DEMAND OF THE PROJECT IN BRIEF :

5.1 : Ready-made garments are mass-produced finished textile products of the clothing industry. They are made from many different fabrics and yarns. Their characteristics depend on the fibres used in their manufacture. The garments are very simple to manufacture and easily marketable both in urban and rural areas. The demand of readymade garments is increasing day by day due to urbanization of the cities.

5.2 :Readymade garments are a part of our daily life. Clothes are an epitome of a culture. People in different parts of the world have their own styles of dressing which symbolize their culture and status. The Readymade garments industry is increasing day by day due to changes of fashion in day to day life. The textile industry including readymade garments occupies a unique position in the Indian economy.

5.3 :Its predominant presence in the Indian economy is manifested in terms of its significant contribution to the industrial production, employment generation and foreign exchange earnings. The readymade garment industry in India owes its existence to the emergence of a highly profitable market for exports. Ready-made garments account for approximately 45% of India's total textile exports.

5.4 :It has immense potential for employment generation particularly in the rural and remote areas of the country on account of its close linkage with agriculture. They represent value added and less import sub sector. In the recent years, however, the domestic demand has also been growing rapidly. Thus, due to demand it is a good project for entrepreneurs to invest

# 5.5 : Market Outlook

India's textiles sector is one of the oldest industries in Indian economy dating back several centuries. Even today, textiles sector is one of the largest contributors to India's exports with approximately 15 per cent of total exports. The textiles industry is also labour intensive and is one of the largest employers.

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5.7 :The Indian Textile Industry contributes approximately 4 per cent to India's Gross Domestic Product (GDP), and 14 per cent to overall Index of Industrial Production (IIP).

5.8 : The size of India's textile market in 2014 was USD99.0 billion which is expected to touch USD226 billion market by 2023 at a CAGR of 8.7 per cent between 2009-23E.

The break-up of our current exports are as follows:

SI no.	Items	Share %
1	Cotton Fibre	9%
2	Cotton Yarn, Fabrics and Made ups	23%
3	Man-made Textiles	14%
4	Garments	39%
5	Handlooms & Handicrafts	11%
6	Others	4%

# 6. SWOT AND NEED GAP ANALYSIS

# 6.1 STRENGTHS:

- > Availability of labour
- > Products marketable in the local market
- Eco-friendly products
- > Easily accessible transport system
- Easy to adopt technology to manufacture value added/diversified products.
- Presence of unity among the members –strong federation
- Presence of Support institutions such as SFURTI, District Industries Centre,
- > Commercial banks, etc.

# 6.2 WEAKNESSES:

- > Unable to maintain uniformity, quantity & quality of products produced
- > Unable to come out of the vicious circle of making the traditional/intermediateproducts
- Lack of awareness on the incremental benefits of manufacturing of value addedfinished products.
- > Lack of formal networks for marketing and input procurement
- > Limited contact with BDS providers and Technical Institutions
- > Weak linkages with banks and financial institutions



#### 6.3 **OPPORTUNITIES**:

- > Good scope for manufacturing of value added /diversified products
- > Potential for product diversification and value addition from existing products.
- > Increasing Domestic and Export market prospects for coir products.
- > Implementation of SFURTI Scheme for focused development of the cluster.

# 6.4 THREATS:

- > Fluctuation in Fabrics and concern material pricing
- > Competition from products.

# 7. NEED GAP ANALYSIS:

The key concernareas of the cluster are identified to be:

- Cluster's present production is limited to intermediate products such as garments, Apparel etc, which fetches reduced margin only.
- Lack of awareness on the benefits of graduating to production of value added finished products.
- Production of value added products is less with respect to the availability of raw materialand market requirements.
- Absence of collective/collaborative efforts to address common problems, as no registered association exists in the cluster.
- Purely depends on the local trader / marketer to sell their products even through there is huge scope for export market.
- No marketing showroom to exhibit their products at one place.
- Lack of individual capacity to venture into the production of value added products.
- Need a common facility centre and technical guidance to go for other value added textile products like cotton bags, etc.,
- Use of sustainable raw materials and processes enhances perceived value of the textile products in the eyes of the consumer. Consumers are increasingly exercising their choice in favour of textile materials produced by environmentally sustainable and socially responsible methods.

# 8. PROFILE OF THE IMPLEMENTING AGENCY

**BhartiSewaSadan Trust** is a premier non profit organization founded in March 2014.It's Head Office situated at Araria in district head quarter and it's well settled branch situated in Village Bisanpur, Block Bausi, District Banka. Organization has own land piece of 80 decimal surrounded by hill and forest area and proposed cluster will establish on this land piece.The NGO registered under Indian Trust Act 1882.BhartiSewaSadanTrust was started in 2014. Bharti Sewa Sadan Trust at present working on arrangement of vocational training on textile and cotton garments making with skill development program for livelihood of marginal people in rural areas under district and also involve in relief camps during disaster as food distribution and medical camp for effected peoples. Durng lockdown Organisation arrange dry food and cocked food for effected people and migrants of Araria Distict continually 28 days self and with the support of members of Organisation.

(15)	
onal Structure	/ reais

I.	Institutional Struc	cture / registration Details :
B.1	Legal Status :	Registered under Trust Act 1882
B.2	Date of Incorporation / Registration :	14-03-2014 / 2843/2014
		AT- SHIVPURI, WARD NO-9, BHUDAN,
B.3	Registered Address :	NEAR CHARCH, DIST-ARARIA, BIHAR
B.4	Branch Office Address/ Location	At: Bisanpur, P.O- Bhurbhuri, P.S – Bounsi, Dist- Banka, BIHAR – 813104, (INDIA)

II.	Governance Structure :								
B.6	Composition of the Executive	SI. No	Name of Member	Designati on		Backgro und	Conta No		E.mail
	Board /					Profile			
	trustees /	1	DR. RAM	Chairman	D	OCTOR	7782833	8655	dr.rnk.b
	Governing		NARAYAN	Cum					harti@g
	Body/Managin		BHARTI	Founder					mail.co m
	g Committee								
	and Back	2	ADIL	General	S	ocial	858191	0022	Adil1966
	ground of		HUSSAIN	Secretary	W	/orker			@gmail.
	Members :								com
		3	RUNA	Treasurer	S	OCIAL	7033306	6428	Runabha
			BHARTI		W	/ORKER			rti00@g
									mail.co
									m
B.7	In case, IA is	SI.	Name of	f Member		Desig	nation	Sha	areholdin
	registered	No							g (%)
	under	1							
	Companies								
	Act. Provide	2							
	Shareholding								
	pattern	3							

III	Operational Profile	
B.8	Major Objectives-Vision, Mission, Goal of the organization	To organize women into Self Help Group and develop their leadership qualities to facilitate making decision at personal and social level. Develop entrepreneurship and empowerment having structure neighbourhood groups, area society and community development. Also try to arrange employment for migrant peoples through setup of traditional industry.
B.9	What are focus areas of operational	We will focus to rural area where the artisans having skill to do better.
B.10	Provide key projects / activities being undertaken by the IA- brief description including the project scope, size and duration (mention specific experience in the area / sector of the proposed project).	Attached Profile
B. 11	Mention key clients / donors associated with for project implementation along with details on the nature of association	None
B.12	Mention key partnerships / alliances (if any)	None

IV	Management Profile				
B.13	Background of key Personal (Professionals and others) with	No.	Name	Designation/S tatus	DIN/PAN
	brief profile of the senior management personnel)	1	DR. RAM NARAYAN BHARTI	Chairman	ANRPB5979R
		2	ADIL HUSSAIN	General Secretary	AAQPH5758N
		3	RUNA BHARTI	Treasurer	COFPB6086J

V	Financial Position		
		Fixed Assets	
		Current Assets	
B.14	Key financials of the organization (Provide copy of the audited financial	•••••	
	statements for last 3 years)	Revenue trend for last 3 yrs.	
		Profit / Loss For the last 3 yrs.	ATTECHED
		ISEC availed in case of KVIC / KVIB Inst.	
		Amount of ISEC availed during last three years	
		Any other	
VI	Bank Account Details :	Annexure - G	1
B.15	Name of Bank	Union Bank of In	dia
B.16	Branch Name'	Araria	I
B.17	Bank Account No.	6108010100501	24
B.17	IFSC Code	UBIN0561088	

VI	Contact Person Details :	
B.18	Name of contact person	DR. RAM NARAYAN BHARTI
B.19	Designation of Contact Person	Chairman Cum President
B.20	Correspondence Address	AT- SHIVPURI, WARD NO-9, BHUDAN, NEAR CHARCH, DIST-ARARIA, BIHAR
B.21	Contact No.	7782833655
B. 22	E. mail Address.	dr.rnk.bharti@gmail.com

# 8. PROJECT CONCEPT AND STRATEGY FRAMEWORK

# 8.1Project Rationale

The project rationale is to rejuvenate the existing artisans of textile industry and to enhance the competitiveness through capacity building of the entrepreneurs. Bridging the technological gaps and thereby manufacture value added quality products and establishing global marketing linkages elevates the cluster to a higher level in terms of value addition, turnover, employment and foreign exchange earnings.

# 8.2Project Objective

Strengthening linkages among the Cluster members and actors and to have a Collaborative setup to address common problems

Effective utilization of available raw material resource in the Clusterby strengthening the linkages with raw material suppliers. To manufacture value added competitive products, using the available raw material resource and to venture the export market decisively. To address current production and supply bottlenecks. Exploit the benefits arising due to optimization of resources and economies of scale.

# 8.3Focus Products/Services

In addition to the Soft interventions for Capacity building and Market promotion initiatives, the following facilities are proposed as interventions for the development of the cluster:

8.4 Research& Development of product according to consumer eye.

8.5 Conceptual Framework / Project Strategy

- Strengthen linkages within the cluster –with other SMEs, larger enterprises, support institutions, banksetc. At times such linkages are also created with important organizations(private/public) outside the cluster;
- Assist cluster stakeholders to developa consensus-based vision for the clusteras a whole.
- Help stakeholders to coordinate their actions and pool their resources to movetowards a shared vision for the cluster as a whole.
- Create an autonomous governance framework in a step-by-step process thatwill sustain dynamism and change in the cluster after the withdrawal of the implementing agency.

# 9. PROJECT INTERVENTIONS (CORE SFURTI)

The Core SFURTI project interventions include Soft Interventions (as detailed in Chapter 11) and Hard Interventions (as detailed in Chapter 12), in addition to Cross-cutting thematic interventions. The soft interventions proposed are categorized into Capacity building and Market Promotion activities as given below:

Capacity Building:

- Trust Building: For strong association among cluster members toaddress common problems.
- Awareness Programme: To provide awareness about SFURTI schemebenefits, Cluster development initiatives and the prospects for value added products in Coir sector
- Entrepreneurship Development Programme: To fosterentrepreneurship among cluster members.
- Skill Up gradation Programme: To increase the skilled labour force in the cluster to address the problem of limited skilled labour availability.
- Exposure Visit: Visit to other vibrant cluster, research institutions etc. to understand the synergic effect and dynamics of vibrant clusters and to demonstrate the technology and marketability for value added products.

#### Market Promotional Activities

- Market Study Tour: To enable the cluster members to gain a deeper understanding of the business environment and market dynamics in Textile sector.
- Participation in Trade Fairs: To conduct business, cultivate cluster's image and to examine the market. The main objectives of participation of trade fairs are:
  - Increased Sales
  - Product showcasing for enhanced product visibility
  - Establish qualified leads
  - In addition, trade fairs are the ideal place for surveying the market, comparing prices and sales terms etc.
- Buyer Seller Meet: To meet various players in the value chain for building business contacts and enhance marketability

The hard interventions proposed to enhance the product mix of the cluster and to achieve increased cluster turnover thro' production of value added products are:

I. Fabric (for uninterrupted and uniform supply of raw Materialproposed as Cluster CFC)

II.Facilat proposed cluster with modern equipment of designing.

# THEMATIC INTERVENTIONS:

Cluster's active involvement and participation in activities such as national and international level brand promotion campaigns, New Media marketing, E-commerce initiatives etc. as proposed under the SFURTI implementation guidelines is projected as part of thematic interventions.

# **10. SOFT INTERVENTIONS**

# **CAPACITY BUILDING**

SL No	Particulars	Programme
1	Proposed Programme / Intervention	Trust Building and motivational programme
2	Target group	Lead cluster members
3	No. of Batches	2
4	Batch size	50 nos
5	Training content	Self & Group motivation
6	Trainer / Training Institution	As preferred
7	Cost of Training programme	Rs. 1,00,000/-
8	Implementation timeline	Year I Quarter I

(20)

Particulars	Programme
Proposed Programme / Intervention	Awareness programme
Target group	Textile Entrepreneurs workers and raw material suppliers
No. of Batches	2
Batch size	50 Nos
Training content	About Cluster concept, SFURTI scheme, and other Government schemes
Trainer / Training Institution	As preferred
Cost of Training programme	Rs. 1,00,000/-
Cost of Training programme	Year I & Quarter II
	Proposed Programme / Intervention         Target group         No. of Batches         Batch size         Training content         Trainer / Training Institution         Cost of Training programme

SL No	Particulars	Programme
1	Proposed Programme / Intervention	Entrepreneurship Development programme
2	Target group	Textile Entrepreneur
3	No. of Batches	2
4	Batch size	25 nos
5	Training content	Motivation, Govt Subsidy Schemes, Banker role in Industries, Government statuary approvals, Marketing
6	Trainer / Training Institution	As preferred
7	Cost of Training programme	Rs. 3,00,000/-
8	Implementation timeline	Year I Quarter III

(21)

SL No	Particulars	Programme
1	Proposed Programme / Intervention	Skill up gradation Programme
2	Target group	Textile Workers
3	No. of batches	As per requirement
4	Batch size	20 nos
5	Programme content	Skill Training for Textiles products preparation
6	Coordinating Institution	As preferred
7	Cost of programme	Rs. 3,00,000/-
8	Implementation timeline	Year II Quarter III Quarter IV

SL No	Particulars	Programme
1	Proposed Programme / Intervention	Exposure tours
2	Target group	Textile Entrepreneurs
3	Batch size	As per requirement
4	Programme content	Visiting other textile clusters to understand cluster dynamics and technology update
5	Coordinating Institution	IA & TA
6	Cost of programme	Rs. 2,00,000/-
7	Implementation timeline	Year II Quarter I

# MARKET PROMOTION

SL No	Particulars	Programme Market study tours				
1	Proposed Programme / Intervention					
2	Target group	Textile Entrepreneurs				
3	Batch size	As per requirement				
4	Programme content	To understand market dynamics, To interact with market intermediaries to understand the product wise market potential in potential market centres				
5	Coordinating Institution	IA & TA				
6	Cost of programme	Rs. 3,00,000/-				
7	Implementation timeline	Year II Quarter I / Quarter II				

Particulars	Programme
Proposed Programme / Intervention	Participation in Trade fairs
Target group	SPV members
No of Batch size	As per requirement
Training content	Participation & Exhibit cluster products
Trainer / Training Institution	As preferred
Cost of Training programme	Rs. 5,00,000/-
Implementation timeline	Year II - Quarter II / Quarter III
	Target groupNo of Batch sizeTraining contentTrainer / Training InstitutionCost of Training programme

SL No	Particulars	Programme				
1	Proposed Programme / Intervention	Buyer Seller Meet				
2	Target group	SPV members				
3	No of Batch size	As per requirement				
4	Training content	Participation & Exhibit cluster products				
5	Trainer / Training Institution	As preferred				
6	Cost of Training programme	Rs. 2,00,000/-				
7	Implementation timeline	Year II - Quarter III / Quarter IV				

Proposed Programme / Intervention	Tie up with Business Development
	Service (BDS) provider
Target group	SPV members
No of Batch size	As per requirement
Training content	New product development and new design development
Trainer / Training Institution	As preferred
Cost of Training programme	Rs. 5,00,000/-
Implementation timeline	Year III - Quarter I / Quarter II
	No of Batch size Training content Trainer / Training Institution Cost of Training programme

# **11. HARD INTERVENTION**

# **CREATION OF COMMON FACILITY CENTRE:**

The proposedland is at locations, which are about 3.50 Kmsfar from Bhagalpur Dumka Road 10 KM from Baunsi Block H/Q.The location address is at Bisahanpur Village, Baunsi Block bearing Khata No-00,Khesra No-000 (Patta No.AG000000)and Area 80.00 Decimal.

# Bounsi Bharti Cotton & Textile Association Proposed Land (Sight Map)



# 11.1 CFC activities

Cost & Area of Building works:

CFC activities	Built up Area ( in Sq.ft)	Cost of Building (Rs. in Lakhs)
Unit I – Administration, Conference Room, Rest Room, building	5000	65.00
Unit II – Working Area & Machinery	6000	84.50
Vacant Area For Greenery & Garden	1000	0.50
Total	12000	150.00

# 11.2Proposed machineries and its cost :

SL NO	Item	Quty	Rate	CGST	SGST	IGST	Total
1.	DDL-7000AS7NBK/JUKI DIRECT DRIVE SINGLE NEEDLE LOCKSTITCH SEWING MACHINE WITH AUTOMATIC THREAD TRIMMER COMPLETE SET	20.00	39,100.00			12.00	875840.00
2.	DLM-5200ND/JUKI SINGLE NEEDLE LOCKSTITCH SEWING MACHINE WITH BUILT-IN TRIMMER COMPLETE SET	200	75900.00			12.00	170016.00
3.	MO-6816S-DE6-30H/SV81DD/JUKI FIVE THREAD OVERLOCK SEWING MACHINE COMPLETE SET	2.00	70150.00			12.00	157136
4.	LH-3568ASF/IN-PSM-550W/SY2DC/JUKI TWO NEEDLE LOCKSTITCH SEWING MACHINE COMPLETE SET WITH JIN PSM	1.00	186300.00			12.00	208656.00

SL NO	Item	Quty	Rate	CGST	SGST	IGST	Total
5.	MS1190MD/V046R-AA/JUKI-2-NEEDLE DOUBLE CHAINSTITCH MACHINE	1.00	396750.00			12.00	444360.00
6.	LBH-1790ANS/MC602KN/JUKI BUTTON HOLE SEWING MACHINE COMPLETE SET	100	396750.00			12.00	444360.00
7.	LK-1903BNSS-301/MC672KNN/JUKI BUTTON STITCH SEWING MACHINE COMPLETE SET	1.00	365700.00			12.00	409584.00
8.	LK-1900SSS/MC673KS/JUKI BARTACKING SEWING MACHINE COMPLETE SET	1.00	250700.00			12.00	280784.00
9.	LZ-2280AA/JUKI HIGH SPEED SINGLE NEEDLE LOCKSTITCH ZIG ZAG STITCHING MACHINE COMPLETE SET	1.00	146050.00			12.00	163.576.00
10.	HP-450MS/HASHIMA FUSING PRESS	1.00	213900.00			18.00	252402.00
11.	629 X 8"/EASTMAN POWER DRIVEN CLOTH CUTTING MACHINE COMPLETE SET		105800.00			18.00	249688.00
12.	NS-58L-84"/Cloth Winding Inspection M/c With Edge Control Device - 84" (Dia : 12")	1.00	931500			18.00	1099170.00
13	DDL-8100EH/DD MOTOR/JUKI SINGLE NEEDLE LOCKSTITCH FLAT BED SEWING MACHINE COMPLETE SET	1.00	24200			12.00	27104.00
14.	LH-3568AGF/JUKI TWO NEEDLE LOCKSTITCH SPLIT NEEDLE BAR SEWING MACHINE COMPLETE SET	1.00	160000.00			12.00	179200.00
15.	MO-6816S-FH6-60H/SV81DD/JUKI FIVE THREAD OVERLOCK SEWING MACHINE COMPLETE SET	1.00	61000.00			12.00	68320.00
16.	LK-1900BNHS/MC672KNN/JUKI BARTACKING SEWING MACHINE COMPLETE SET	1.00	230000.00			12.00	257600.00
17.	DLN-6390S/CYLINDER BED BOTTOM HEMMING MACHINE FOR JEANS	1.00	309000.00			12.00	346080.00
18.	MS-1261F/PF-H/550W PSM/JUKI CLASS FEED OF THE ARM INDUSTRIAL SEWING MACHINE COMPLETE SET	1.00	329000.00			12.00	368480.00

SL NO	Item	Quty	Rate	CGST	SGST	IGST	Total
19.	MEB-3200CSKA/JUKI COMPUTERCONTROLLED, EYELET BUTTONHOLING MACHINE COMPLETE WITH STD	1.00	990000.00			12.00	1108800.00
20.	DLR-1509P (1/8')/KANSAI- WAISTBAND ATTACHING MACHINE FOR JEANS		140500.00			12.00	157360.00
21.	B-2000C (1/4")/KANSAI TWO NEEDLE CHAINSTITCH INDUSTRIAL SEWING MACHINE COMPLETE SET	1.00	126000.00			12.00	141120.00
22.	NS-47U/Pneumatic Snap Fixing M/c W Light Marker & Safety Guard	1.00	101500.00			12.00	119770.00
23.	WE-60, Washing Machine 60 kg per charge 1Electric headed front loading	1.00	472,500.00			18.00	557500.00
24.	WE-30, Washing Machine 60 kg per charge 1Electric headed front loading	1.00	320000.00			18.00	377600.00
25.	HDS-30, Hydro Extracter Machine 30kg 1.00 180000.00 capacity per charge			18.00	212400.00		
26.	<ul> <li>DTD-30, Drying Tumbler</li> <li>Machine, 30kg capacity per charge, Indirect diesel fired heated through burner and heat exchanger</li> </ul>		330000.00			18.00	389400.00
27.	FTB-42, Vacume Steam Ironing Machine Complete Set	8.00	38500.00				363440.00
28.	HWD-50, Hot Water Generator 50 ltr capacity with diesel tank etc	1.00	255000.00			18.00	300900.00
29.	ISM FH912,1 x 12 Head Machine (9 Color 1.00 1862000.00 12 Head Machine)Computerised Embroidery Machines		18.00 + Custom 6.5%	2318190.00			
30.	WILCOM COMPUTER EMBROIDERY 2,40,000 2,40,000 SOFTWARE VER. E4 ADVANCE DIGITISING		240000.00			18.00	283200.00
31.	SC-F2130 (white edition) Epson Printer	1.00	1100000.00			18.00	12980000.00
32.	Koel I green Silent Generator 82.5 KVA 3 Phase, AR1040TAG1	1.00	750000.00			18.00	885000.00
33.	Transportation , Custom Clearing and Installation Cost	All	00	00	00	Include	400000.00

# Grand Total Rs. 1,49,20,589.00

( One Crore Forty Nine Lakh Twenty Thousand Five Hundred Eighty Nine Only)

#### 11.3 Estimation Cost of Project as Follows :

Three Years Estimation by IA :

Interventions	Cost in Lakh	Total
1.Thematic Intervention	0.18	
2.Soft Intervention	0.25	
3.Hard Intervention (Building)	150.00	
4.Hard Intervention (Machineries)	149.21	
5.Raw Material Bank	157.79	500.00

# 11.4 SPV (BAUSI BHARTI COTTON & TEXTILE FOUNDATION)



GOVERNMENT OF INDIA MINISTRY OF CORPORATE AFFAIRS

Central Registration Centre

# **Certificate of Incorporation**

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that BAUSI BHARTI COTTON AND TEXTILE FOUNDATION is incorporated on this Fifth day of August Two thousand twenty under the Companies Act, 2013 (18 of 2013) and that the company is limited by guarant

The Corporate Identity Number of the company is U85300BR2020NPL047287.

The Permanent Account Number (PAN) of the company is AAJCB1661J

The Tax Deduction and Collection Account Number (TAN) of the company is PTNB06457D

Given under my hand at Manesar this Fifth day of August Two thousand twenty .

DS MINISTRY OF CORPORATE AFFARS E

Digital Signature Certificate Mr Parvinder Singh DEPUTY REGISTRAR OF COMPANIES For and on behalf of the Jurisdictional Registrar of Companies Registrar of Companies Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on <u>www.mca.gov.in</u>

Mailing Address as per record available in Registrar of Companies office:

BAUSI BHARTI COTTON AND TEXTILE FOUNDATION C/O RAM N ARAYAN BHARTI, AT-BISHANPUR, PO- BHURBHURI, AREA - BAU SI, BANKA, Banka, Bihar, India, 813104



\* as issued by the Income Tax Department



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11.5 SPV Bank Account :

(30)

11.6 Land Description for Proposed Project :



District Registry Office, Banka Serial Number 3733 Deed Num Reg. Year 2019 Token Number 3814 Middle ng Index Thumb Photo Name PresType Ram Narayan Bhartl Donee Dr. Sig. pr kan No agan oshanti Presented Saryu Yadav By 3/3/2019 Sig. X Little × Ring × Middle Saryu Yadav × Index Donor × Photo X Thumb Sig. Donor Sunil Yadav Sig. 21749 7/3/19 Identified Deepak Kumar By Mandal Sig. दीपक कूमार मे 71312015 Z) 2 N SCORE Ver.4.0 Powered by IL&FS Technologies Ltd. 4 Blometric Captured By 2300sop004 OFF. MAG

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# 2. लेख्यधारी :--

भारती सेवा सद<u>न</u> ट्रस्ट अध्यक्ष डॉ० राम नारायण भारती उम्र 47 वर्ष पिता स्व० नथुनी शर्मा जाति तांती पेशा कास्तकारी साकिन शिवपुरी वार्ड नं० 9 अररिया थांना वो जिला अररिया, बिहार भारतीय। मो० नं० 7782833655

# 3. लेख्यप्रकार :- दान-पत्र (Gift)

 मालियत :- मो0 2,50,000 / - दो लाख पचास हजार रूपये।

# 5. सम्पत्ति विवरण :--

भूमि मोवाजी 80 अस्सी डी0 जिसका रकवा मोवाजी एक बीघा <u>आठ कट्ठा सात धूर</u> होता है। अराजी जोत नगदी हक मोकावजात कायमी जिसका जमा सलाना मो0 5 रूपये माल अलावे शेष वाके मौजा<u>गोक</u>ुला टोला विशनपुर थाना वो अंचल बौंसी मुस्वामी बिहार सरकार, जिला वो निबंधन <u>कार्यालय</u> बांका जिसका थाना नं0 471/13 क्रमांक 93 <u>जमीन दो फस</u>ली है, जिसका जमाबन्दी नं0 68 है।

खाता	खेसरा	<u>ए</u> 0	ৰ্ভী0	<b>ਰ</b> 0	द0	Чо	ЧО
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यह है कि खाना सं0 5 में दर्ज भूमि हम लेख्यकारीगण ने दिनांक 25.01.2019 ई0 में लाल मुर्मू पिता रावण मुर्मू वो विनोद मुर्मू पिता लाल मुर्मू साकिन विशनपुर थाना बौंसी वाले से खरीद किये है जिसका बुक नं0 1 टोकन नं0 1371 सिरियल नं0 1314 दस्तावेज नं0 1302 मोल्युम नं0 17 पेज नं0 449 से 455 में दर्ज है। केवाला निबंधन कार्यालय बांका में निबंधित हुआ है। तारीख खरीदगी से भूमि पर दखलकार चले आ रहे है वो है। इसलिए जक्त भूमि को ट्रस्ट में दान करने का पूर्ण हक वो अधिकार हम लेख्यकारीगण को है।

यह है कि उक्त ट्रस्ट समाज के उत्थान के लिए हर क्षेत्र में काम करते है। अतः हम लेख्यकारीगण ने सोचा उक्त

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भूमि ट्रस्ट में दान दे दूँ। यह बात हमलोगों ने ट्रस्ट के अध्यक्ष डॉ0 राम नारायण भारती से कहा तो वह उक्त भूमि खुशी पूर्वक दान लेना स्वीकार किये। दस्तावेज पर वे गवाह बना रहे है कि उक्त भूमि दान लेना हमें स्वीकार है। आगे हम लेख्यकारीगण अपने–अपने खुशी से बिना किसी दाबाव के यह दान पत्र तामिल कर इकरार करते है कि खाना संठ 5 में दर्ज भूमि मोवाजी 80 अस्सी डी0 जिसका अनुमानित मूल्य मो0 2,50,000/– दो लाख पचास हजार रूपये है। आज तारीख में ट्रस्ट को दान दे दिया। उक्त भूमि पर जो जो कानूनी हक हम लोगों को प्राप्त था वो होता वह सभी हक आज तारीख से इस दानपत्र द्वारा ट्रस्ट को हुआ वो होते रहेगा।

उक्त भूमि हर प्रकार के ऋणादिभार अधिकार हस्तांतरण तथा बाद–विवाद से मुक्त हैं। मंदिर, मस्जिद, मठ, गिरजाघर तथा भुदान का नहीं हैं। गैर मजरूआ या सरकारी जमीन नहीं हैं। सरकारी या गैर सरकारी कर्ज से मुक्त हैं। जमीन संबंध न्यायालय में किसी प्रकार का मोकदमा दर्ज नहीं हैं। उक्त भूमि पर से हम लेख्यकारीगण अपना–अपना दखल कब्जा उठाकर ट्रस्ट को दखल कब्जा दे दिया। ट्रस्ट को अधिकार हुआ कि उक्त भूमि का जमाबन्दी इस दानपत्र द्वारा अपने नाम से कायम कराकर सरकार को मालगुजारी अदाय करे। अतः अपने–अपने खुशी से यह दान पत्र लिख दिया जो प्रमाण रहे वो समय पर काम आवे।

लेख्यधारिणी का हस्ताक्षर Or. Ram Naryan ghuti 03/03/19

प्रारूपकर्त्ता का हस्ताक्षर

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लेख्यकारी का हस्ताक्षर सरभ्र भादव

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