VIABLE MICRO ENTERPRISE

The following are some of the proposed land based and non-land-based enterprises feasible for women.

I - LAND BASED ENTERPRISES

1. BUFFERO / COW REARING

<table>
<thead>
<tr>
<th>1. Enterprise</th>
<th>BUFFERO / COW REARING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Background</td>
<td>❖ This activity is not caste specific/restricted, ❖ It is widely prevalent in the rural economic, ❖ It is not a seasonal economic activity and has a continuous demand.</td>
</tr>
<tr>
<td>3. Raw Material &amp; Investment</td>
<td>1) Buffalo +Calf Rs.10,000 - 15,000/- 2) Animal Feed Rs. 800 per month 3) Feed Vessel Rs. 50 – 60/- 4) Medication Rs. 500/- annually 5) Insurance Rs. 1000/- annually</td>
</tr>
<tr>
<td>4. Requisites</td>
<td>❖ Buffalo rearing needs space. ❖ Training for the entrepreneur is a must, ❖ Entrepreneur should have an access to veterinary service, ❖ Insurance of the buffalo / cow is a must.</td>
</tr>
<tr>
<td>5. Manpower Requirement</td>
<td>➢ 2 skilled or semi-skilled workers</td>
</tr>
<tr>
<td>6. Market Details</td>
<td>➢ Local demand i.e. within village is continuous, ➢ Commercial selling of milk can be made to sweet shops, tea stalls, dairy farms, etc.</td>
</tr>
<tr>
<td>7. Income and returns</td>
<td>➢ Milk produces of 8 litre per day sold @ Rs.12/- per litre. ➢ Dairy products like Ghee, butter and paneer can be sold, ➢ Cow dung can be sold as fuel and manure</td>
</tr>
<tr>
<td>9. Feasibility for women</td>
<td>High</td>
</tr>
</tbody>
</table>
# 2. FISHERIES

<table>
<thead>
<tr>
<th></th>
<th>Enterprise</th>
<th>FISHERIES</th>
</tr>
</thead>
</table>
| 1. | **Background** | ❖ This activity is not caste specific/ restricted,  
❖ It is being practice in the rural areas,  
❖ It is not a seasonal economic activity and has a continuous demand. |
| 2. | **Raw Material & Investment** | Yearly lease of Pond  
Cleaning of the Pond  
Lime for cleaning (500Kg.)  
5000 fish eggs (Rohu, Nain, Katla)  
Fish Feed (15,000 Kg. Annually)  
Khaad (10,740 Kg. Annually)  
Labour charges for fisherman | Rs. 500/- per year  
Rs. 300/-  
Rs. 500/-  
Rs. 300/-  
Rs. 17,000/- annually  
Rs. 2,400/- annually  
Rs. 1,000/- |
| 3. | **Requisites** | Activity needs 1 hectare land for fish pond,  
Training for the entrepreneur is a must,  
Entrepreneur should have an access to veterinary service,  
Insurance of the fish is a must. |
| 4. | **Manpower Requirement** | Can be undertaken as a Group |
| 5. | **Market details** | Local demand i.e. within village is continuous,  
Commercial selling. |
| 6. | **Income and returns** | Fish produce is 3,000 Kgs. annually sold @ Rs.35/- per Kg.  
Profit amounts to Rs. 83,000/- annually. |
| 7. | **Risks & Problems** | Theft problems,  
Diseases and ailments  
Lack of water in summer. |
| 8. | **Feasibility for women** | High. This activity will be most manageable and profitable in a group. |
## PIGGERY

### 1. Enterprise

<table>
<thead>
<tr>
<th>No.</th>
<th>Enterprise</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>PIGGERY</td>
<td></td>
</tr>
</tbody>
</table>

### 2. Background

- This activity as of now is caste based. Dushadh is the case practicing it but few other castes have also begun to do it.
- It is being practised in the rural economy,
- It is not a seasonal economic activity and has a continuous demand.

### 3. Raw Material & Investment

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Piglets</td>
<td>Rs. 2,500/-</td>
</tr>
<tr>
<td>Pig Sty (Bara)</td>
<td>Rs. 2,000/-</td>
</tr>
<tr>
<td>Fodder Vessels</td>
<td>Rs. 500/-</td>
</tr>
<tr>
<td>Fodder</td>
<td>Rs. 1200/- monthly</td>
</tr>
<tr>
<td>Medication</td>
<td>Rs. 1,500/- annually</td>
</tr>
</tbody>
</table>

### 4. Requisites

- Pigs need enough space for rearing
- Training for the entrepreneur is a must,
- Entrepreneur should have an access to veterinary service,
- Insurance of the Piggery is a must.

### 5. Manpower Requirement

- 2 skilled or semi-skilled workers

### 6. Market details

- Local demand,
- Commercial selling.

### 7. Income and returns

- One pig on 1 quintal weight is sold @ Rs. 5000/-,
- Piglet is sold @ Rs. 400/-
- Note- Breeding is done twice a year.

### 8. Risks & Problems

- Diseases and ailments affecting the pigs,
- Lack of water during summer.

### 9. Feasibility for women

- High
Viable Micro Enterprise

4. POULTRY

<table>
<thead>
<tr>
<th>1. Enterprise</th>
<th>POULTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Background</td>
<td>❖ This activity is not caste specific/restricted, ❖ It is already being practised, ❖ It is not a seasonal economic activity and has a continuous demand.</td>
</tr>
<tr>
<td>3. Raw Material &amp; Investment</td>
<td>• Chicken @ Rs. 7 per chicken Rs.1750/- (25 chickens) • Medication Rs. 150/- Monthly • Fodder Rs. 600/- Monthly • Hen Shed + Vessel Rs. 15,00/-</td>
</tr>
<tr>
<td>4. Requisites</td>
<td>❖ Hen needs space, ❖ Training for the entrepreneur is a must, ❖ Entrepreneur should have an access to veterinary service, ❖ Insurance of the chicken is a must.</td>
</tr>
<tr>
<td>5. Manpower Requirement</td>
<td>➢ 2 skilled or semi skilled workers.</td>
</tr>
<tr>
<td>6. Market details</td>
<td>➢ Local demand i.e. within village is continuous, ➢ Commercial selling.</td>
</tr>
<tr>
<td>7. Income and returns</td>
<td>➢ Rs. 50 – 60/- per Kg of the chicken ➢ Profit up to Rs. 45/- per kg. Of chicken.</td>
</tr>
<tr>
<td>8. Risks &amp; Problems</td>
<td>➢ Diseases and ailments of the animal, ➢ Lack of fodder during summer,</td>
</tr>
</tbody>
</table>
## II - NON - LAND BASED ENTERPRISES

### A. SERVICE

<table>
<thead>
<tr>
<th>1. Enterprise</th>
<th>TENT-HOUSE</th>
</tr>
</thead>
</table>
| 2. Background  | ❖ This activity is not caste specific/ restricted,  
|                | ❖ As compared to many others activities, this is a more capital-intensive activity,  
|                | ❖ It is not a seasonal economic activity, but the demand is the maximum during March to June and October to November. |
| 3. Raw Material & Investment | • Tents, Chairs, table, charpaits, shamiana, mattress and quilts, rods and bamboos and daris.  
|                            | • Repairs and maintenance | Rs. 25,000-30,000 /-  
|                            |                           | Rs. 15,00-2,000 /- annually |
| 4. Requisites | ❖ Needs a covered area for proper storage.  
|                | ❖ May need hired transports.  
|                | ❖ Quality, cleanliness and design of goods should be maintained. |
| 5. Manpower Requirement | ➢ More than 5 workers  
|                         | ➢ It is more feasible as a group activity. |
| 6. Market details | ➢ Local demand, |
| 7. Income and returns | ➢ Income is demand based, i.e., a range of Rs. 3,000 - 5,000 /- per order, |
| 8. Risks & Problems | ➢ Spoilage due to storms and rains  
|                 | ➢ Heavy credit taken by many people,  
|                | ➢ Damages by clients. |
| 9. Feasibility for women | Moderate: women can play a role in the management of the enterprise. |
# Viable Micro Enterprise

1. **Enterprise** | **QUAILT/ MATTERESS MAKING**

2. **Background**
   - This activity is not caste specific/restricted,
   - It is already being practiced,
   - It is not a seasonal economic activity i.e. 6–7 months in a year.

3. **Raw Material & Investment**
   - Cloth and Cotton: Rs. 11,000/-
   - Dhunai machine: Rs. 5,000 /-
   - Electronic Engine (2nd Hand): Rs. 7,000 /-

4. **Requisites**
   - Covered space required for the machines,
   - Quality and variety should be maintained,
   - Can be taken on contract basis also.

5. **Manpower Requirement**
   - 3 or more members
   - Need one skilled dunaiwala for beating the cotton
   - Need women for the stitching and designing.

6. **Market details**
   - Local demand

7. **Income and returns**
   - Profit of Rs. 70 – 80 /- per quilt/mattress
   - Additional income can be made through selling only cotton or giving service of dhulai machine to others

8. **Risks & Problems**
   - Credit taking by customers.

9. **Feasibility for women**
   - High.

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Appendix-B 150
## ELECTRONIC FITTINGS SHOP

### 1. Enterprise

**ELECTRONIC FITTINGS SHOP**

### 2. Background

- This activity is not caste specific/restricted,
- It is not a seasonal economic activity and has a continuous demand.

### 3. Raw Material & Investment

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>Rs.2,000/-</td>
</tr>
<tr>
<td>Electrical goods</td>
<td>Rs. 2,000/-</td>
</tr>
</tbody>
</table>

### 4. Requisites

- This activity needs training/apprenticeship to know the trade.
- Should be near a place which has better electricity supply

### 5. Manpower Requirement

> 1 worker.

### 6. Market details

> Local market place

### 7. Income and returns

> Profit of the Rs. 100 to 200 per day.

### 8. Risks & Problems

> No major risks

## CYCLE REPAIR SHOP

### 1. Enterprise

**CYCLE REPAIR SHOP**

### 2. Background

- This activity is not caste specific/restricted,
- It is not a seasonal economic activity and has a continuous demand.
- Cycle is the most common means of transportation, thereby offering a very wide scope as an income generation activity.

### 3. Raw Material & Investment

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure (gumti/jhonpri)</td>
<td>Rs.2,000/-</td>
</tr>
<tr>
<td>Tool Box and other equipment</td>
<td>Rs. 1,000/-</td>
</tr>
</tbody>
</table>

### 4. Requisites

- This activity needs training/apprenticeship to know the trade.
- Should be based on a roadside, at chatti or in market place

### 5. Manpower Requirement

> One or two skilled workers.

### 6. Market details

> Local demand.

### 7. Income and returns

> Profit of the Rs. 100 - 150/- per day.

### 8. Risks & Problems

> No major risks

Appendix-B 151
### Viable Micro Enterprise

#### 1. Enterprise

**TEA AND SNACKS SHOP**

#### 2. Background

- This activity is not caste specific/restricted,
- It is not a seasonal economic activity and has been continuous demands

#### 3. Raw Material & Investment

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>Rs. 2,000/-</td>
</tr>
<tr>
<td>Utensils, cans and stove</td>
<td>Rs. 500 /-</td>
</tr>
<tr>
<td>Eats snacks, milks, etc.</td>
<td>Rs. 500 /- (first time investment)</td>
</tr>
<tr>
<td>Recurring expenses</td>
<td>Rs. 100 – 150 /- per month</td>
</tr>
</tbody>
</table>

#### 4. Requisites

- Should be based on a roadside, at chatti or in a market place.
- Cleanliness, quality and variety should be maintained.

#### 5. Manpower Requirement

> One or two workers.

#### 6. Market details

> Local demand,

#### 7. Income and returns

> Earning up to Rs. 150 – 200 /- per day.
> Profit goes upto Rs. 75 – 100/- per day.

#### 8. Risks & Problems

> Creditors.

#### 9. Feasibility for women

High
1. **Enterprise** | **TAILORING**

2. **Background**
   - It is caste-based activity to some extent; however, other caste people can also take it up. Many women have already begun doing this activity for livelihood.
   - It is not a seasonal economic activity has continuous demand.

3. **Raw Material & Investment**
   - Stitching machine | Rs. 2,000-2,500/-
   - Tools and equipment (tape, threads, scissors) | Rs. 500 /-
   - Furniture | Rs. 1,000 /-

4. **Requisites**
   - This activity needs training or apprenticeship to know the trade.
   - Can be home based or have a separate space.
   - Quality and neatness of the product should be maintained.

5. **Manpower Requirement**
   - One worker.

6. **Market details**
   - Local demand- within and among nearby villages,

7. **Income and returns**
   - Income upto Rs. 100 – 150 /- per day.

8. **Risks & Problems**
   - Creditors

9. **Feasibility for women**
   - High
<table>
<thead>
<tr>
<th></th>
<th>Enterprise</th>
<th>EGG SNACK SHOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Enterprise</td>
<td>EGG SNACK SHOP</td>
</tr>
</tbody>
</table>
| 2 | Background | ❖ This activity is not caste specific/ restricted,  
❖ It is not a seasonal economic activity and has been continuous demands  
❖ In the months of winter and monsoon, the sale is the maximum. |
| 3 | Raw Material & Investment | • Infrastructure (Gumti/Jhonpri) | Rs. 2,000/-  
• Utensils, cans and stove | Rs. 500 /-  
• Eats spices, eggs, etc. | Rs. 500 /-  
• Recurring expenses | Rs. 100 – 150 /- per week. |
| 4 | Requisites | ❖ Hygiene and cleanliness should be maintained.  
❖ Perishables should be consumed before getting spoilt.  
❖ Should be based in a market place, chattis, schools, offices, hospitals, stations etc.  
❖ Should have the skill to use eggs in a diversified manner. |
| 5 | Manpower Requirement | > One worker. |
| 6 | Market details | > Local demand, |
| 7 | Income and returns | > Income is about Rs. 350 – 450 /- per day.  
> Profit amounts to Rs. 150 – 200/- per day. |
| 8 | Risks & Problems | > No major risks |
| 9 | Feasibility for women | High |

Appendix-B 154
### B. MANUFACTURING AND PROCESSING

**Viable Micro Enterprise**

1. **Enterprise JUICE SHOP**

2. **Background**
   - This activity is not caste specific/restricted,
   - It is not a seasonal economic activity and has continuous demand. In the months of summer the sale is the maximum.

3. **Raw Material & Investment**
   - Infrastructure (Gumti/Jhonpri) Rs. 2,000 – 2,500/-
   - Juice Machine Rs. 1,000 /-
   - Fruits Rs. 500 /-
   - Working capital weekly
   - Glasses and cans Rs. 1,500 – 2,000 /- p.m.
   - Rs. 200/-

4. **Requisites**
   - Hygiene and cleanliness should be maintained.
   - Perishables should be consumed before getting spoiled.
   - Should be based in a market place, schools, offices, hospitals, stations etc.

5. **Manpower Requirement**
   - One worker.

6. **Market details**
   - Local market place

7. **Income and returns**
   - Earning up to Rs. 300 /- per day.
   - Profit about Rs. 100 – 150/- per day.

8. **Risks & Problems**
   - Loss due to perishability of goods.
   - Supply and availability of fruits on time.

9. **Feasibility for women**
   - Moderate

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**Appendix-B**
1. **Enterprise** | **ELECTRONIC CHARKHĀ**

2. **Background**
   - This activity is not caste specific/restricted,
   - It is not a seasonal economic activity and has a good demand in this area,
   - One Charkha is able to do the work of 8-10 women in very little time,
   - Work is available for 7-8 months continuously in a year.

3. **Raw Material & Investment**
   - Rani Charkha Machine
   - Electronic Motor
   - Electricity Rental
   
   (Availability of raw material, machine & training is from the Gandhi Ashram)
   
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rani Charkha Machine</td>
<td>Rs. 10,000/-</td>
</tr>
<tr>
<td>Electronic Motor</td>
<td>Rs. 3,000/-</td>
</tr>
<tr>
<td>Electricity Rental</td>
<td>Rs. 235/- monthly</td>
</tr>
<tr>
<td>(Rs. 110/- per kg.)</td>
<td></td>
</tr>
</tbody>
</table>

4. **Requisites**
   - This activity needs continuous supply of electricity.
   - Training for the entrepreneur is a must. Shri Gandhi Ashram Utapatti Kendra, Ratnapura, Mau provide it. Duration of training is 3 months and 25 women can be trained in their own village, on the organization’s Rani Charkha for no charges.
   - One covered area for the machine ensemble and raw material is required.
   - Quality control should maintain.

5. **Manpower Requirement**
   - One trained worker.

6. **Market details**
   - Finished product is bought by Khadi Gramudyog and/or Gandhi Ashram.

7. **Income and returns**
   - Earning amount to Rs. 150-250/- per kg. i.e. Rs. 2,500/- per month.

8. **Risks & Problems**
   - Erratic electricity supply

9. **Feasibility for women**
   - High
<table>
<thead>
<tr>
<th>1. Enterprise</th>
<th>FOOD PRESERVATION</th>
</tr>
</thead>
</table>
| 2. Background | ❖ This activity is NOT caste specific/ restricted,  
❖ It is not a seasonal economic activity and has a good demand in this area,  
❖ FOODMATE is a food processing industry with a range of 47 different items (jam, noodles, pickles, sauce, vinegar, preserved fruits, murabba, etc.). The industry is based in Ballia District and employs a large number of manpower alongside the heavy investment in capital.  
❖ FOODMATE offers scope for women to work on contact manufacturing where in the infrastructure, raw material and training in provided by the industry. Other aspects like marketing are also given on contact basis to individuals. The industry gives a buy-back guarantee on manufacturing and marketing.  
❖ FOODMATE also provides training to groups/individuals incase they want to set up their own concerns.  
❖ If any group/SHG wants to start their own ancillary processing unit, FOODMATE provides full technical know how, infrastructure support and by-back guarantee. For setting up such a unit, KVIB extends loan up to Rs. 1-1.5 lac.  
❖ SGSY First grading Group can start a small unit of chana grinding with an initial investment of Rs. 5,000 – 6,000/-. For this, FOODMATE provides the technical know-how, and buy-back guarantee. |
| 3. Requisites | ➢ Training and technical knowledge is necessary in this field.  
➢ Quality should be given special attention. |
| 4. Manpower Requirement | ➢ Can be taken as individual activity.  
➢ Can include a group in an ancillary unit. |
| 5. Income and returns | ➢ Profit in contact – manufacturing goes up to 50%.  
➢ Profit in contact – marketing amount to 20-25%.  
➢ Profit in auxiliary unit goes up to 50-55%. |
| 6. Risks & Problems | ➢ Timely receipt if raw material, production and timely supply of finished product, |
| 7. Feasibility for women | High |
### A- TRADING

<table>
<thead>
<tr>
<th>1. Enterprise</th>
<th>DAILY UTILITY GOODS SHOP</th>
</tr>
</thead>
</table>
| 2. Background | ❖ This activity is not caste specific/ restricted,  
❖ It is not a seasonal economic activity and has continuous demand,  
❖ Will contains items which are in daily use in rural household like; broomsticks, ropes, jholas,(bags) buckets, baskets and some hand held agricultural equipment, crude kitchen utensils, etc. |
| 3. Raw Material & Investment | 1- Infrastructure (Gumti/Jhonpri) Rs. 2,500/-  
2- Saleable Material Rs. 7,000/- |
| 4. Requisites | ❖ Supply and quality of goods should be maintained.  
❖ Should be based in a market place.  
❖ Should be open to inclusion of more and more goods according to demand pattern. |
| 5. Manpower Requirement | ➢ One worker. |
| 6. Market details | ➢ Local demand |
| 7. Income and returns | ➢ Earning of Rs. 250-300/- per day.  
➢ Profit amounting to Rs. 50-57/- per day. |
| 8. Risks & Problems | ➢ No major risks. |
| 9. Feasibility for women | High: women already have traditional skills of rope making, weaving, etc. This will help them in the trade. |
1. **Enterprise** | **PROVISION STORE**
--- | ---
2. **Background** | ❖ This activity is not caste specific/ restricted,
❖ It is not a seasonal economic activity and has a good demand in this area,
❖ The store will contain petty items of everyday household needs, like - soaps, pulse, grains, kerosene oil, sugar, sweets for children, hair oil, tooth brush, blade, washing powder, etc.
3. **Raw Material & Investment** | 1- Infrastructure (Gumti) | Rs. 2,000/-
2- Saleable items | Rs. 8,000/-
4. **Requisites** | ❖ Supply and quality of goods should be maintained.
❖ Should be based in a market place or chatti.
❖ Should be open to inclusion of more and more goods according to demand pattern.
5. **Manpower Requirement** | ❖ One worker.
6. **Market details** | ❖ Local demand
7. **Income and returns** | ❖ Profit margin Rs. 100-150/- per day.
❖ Daily income Rs. 250.
8. **Risks & Problems** | ❖ Credits only.
9. **Feasibility for women** | High
1. **Enterprise** | **ANIMAL FEED SHOP**

2. **Background**
   - This activity is not caste specific/restricted,
   - It is not a seasonal economic activity and has high demand in this area,
   - The items to be kept in this establishment will be choker, khadi, dalia, khari, etc.

3. **Raw Material & Investment**
   - 1- Infrastructure (Gumti/Jhonpri) Rs. 2,000/-
   - 2- Animal feed Rs. 8,000/-

4. **Requisites**
   - Should be based in a market place, village or chatti.
   - Should be easily accessible where animal husbandry is a popular activity.
   - In addition to animal feed, other items like animal bells, ropes, vessels can be kept for more returns.
   - Branded animal feed can be brought in wholesale and sold at retail rates by the entrepreneur.

5. **Manpower Requirement**
   - One worker.

6. **Market details**
   - Very high local demand

7. **Income and returns**
   - Earning amount to Rs. 200-250/- per day.
   - Profit goes to Rs. 100-150/- per day.

8. **Risks & Problems**
   - No risks.

9. **Feasibility for women**
   - High:

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Appendix-B 160
1. **Enterprise** | **COSMETIC STORE (Manihari)**
---|---
2. **Background** | ❖ This activity is not caste specific/ restricted,
❖ It is not a seasonal economic activity and has a good demand in this area,
❖ The items to be kept in this establishment will include bangles, Bindis, undergarments for women and children, nail paints, lips sticks, eye-soot, talc powders, hail oil wool, knitting, needles, threads, pins and other petty items.
❖ Because of the marriage season, the business is very profitable for about 7-8 months in a year.
3. **Raw Material & Investment** | 1- Infrastructure (Gumti/Jhonpri) Rs. 2,000/-
2- Saleable items Rs. 2,000-3,000/-
4. **Requisites** | ❖ Can be home based also.
❖ Supply and quality of goods should be maintained.
❖ Variety should be paid special attention.
5. **Manpower Requirement** | ➢ One worker.
6. **Market details** | ➢ High local demand
7. **Income and returns** | ➢ Income up to Rs. 150-200/- per day.
➢ Profit amounting to Rs. 100/- per day.
8. **Risks & Problems** | ➢ Creditors.
9. **Feasibility for women** | High
## Viable Micro Enterprise

### 1. Enterprise

**VEGETABLE AND FRUITS SELLING**

### 2. Background

- This activity is not caste specific/restricted,
- It is not a seasonal economic activity and has continuous demand,
- The items to be kept in this activity will include seasonal fruits and vegetables.

### 3. Raw Material & Investment

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1- Infrastructure</td>
<td>Rs. 2,000/-</td>
</tr>
<tr>
<td>2- Saleable items</td>
<td>Rs. 1,000/-</td>
</tr>
</tbody>
</table>

### 4. Requisites

- Should be based in a market or chatti.
- Should pay special attention to variety, freshness and pricing of items.
- Raw material can be purchased at wholesale rates from mandis and sold at retail rates. Farm production can be sold as well.

### 5. Manpower Requirement

- One worker.

### 6. Market details

- High local demand

### 7. Income and returns

- Income up to Rs. 250-300/- per day.
- Profit amounts to Rs. 100-150/- per day.

### 8. Risks & Problems

- Availability of fruits and vegetables,
- Price fluctuations,
- Perishability of goods.

### 9. Feasibility for women

High
## Viable Micro Enterprise

### 1. Enterprise

**FOOTWEAR SHOP**

### 2. Background

- Selling of footwear can be done by other caste members.
- It is not a seasonal economic activity and has a good demand in this area.
- The items to be kept in this establishment will include, shoes, slippers, socks, laces, slipper-straps for men, women and children.

### 3. Raw Material & Investment

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure (Gumti/Thela)</td>
<td>2,000/-</td>
</tr>
<tr>
<td>Shoe racks</td>
<td>1,000/-</td>
</tr>
<tr>
<td>Saleable footwear</td>
<td>2,000/-</td>
</tr>
</tbody>
</table>

### 4. Requisites

- Should be based in a market or chatti.
- Should pay special attention to variety of design and sizes, and pricing of items.
- Should also keep some local brands.

### 5. Manpower Requirement

- One worker.

### 6. Market details

- High local demand

### 7. Income and returns

- Profit amounts of Rs. 7/- per pairs.
- Income goes up to Rs. 250- 300/- per day.

### 8. Risks & Problems

- Change in trend and leftover items.
- Creditors.

### 9. Feasibility for women

- Moderate.

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Appendix-B
1. Enterprise | CLOTH STORE
2. Background
❖ This activity is not caste specific/ restricted,
❖ It is not a seasonal economic activity and has a good demand in this area.
❖ This item to be kept in this establishment will include, dress material, sari, gamcha and other items by demand.
❖ Because of the marriage and festivals, the business is very profitable for about 8-9 months in a year.
3. Raw Material & Investment
   1- Infrastructure (Gumti/Thela) | Rs. 2,000/-
   2- Saleable items | Rs. 2,500/-
4. Requisites
❖ Should be based in a market or chatti.
❖ Should pay special attention to variety, quality and pricing of items.
❖ Material can be purchased at wholesale rates from mandis and sold at retail rates.
❖ Material needs to be kept according to the season, fashion and demand.
5. Manpower Requirement
   ➢ One worker.
6. Market details
   ➢ High local demand
7. Income and returns
   ➢ Income up to Rs. 340-400/- per day.
   ➢ Profit amounts to Rs. 150-200/- per day.
8. Risks & Problems
   ➢ Change in trend and leftover items,
   ➢ Creditors.
9. Feasibility for women
   High.
1. **Enterprise** | **STATIONERY SHOP**
---|---
2. **Background**
   ❖ This activity is not caste specific/restricted,
   ❖ It is not a seasonal economic activity and has a good demand in this area.
   ❖ This item to be kept in this establishment will include books, copies, pens, pencils, inks, erasers, sharpeners, charts, tennis balls, ludo etc.
   ❖ This establishment is most active during new school session.
3. **Raw Material & Investment**
   3- Infrastructure (Gumti) | Rs. 2,000/-
   4- Saleable items | Rs. 3,000-4,000/-
4. **Requisites**
   ❖ Should be near a school or at the market.
5. **Manpower Requirement**
   ➢ One worker.
6. **Market details**
   ➢ High local demand
7. **Income and returns**
   ➢ Income up to Rs. 250-300/- per day.
   ➢ Profit amounts to Rs. 150-200/- per day.
8. **Risks & Problems**
   ➢ No major problems
9. **Feasibility for women**
   Moderate.
<table>
<thead>
<tr>
<th>1. Enterprise</th>
<th>UTENSILS SHOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Background</td>
<td>❖ This activity is not caste specific/ restricted,</td>
</tr>
<tr>
<td></td>
<td>❖ It is not a seasonal economic activity and has a</td>
</tr>
<tr>
<td></td>
<td>❖ good demand in this area.</td>
</tr>
<tr>
<td></td>
<td>❖ This item to be kept in this establishment will</td>
</tr>
<tr>
<td></td>
<td>❖ include steel or aluminum plates, bowls, glasses,</td>
</tr>
<tr>
<td></td>
<td>❖ cooking, utensils and some glass or plastic items.</td>
</tr>
<tr>
<td>3. Raw Material &amp;</td>
<td>5- Infrastructure (Gumti/Thela) Rs. 2,000/-</td>
</tr>
<tr>
<td>Investment</td>
<td>6- Saleable items Rs. 3,000-4,000/-</td>
</tr>
<tr>
<td>4. Requisites</td>
<td>❖ Should be based in a market or chatti.</td>
</tr>
<tr>
<td></td>
<td>❖ Should pay special attention to variety, quality</td>
</tr>
<tr>
<td></td>
<td>❖ and pricing of items based on local demand.</td>
</tr>
<tr>
<td>5. Manpower</td>
<td>➢ One worker.</td>
</tr>
<tr>
<td>Requirement</td>
<td></td>
</tr>
<tr>
<td>6. Market details</td>
<td>➢ Good local demand</td>
</tr>
<tr>
<td>7. Income and</td>
<td>➢ Income up to Rs. 300-400/- per day.</td>
</tr>
<tr>
<td>returns</td>
<td>➢ Profit amounts to Rs. 100- 150/- per day.</td>
</tr>
<tr>
<td>8. Risks &amp;</td>
<td>➢ No major risks.</td>
</tr>
<tr>
<td>Problems</td>
<td></td>
</tr>
<tr>
<td>9. Feasibility</td>
<td>High</td>
</tr>
<tr>
<td>for women</td>
<td></td>
</tr>
</tbody>
</table>