

SHOP @ HOME @ ₹2K

A proposal to the Govt. Central/State to implement in the rural areas which may lead to women empowerment, alleviation of poverty, financial literacy, financial freedom and spreading of equity cult among women of rural India

NAME OF THE PROJECT	SHOP @ HOME @ ₹2K – PROJECT (INVESHOP @ HOME @ ₹2K)
PURPOSE	<ol style="list-style-type: none"> 1. Alleviation of poverty by providing accessible and affordable financial services to all. 2. Financial Literacy to all. 3. Spreading Equity Cult. 4. Women Empowerment/Financial Freedom
A BRIEF DESCRIPTION	<p>An innovative venture ‘Shop@ Home @ ₹2K’ is basically a group project for the unemployed women population in India.</p> <p>Here, a group of women (minimum of 10 members) form an association like the ‘KUTUMBA SHREE’ units in Kerala. With the help of Government aid and/or bank loan they start their business (One Grocery shop + minimum one production unit like production of papad, pickle, jam, chips, brooms, running a restaurant etc.)</p> <p>They are getting a chance to become entrepreneurs at an initial investment of Rs. 2000/- only, which is refundable at the time of quitting the business (a member can quit the group after the formation of the business either by introducing a new member as a replacement or on surrendering the initial membership fee.)</p> <p>The initial membership fee of Rs. 2000/- per member pooled together and invested in a MUTUAL FUND with a lock-in-period of 1 year.</p> <p>All the members should buy the groceries required for their family from this Grocery shop established. Groceries should also be sold to non-members as well, including ‘Home delivery’ facilities for generating handsome income at the end. The shop can be run in a separate room, if available, on rent or in a room adjacent to the house property of any member on rent, if available.</p> <p>The grocery shop will be run by the members on a rotation basis. Two members per day will manage the shop. (These two members should not be together in their next rotation to ensure fairness and reliability in dealings). Physical count of stock and registers should be done by the members daily before taking charge of the day.</p>

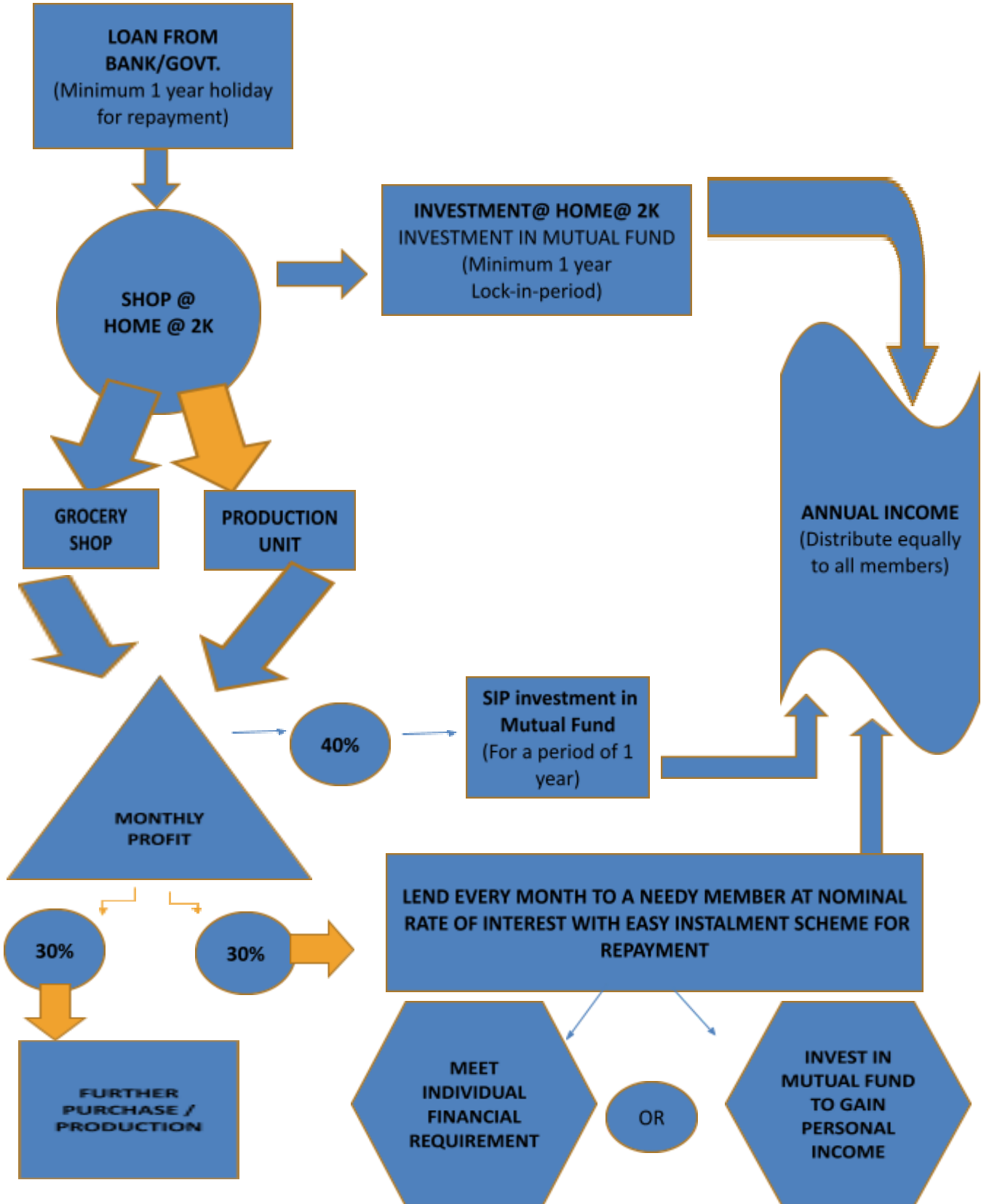
	<p>NB: The members can make arrangements with each other in emergencies.</p> <p>The ‘Production unit’ should also be carried out simultaneously by involvement of all members like production of papad, pickle, jam, candle, led bulbs, detergents, or running a restaurant etc. Products should be packed in standard packets with a ‘brand name’. The production, marketing and sales activities should be done by the members only.</p>
EXPECTED INCOME	<p>Income from Mutual Fund Investment</p> <p>Income from Grocery shop</p> <p>Income from Production unit (Investment in SIP & RD)</p> <p>Income from Lending to members</p>
DISPOSAL OF FINAL INCOME	<p>Final income should be distributed among all members ‘equally’.</p>
TARGETED GROUP	<p>Unemployed women in the rural areas</p>
OBJECTIVE/ADVANTAGE	<ol style="list-style-type: none"> 1. Women empowerment 2. Developing women entrepreneurs 3. Spreading ‘Equity culture’ (Investment culture) (through the ‘Invest @ Home @ 2K’ policy stated in the said Project) 4. Enhance the income of women in rural areas 5. Providing direct/indirect employment to many 6. Eradication of Poverty from rural India 7. Fulfilling the financial needs of women and their family (through the ‘lending policy’ stated in the said Project) 8. Groceries at the doorsteps at reduced price. (through the ‘Shop @ Home @ 2K’ policy stated in the said Project) 9. Enhancing ‘financial literacy’ among rural population
GOVERNMENT SUPPORT	<ul style="list-style-type: none"> <input type="checkbox"/> Provide Loan at concessional rate or in the form of Grant for the initial investment. <input type="checkbox"/> Strict monitoring of the activities by the concerned local body officials. <input type="checkbox"/> Strict monitoring of the activities of the ‘Unit’ by the Panchayat ward Member. <input type="checkbox"/> Provide User-friendly / Customized Record Registers to enter the transactions so that any person could easily calculate the monthly profit (P = I – E). <input type="checkbox"/> Provide through qualified personnel the required Technical help and Training wherever required.

Prepared By:

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The working/implementation of the Project is explained through the flowchart given overleaf.

SHOP @ HOME @ ₹2K – PROJECT (YEAR - 1 PLAN)



Encash the Mutual Fund investment and add the income along with other incomes of the unit for final distribution to the members.
 The 'Principal amount' should be 'Reinvested' for another one/two year(s) lock-in-period.

SHOP @ HOME @ ₹2K – PROJECT (YEAR - 2 ONWARDS)

