



## INCOME GENERATING ACTIVITY – BEE KEEPING

By

Astha - Self Help Group



SHG/CIG Name	Astha
VFDS Name	Dari
Range	Nachan
Division	Nachan

Prepared Under –

Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods  
(JICA Assisted)

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1. Description of SHG

1	SHG Name	Astha
2	VFDS	Dari
3	Range	Nachan
4	Division	Nachan
5	Village	Dari
6	Block	Gohar
7	District	Mandi
8	Total No. of Members in SHG	10- Females
9	Date of formation	Apri 26 <sup>th</sup> 2016
10	Bank a/c No.	2450000100095978
11	Bank Details	PNB Jachh
12	SHG/CIG Monthly Saving	50/-
13	Total saving	4297
14	Total inter-loaning	--
15	Cash Credit Limit	--
16	Repayment Status	--

2. Beneficiaries Details:-

<u>Sr.No</u>	<u>Name</u>	<u>Address</u>	<u>Age</u>	<u>Qualifi- cation</u>	<u>Catego- ry</u>	<u>Income Source</u>
1	Mrs. Sarita Devi	Sh. Ramesh Kumar Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	38	10 <sup>th</sup>	Gen.	Agriculture
2	Mrs. Lalita Kumari	Sh. Akant Prakash Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	28	10+2	Gen.	Agriculture
3	Mrs. Dharam Sheela	Sh. Ranjeet Singh Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	37	10+2	Gen.	Agriculture
4	Mrs. Yadva Devi	Sh. Nater Singh Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	35	10+2	Gen.	Agriculture
5	Mrs. Lata Devi	Sh. Jhava Ram Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	45	7 <sup>th</sup>	Gen.	Agriculture
6	Mrs. Nagan Devi	Sh. Uttam Chand Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	46	5 <sup>th</sup>	Gen.	Agriculture
7	Mrs. Lajja Devi	Sh. Laxmi Kant Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	26	MA	Gen.	Agriculture
8	Mr. Mohani Devi	Sh. Manoj Kumar Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	31	10+2	Gen.	Agriculture
9	Mrs. Mandasi	Sh. Hat Ram Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	50	5 <sup>th</sup>	S.C.	Agriculture
10	Mrs. Lata Devi	Sh. Huckam Chand Vill. Dari Po Sala Teh. Chachyot Distt. Mandi (H.P.)	50	5 <sup>th</sup>	S.C.	Agriculture

### 3. Geographical details of the Village

1	Distance from the District HQ	42 Km.
2	Distance from Main Road	1 Km.
3	Name of local market & distance	Chailchowk- 13 Km.
4	Name of main market & distance	Sundernagar- 41 Km.
	Name of main cities & distance	Mandi- 42 Km.
6	Name of main cities where product will be sold/ marketed	Sundernagar, Mandi

### 4. Executive Summary

Honey farming income generation activities has been selected by Astha self help group. This IGA will be carried out by ten ladies by this SHG. This activity is being already done by maximum ladies of this group. This business activity will be carried out whole year by group member. The process of honey production takes around 75 to 90 days. 3Kg of honey will be obtained of one box. The selling price of 1Kg of honey will be around Rs.400-500 per Kg.

### 6. Description of Product related to Income Generating Activity

1	Name of the Product	::	Honey
2	Method of product identification	::	This activity is being already done by maximum SHG ladies for their own domestic use. This activity has been decided by group members.
3	Consent of SHG members	::	Yes

### 7. Description of Production Processes

- Group will process honey prepared by honey bees. This business activity will be carried out whole year by group members.
- The process of honey/Bee farming is 75 to 90 days. Production process includes cleaning of box harvesting of honey and packing in glass jar
- Initially group will obtained 1.50 Qtl. honey in every three month and in future group will obtained as per demand and will also make other product which follow same process i.e wax, honey and B.venom.

### 8. Description of Production Planning

1	Production Cycle (in days)	75-90 days
2	Manpower required per cycle (No.)	10 Ladies
3	Source of raw materials	Adjoining forest/ farmers field& orchards flowers.
4	Source of other resources	Medicinal flowers in the forest
5	Quantity required per cycle (Kg)	3 Kg. every 75 to 90 days per box
6	Expected production per cycle (Kg)	3 Kg. per box total 1.50 Qtl. Every 75-90 days duration.

### Requirement of raw material and expected production

Sr. No	Raw material	unit	Quantity	Amount per kg	Amount
1	Honey Boxes	50 No	1.50 Qtl. every 75-90 days	Rs. 600/-	90,000/-

### 9. Description of Marketing/ Sale

1	Potential market places	Chail Chowk , Sundernagar, Mandi Chail Chowk-13 Km. Sundernagar-41Km. and Mandi-42km.
2	Distance from the unit	
3	Demand of the product in market place/s	Daily demand, high demand in winter season and pharmacy.
4	Process of identification of market	Group members, according to their production potential and demand in market, will select/list retailer/whole seller. Initially product will be sold in near markets.
5	Marketing Strategy of the product	SHG members will directly sell their product through village shops and from manufacturing place/shop. Also by retailer, wholesaler of near markets. Initially product will be sold in 500grams, 1 Kg. & 2Kg. packaging.
6	Product branding	At SHG level product will be marketed by branding SHG. Later this IGA may required branding at cluster level.
7	Product "slogan"	"A product of SHG"

## 10. SWOT Analysis

### ❖ Strength –

- Activity is being already done by some SHG members
- Raw material easily available
- Bee keeping process is simple
- Proper packing and easy to transport
- Product shelf life is long

### ❖ Weakness –

- Effect of temperature, humidity, in flowering season.
- Highly labor intensive work.
- In winter and rainy season product manufacturing cycle will increase

### ❖ Opportunity –

- High demand in festive and marriage occasion
- Location of markets
- Daily/weekly consumption and consume by all buyers in all seasons

### ❖ Threats/Risks –

- Effect of temperature, moisture at time of flowering and packaging particularly in winter and rainy season.
- Suddenly increase in price of raw material
- Competitive market

## 11. **Description of Management among members**

By mutual consent SHG group members will decide their role and responsibility to carry out the work. Work will be divided among members according to their mental and physical capabilities.

- Some group members will involve in harvesting of honey by machine .
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing

12. Description of Economics:

A. <u>CAPITAL COST</u>					
<u>Sr.No</u>	<u>Particulars</u>	<u>Quantity</u>	<u>Unit Price</u>	<u>Total Amount (Rs.)</u>	
1	Honey boxes 50Nos	50	3400	160000	
2	Honey extraction Machine with tray	-	7000	7000	
3	Smoke forming apparatus	1	900	900	
4.	Bee Veil	5	100	500	
5.	Hive Tool	5	50	250	
6.	Honey Extractor Kit	1	900	900	
7.	Digital Weighing Machine	2	1000	2000	
8.	Chair Table	10	400	4000	
9.	Finished product storage almirah/racks	-	LS	5000	
<u>Total Capital Cost (A)</u>				1,80,550/-	
B. <u>RECURRING COST</u>					
<u>Sr. No.</u>	<u>Particular</u>	<u>Unit</u>	<u>Quantity</u>	<u>Price</u>	<u>Amount</u>
1	Labour (will be done by SHG members)	-	-	-	-
2	Food Grader Plastic Jar	-	100	22	2200
3	Transportation	90 days	1.50 Qtl.	L/S	3000
4	Apron, Plastic Gloves	3	-	300	900
5	Other (stationary, electricity, water bill, machine repair )	90 days	-	1000	3000
<u>Recurring Cost</u>					9,100
Total Recurring Cost B = 9,100/- (Recurring cost - Labour cost) as work/ labour will be done by SHG members.					



C. <u>Cost of Production (Monthly)</u>		
Sr. No	Particulars	Amount (Rs)
1	Total Recurring Cost	9,100
2	10% depreciation annually on capital cost	18,055
	<b>Total</b>	<b>27,155</b>

D. <u>Selling Price calculation (per cycle)</u>					
Sr.No	Particulars	Unit	Qty.	Amount	
1	Cost of Production	Kg	1	-	It will decrease as the quantity of production increase
2	Current market price	Kg	1	600-700	-
3	Expected Selling Price by SHG	Rs		600	-

### 13. Analysis of Income and Expenditure (90 days)

Sr.No	Particulars	Amount (Rs)
1	10% depreciation annually on capital cost	18,055
2	Total Recurring Cost	27,155
3	Total Production every Three Month	1.50 Qtl.
4	Selling Price (per Kg)	600
5	Income generation Every Three Month	90,000
6	Net Profit (90000-27155)	62,845
7	Distribution of net profit	<ul style="list-style-type: none"> <li>• Profit will be distributed equally among members monthly/yearly basis.</li> <li>• Profit will be utilized to meet recurring cost.</li> <li>• Profit will be used for further investment in IGA</li> </ul>

14. Fund requirement:

<u>Sr.No</u>	<u>Particulars</u>	<u>Total Amount</u>	<u>Project 75% Contribution</u>	<u>SHG Contribution</u>
1	Total capital cost	1,80,550	1,35,413	45,137
2	Total Recurring Cost	27,155	-	27,155
3	Trainings/capacity building/ skill up-gradation		-	-
	<b>Total</b>	<b>2,07,705</b>	<b>1,35,413</b>	<b>72,292</b>

**Note-**

- **Capital Cost** - 75% of capital cost to be covered under the Project
- **Recurring Cost** - To be borne by the SHG/CIC
- **Trainings/capacity building/ skill up-gradation** - To be borne by the Project

15. Sources of fund:

<u>Project support:</u>	<ul style="list-style-type: none"> <li>• 75% of capital cost will be utilized for purchase of Bee Keeping Boxes, Honey Processing Machine and Smoke provide other equipments.</li> <li>• Rs 1 lakh as revolving have parked in the SHG bank account.</li> <li>• Trainings/capacity building skill up-gradation cost.</li> </ul>	Procurement of machineries/equipment will be done by respective DMU/FCCU after following all nodal formalities.
<u>SHG contribution</u>	<ul style="list-style-type: none"> <li>• 25% of capital cost to be borne by SHG, this include cost of materials/tools other than machineries</li> <li>• Recurring cost to be borne by SHG</li> </ul>	

**16. Trainings/capacity building/skill up-gradation**

Trainings/capacity building/ skill up-gradation cost will be borne by project.

Following are some trainings/capacity building/ skill up-gradation proposed/needed:

- Cost effective procurement of raw material
- Quality control
- Packaging and Marketing
- Financial Management
- 

**17. Other sources of income:**

Income from wax and B venom.

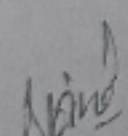
**18. Bank Loan Repayment** - If the loan is availed from bank it will be in the form of cash credit limit and for CCL there is not repayment schedule; however, the monthly saving and repayment receipt from members should be routed through CCL.

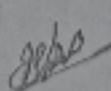
- In CCL, the principal loan outstanding of the SHG must be fully paid to the banks once a year. The interest amount should be paid on a monthly basis
- In term loans, the repayment must be made as per the repayment schedule in the banks.


**19. Monitoring Method** – At the initial stage baseline survey and yearly survey will be conducted of the beneficiaries.

Some key indicators for the monitoring are as:

- Size of the group
- Fund management
- Investment
- Income generation
- Production level
- Quality of product
- Quantity sold
- Market reach

  
FTU Co-ordinature  
(JICA) forest Division, Nachan

  
FTU-cum – R.O. Nachan  
RFO, Nachan

  
DMU-Cum-DFO, Nachan  
Forest Division, Gohar