



BUSINESS PLAN
on
INCOME GENERATION ACTIVITY
Seera & Badi making
by
Sarkanda-Self Help Group



SHG/CIG Name	::	Sarkanda
VFDS Name	::	Rains Bhalara
Range	::	Joginder Nagar
Division	::	Joginder Nagar

Prepared Under–

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

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1. Description of SHG/CIG

1.	SHG/CIG Name	Sarkanda Mata
2.	VFDS	Rains Bhalara
3.	Range	Lad Bahrol
4.	Division	Jogindernagar
5.	Village	Rains Bhalara
6.	Block	Pandol
7.	District	Mandi
8.	Total no. of members in SHG	8 females
9.	Date of formation	02-12-2021
10.	Bank a/c No.	31510113936
11.	Bank details	The HPS Cooperative Bank Ltd. Lad Bharol
12.	SHG/CIG monthly savings	50
13.	Total saving	1200
14.	Total inter loaning	-
15.	Cash Credit Limit	-
16.	Repayment status	-

2. Beneficiaries Detail:

S.no.	Name	M/F	Father/ Husband name	Category	Designation	Contact no.
1	Santosh Kumari	F	Rakesh Kumar	General	President	8580426424
2	Mamta Devi	F	Ajay Kumar	General	Secretary	8619144169
3	Seema Devi	F	Balbant Singh	General	Member	9817222981
4	Deepa Devi	F	Partap Singh	General	Member	9817742501
5	Vanita Devi	F	Sashi Kumar	General	Member	8265077332
6	Arpna Devi	F	Manoj Rana	General	Member	8219957983
7	Vimla Devi	F	Sher Singh	General	Member	8628812032
8	Heena Devi	F	Santosh Kumar	General	Member	9817834705

3. Geographical details of the Village

1	Distance from the District HQ	90 Km
2	Distance from Main Road	10 Km
3	Name of local market & distance	Lad Bharol & 10 Km
4	Name of main market & distance	Lad Bharol & 10 Km
5	Name of main cities & distance	Mandi 90 Km, Joginder Nagar 30 Km
6	Name of main cities where product will be sold/ marketed	Joginder Nagar

4.Executive Summary

Seera and Badi making income generation activity has been selected by Sarkanda Self Help Group. This IGA will be carried out by all ladies of this SHG. Seera and badi making is a traditional domestic activity of all the members of this group and they are well conversant with the method of preparing these food article for their household use. Now the group want to make this activity as their livelihood by using the modern equipment and manufacturing these articles in a large scale for commercial purpose so that they can enhance their income . This business activity will be carried out whole year by the group members. The process of making seera takes around 12-15 days. Approximately 1 kg of seera will be manufactured by 2 Kg of wheat seeds. Production process includes process like cleaning, washing, soaking, grinding, drying etc. Initially group will manufacture seera, but in future group will manufacture other products which follow same process. Product will be sold directly by group or indirectly through retailers and whole sellers of near market. Selling price of 1 Kg of seera will be around 150 per Kg.

Badi of Moong, Maah, Masar, Danthal etc. will also be made by this group. This activity is being already done by some ladies of this group. This business activity will be carried out whole year by group members. The process of making badi takes around 3 to 5 days.

For preparation of 1kg badi, approximately 1.25- 1.50 Kg of daal and around 150-200 gram of masala (Kaali mirch, badi elaichi, Ajwain, Jeera etc) are required. Production process includes process like cleaning, washing, soaking, grinding, mixing, drying etc. Initially group will manufacture badi but in future group will manufacture other products which follow same process. Product will be sold directly by group or indirectly through retailers and whole sellers of near market initially. Selling price of 1 Kg of badi will be around 250-260 per Kg.

5. Description of Product related to Income Generating Activity

1	Name of the Product	::	Seera, Mashbadi, Moongbadi, SoyaBadi, Sepubadi ,
2	Method of product identification	::	The group along with JICA staff held many meetings to identify the livelihood activity and discussed on some issues like availability of raw material in the locality, skill for preparation of product marketing status and then all SHG agreed to adopt Seera and Badi making initially and later on more product of similar process will be added .
3	Consent of SHG/ CIG / cluster members	::	All SHG members are agreed and passed resolution with all consent .

6. Description of Production Processes

- Group will make badi of moong, maah, masar daal and danthal (aripata) and Seera of wheat seeds. This business activity will be carried out whole year by group members.
- The process of making badi takes around 3 days and 12-15 days for Seera making.
- Based on assumption/experience -1 kg of badi will be manufactured by 1.25-1.50 Kg of daal and 150-200 gram of masala(Kaalimirch, badi Elaichi, Ajwain, Jeera etc). Seera is also assumed to be of 1 kg.
- Production process includes process like cleaning, washing, soaking, grinding, mixing, drying etc.
- Initially group will manufacture 220 kg badi and 100 kg of Seera per month and in future, group will manufacture as per demand and will also make other products which follow same production process.

7. Description of Production Planning

1	Production Cycle (in days)	::	3 days for Badi and 12-15 days for Seera
2	Manpower required per cycle(No.)	::	All ladies
3	Source of raw materials	::	Local market/ Main market
4	Source of other resources	::	Local market/ Main market
5	Quantity required per cycle (Kg)	::	30 kg daal and 4.5-5 Kg masala for Badi and 400 kg wheat seeds (initially)
6	Expected production per cycle (Kg)	::	200 kg Seera and 25 kg Badi

Requirement of raw material and expected production

Sr.no	Raw material	unit	Time	Quantity	Amount per kg (Rs)	Total amount	Expected production Monthly (Kg)
1	Daal	Kg	Monthly	300	120	36,000	250
2	Masala	Kg	Monthly	50	200	10,000	
	Wheat seeds	Kg	Monthly	400	20	8,000	200

8. Description of Marketing/ Sale

1	Potential market places/locations	Lad Bharol
	Distance from the unit	15 Km
2	Demand of the product	Daily demand and high demand at the time of festive and marriage occasions.
3	Process of identification of market	Group members will contact nearby villagers/ households/ institutions.
4	Marketing Strategy	SHG members will directly take orders(individual levels/ group level) from nearby villagers/ households/ institutions.
5	Product branding	At CIG/SHG level product will be marketed by branding CIG/SHG. Later this IGA may required branding at cluster level
6	Product “Slogan”	“A product of SHG Sarkanda”

9.SWOT Analysis

❖ Strength–

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

❖ Weakness–

- Effect of temperature, humidity, moisture on manufacturing process/product.
- 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 manufacturing and packaging particularly in winter and rainy season.
- Suddenly increase in price of raw material
- Competitive market

10 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 Pre-Production process (i.e-procuring of raw material etc)
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing.

11. Description of Economics:

A. CAPITAL COST				
Sr.No	Particulars	Quantity	Unit Price	Total Amount (Rs.)
1	Wet Grinder Machine (2HP) with installation and Transportation up to site	2	20,000	40,000
2	Dry Grinder / Mixture (Heavy duty) 1 kg capacity	1	6,000	6000
3	Water tub (40-50 ltr)	4	500	2000
4	Drum for storage- water, daal raw material etc-(80-100ltr) plastic	3	1000	3000
5	Plastic sheets (eg-40×60 inch)	5	200	1000
6	Plastic Mugs	5	100	500
7	Kitchen tools		LS	2000
8	Water strainer		LS	2000
9	Finished product storage almirah/racks	2	-	5500

10	Digital Weighing Scale Machine	2	1000	2000
11	Poly Sealing Table Top Heat Sealer Pouch Plastic Packaging Machines	1	2000	2000
12	Apron, cap, plastic hand gloves etc	-	-	2000
13	Chairs, Table		LS	4000
	Total Capital Cost (A) =			72,000

.B RECURRING COST					
Sr.no	Particulars	Unit	Quantity	Price	Total Amount (Rs)
1	Raw material (daal)	Kg/month	300	120	36,000
	Raw material (wheat seeds)	Kg/month	400	20	8000
2	Raw material (masala)	Kg/month	45	200	9,000
3	Rent	Month	1	1500	1500
4	Packaging material	Month	-	1500	1500
5	Transportation	Month	-	800	800
6	Other (stationary, electricity, water bill, machine repair)	Month	-	1200	1200
	Recurring Cost				58,000
Work/labour will be done by SHG members.					

C. Cost of Production (Monthly)		
Sr. No	Particulars	Amount (Rs)
1	Total Recurring Cost	58,000
2	10% depreciation annually on capital cost	7200
	Total	65200

D. Selling Price calculation (per cycle)					
Sr. No	Particulars	Unit	Qty	Amount(Rs)	
1	Cost of Production	Kg	1	50+190= 240	It will decrease as the quantity of Production Increases
2	Current market price	Kg	1	150-180 for Seera and 300 for Badi	
3	Expected Selling Price by SHG	Rs	1	180 for Seera and 260 for Badi	

12. Analysis of Income and Expenditure (Monthly):

Sr.No	Particulars	Amount (Rs)
1	10% depreciation annually on capital cost	7200
2	Total Recurring Cost	58,000
3	Total Production per month(Kg)	Seera 200 kg Badi 250 kg
4	Selling Price (per Kg)	Seera 180 per kg Badi 260 per kg
5	Income generation (200×180) for Seera and (250×260) for Badi	Seera= 200kg@180per= 36000 Badi= 250kg@260= 65,000 Total =1,01,000
6	Net profit (101000-58000)	43,000
7	Distribution of net profit	<ul style="list-style-type: none"> Profit will be distributed equally among members monthly/yearly basis. Profit will be utilized to meet recurring cost. Profit will be used for further investment in IGA

13. Fund requirement:

Sr.No	Particulars	Total Amount (Rs)	Project Contribution	SHG Contribution
1	Total capital cost	72,000	54,000	18,000
2	Total Recurring Cost	58,000	0	58,000
3	Trainings/capacity building/ skill up-gradation	50,000	50,000	0
	Total	1,80,000	1,04,000	76,000

Note-

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

14. Sources of fund:

Project support;	<ul style="list-style-type: none"> • 75% of capital cost will given by the project • Upto Rs1 lakh will be parked in the SHG bank account (as Revolving Fund). • Trainings/capacity building/ skill up-gradation cost will be borne by the project. • In case SHG take loan from bank the subsidy of 5% interest rate will be deposited directly to the Bank/Financial Institution by DMU and this facility will be only for three years. SHG have to pay the installments of the Principal amount on regular basis. 	Procurement of machineries/equipment will be done by respective DMU/FCCU after following all codal formalities.
SHG contribution	<ul style="list-style-type: none"> • 25% of capital cost to be borne by SHG • Recurring cost to be borne by SHG 	

15. Trainings/capacity building/skill up-gradation

Trainings/capacity building/ skill up-gradation cost will be borne by project. Following are some trainings/capacity building/skillup-gradationproposed/needed:

- a. Cost effective procurement of raw material
- b. Quality control
- c. Packaging and Marketing
- d. Financial Management

16. Computation of break-even Point

= Capital Expenditure/selling price (per kg)-cost of production (per kg)

=For Seera $72,000/(180-50)= 554$ kg

=For Badi $(72,000/(260-190)= 1028$ kg

In this process breakeven will be achieved after selling 554 Kg of Seera and 1028 kg Badi. Therefore, break even will be achieved in 4-5 months.

17. Other sources of income:

Income from grinding Daal, wheat, maize etc of villagers/local people.

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.

- a. 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.
- b. In term loans, the repayment must be made as per the repayment schedule in the banks.
- c. Project support - The subsidy of 5% interest rate will be deposited directly to the Bank/Financial Institution by DMU and this facility will be only for three years. SHG/CIG have to pay the installments of the Principal amount on regular basis

19 .Monitoring Method –

- d. Social Audit Committee of the VFDS will monitor the progress and performance of the IGA and suggest corrective action if need be to ensure operation of the unit as per projection.
- e. SHG should also review the progress and performance of the IGA of each member and suggest corrective action if need be to ensure operation of the unit as per projection.

Some key indicators for the monitoring are as:

- f. Size of the group
- g. Fund management
- h. Investment
- i. Income generation
- j. Production level
- k. Quality of product
- l. Quantity sold, Market reach

20. Individual photo of each member:-



Santosh Kumari



Arpana Devi



Hima Devi



Deepa Devi



Seema Devi



Vimla Devi



Mamta Devi



Vanita Devi

21. Group Photograph:-



Business Plan Approval by VFDS and DMU.

Saukanda Mata Group will undertake the ^{Gadi} Saukanda Mata as Livelihood Income Generation Activity under the Project for Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted). In this regard business Plan of Amount Rs. 1,80,000 has been submitted by the group on 7-09-2022 and the Business Plan has been approved by VFDS Rajni Bhalara

Business Plan is submitted to DMU through FTU for further action please.

Thank You.

महा देवी
Pardhan / Secy.
Signature of group President
Ruins, BHO-Cheerwa

Renu Devi
Pardhan / Secy.
Signature of group Secretary
Ruins, BHO-Cheerwa

[Signature]
प्रधान कोषाध्यक्ष
Signature of President VFDS
ग्राम पंचायत पीहंडे बेटलु
तह. लड मडोल, जिला मण्डी (हि.प्र.)

[Signature] Approved
D.M.U.-Cum-
District Forest Officer
Joginder Nagar

Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Sarkanda Mata held on 7-09-2022 at Rainy Chalo that our group will undertake the ^{Badi} Sukka making as Livelihood Income Generation Activity under the Project for Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

हयता देवी
Partition/Secy:
Signature of group President
Ruins, BHO-CU-2022

Denu Devi
Partition/Secy:
Signature of group secretary
Ruins, BHO-CU-2022

[Signature]
प्रधान
कोषाध्यक्ष
Signature of President VFDS
ग्राम वन विकास समिति, रैनू, मन्डी
ग्राम पंचायत, मोहिड रोड,
तह. लड मंडोल, जिला मन्डी (हि.प्र.)