



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



| | | |
|--------------|----|----------------|
| SHG/CIG Name | :: | Sheetal |
| VFDS Name | :: | Digli |
| 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 | Sheetal |
| 2. | VFDS | Digli |
| 3. | Range | Joginder Nagar |
| 4. | Division | Joginder Nagar |
| 5. | Village | Digli |
| 6. | Block | Drang |
| 7. | District | Mandi |
| 8. | Total no. of members in SHG | 7 |
| 9. | Date of formation | 13-04-2022 |
| 10. | Bank a/c No.& IFSC code | 31210128994 |
| 11. | Bank details | HPSCB |
| 12. | SHG/CIG monthly savings | 700 (100 per person) |
| 13. | Total saving | 5600 |
| 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 | Sarla Devi | F | Naresh Kumar | General | President | 8988131901 |
| 2 | Sakuntla Devi | F | Dinesh Kumar | General | Vice- president | 8580891647 |
| 3 | Manju Devi | F | Mukesh Kumar | General | Secretary | 8219538988 |
| 4 | Manisha Thakur | F | Pritam Singh | General | Member | 9459863882 |
| 5 | Kirna Devi | F | Vikas Kumar | General | Member | 9805351712 |
| 6 | Bindra Devi | F | Rajender Kumar | General | Member | 8219204815 |
| 7 | Geeta Devi | F | Suresh Kumar | General | Member | 9736399099 |

3. Geographical details of the Village

| | | |
|---|---------------------------------|----------------------------------|
| 1 | Distance from the District HQ | 50 Km |
| 2 | Distance from Main Road | 2 Km |
| 3 | Name of local market & distance | Joginder Nagar & 6 Km |
| 4 | Name of main market & distance | Joginder Nagar & 6 Km |
| 5 | Name of main cities & distance | Mandi 50 Km, Joginder Nagar 6 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 Sheetal 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 (arbitata) 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 | Village covered - Digli |
| | Distance from the unit | 7 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, according to their production potential and demand in market, will Select /List Retailer / Whole seller. Initially product will be sold in near markets. |
| 4 | Marketing Strategy | At CIG/SHG level product will be marketed by branding CIG/SHG. Later this IGA may required branding at cluster level |
| 5 | Product branding | Sarojani Bags |
| 6 | Product "Slogan" | "A product of SHG Sheetal" |

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

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.

10. 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 |

| 11.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 | |

11. 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 |

12. 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

13. 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 born 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 codalformalities. |
| SHG contribution | <ul style="list-style-type: none"> • 25% of capital cost to be borne by SHG • Recurring cost to be borne by SHG | |

14. 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:

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

15. 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.

16. Other sources of income:

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

17. 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.
- 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 –

- 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.
- 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:

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

20 Individual photo of each member:-



Sarla Devi



Manju Devi



Manisha Devi



Sakuntla Devi



Kirna Devi



Bindra Devi



Geeta Devi

21 Group Photograph :-



Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Sheetal held on 17-09-2022 at Dyali that our group will undertake the Seera badi smoking as Livelihood Income Generation Activity under the Project for Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

सचिव प्रधान सचिव Manjit Devi
Signature Of group President स्वयं सहायता समूह Signature Of group secretary
हराबाग तह. जोमिन्व नगर
जिला मण्डी (हि.प्र.)

Sunil Kumar
Signature of President VFDS
प्रधान
ग्राम वन विकास समिति
ग्राम पंचायत हर मण्डी
तह. जो मण्डी जिला मण्डी (हि.प्र.)

Business Plan Approval by VFDS and DMU.

Shettal Group will undertake the Seeta badi ^{making} 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 17-09-2022 and the Business Plan has been approved by VFDS Digli.

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

Thank You.

शरदा देवी
Signature Of group President
Manju Devi
Signature Of group secretary
पुष्पाम सचिव
श्रीलक्ष्मी स्वयं सहायता समूह
हराबाग तह. जोगिन्द नगर
जिला मण्डी (हि.प्र.)

Sunil Ram
Signature of President VFDS

जय-
श्रीलक्ष्मी स्वयं सहायता समूह
हराबाग तह. जोगिन्द नगर
जिला मण्डी (हि.प्र.)

Approved
D.M.U.-Cum-
Divisional Forest Officer
DMU cum DFO Joginder Nagar

[Signature]

