



INCOME GENERATING ACTIVITY – SHEEP/GOAT FARMING

By

Self Help Group Nouni Mata



SHG Name	Nouni Mata
VFDS Name	Satnog
Range	Urla
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 Name	Nouni Mata
2	VFDS	Satnog
3	Range	Urla
4	Division	Joginder Nagar
5	Village	Satnog
6	Block	Padhar
7	District	Mandi
8	Total No. of Members in SHG	8- Female
9	Date of formation	30 th , July,2022
10	Bank a/c No./IFSC Code	34710109320 / HPSC0000347
11	Bank Details	HP State Co-operative Bank Ltd. Padhar
12	SHG/CIG Monthly Saving	800
13	Total saving	4000/-
14	Total inter-loaning	--
15	Cash Credit Limit	--
16	Repayment Status	--

2. Beneficiaries Detail

Sr. No.	Name & Address of Members	Designation	Age	Edu.	Gender	Category /Occupation	Photographs
1	Mrs. Indra Devi W/o Sh. Suraj Mani Vill. Satnog P.O. Gwali Teh. Padhar Distt.Mandi (H.P.) 85808-85872	Pradhan	35	5 th	Female	Gen./ Agriculture	
2	Mrs. Veena kumari W/o Sh. Bhag Singh Vill. Satnog P.O. Gwali Teh. Padhar Distt.Mandi (H.P.) 86795-22192	Secretary	28	10+	-Do-	Gen./ Agriculture	
3	Sumitra Devi W/o Sh. Chabi Lal Vill. Satnog P.O. Gwali Teh. Padhar Distt.Mandi (H.P.) 90154-34025	Member	41	5 th	-Do-	Gen./ Agriculture	
4	Mrs. Govanti Devi W/o Sh. Ram Lok Vill. Satnog P.O. Gwali Teh. Padhar Distt.Mandi (H.P.) 90150-19797	-Do-	37	5 th	-Do-	Gen./ Agriculture	
5	Mrs. Mathra Devi W/o Sh. Roop Singh Vill. Satnog P.O. Gwali Teh. Padhar Distt.Mandi (H.P.) 89883-81190	-Do-	46	5 th	-Do-	Gen./ Agriculture	
6	Mrs. Sadhna Devi W/o Sh. Khalu Ram Vill. Satnog P.O. Gwali Teh. Padhar Distt.Mandi (H.P.) 76510-0783646	-Do-	48	--	-Do-	Gen./ Agriculture	
7	Mrs. Chaina Devi W/o Sh. Tek Chand Vill. Satnog P.O. Gwali Teh. Padhar Distt.Mandi (H.P.) 76508-88378	-Do-	46	3 rd	-Do-	Gen./ Agriculture	
8	Mrs. Chuddi Devi W/o Sh. Prem Chand Vill. Satnog P.O. Gwali Teh. Padhar Distt.Mandi (H.P.) 90153-9225	-Do-	41	3 rd	-Do-	Gen./ Agriculture	

3. Geographical details of the Village

1	Distance from the District HQ	::	50 Km
2	Distance from Main Road	::	3 Km
3	Name of local market & distance	::	Padhar- 18 Km
4	Name of main market & distance	::	Padhar-18 Km, Mandi- 50Km. J Nagar-40
	Name of main cities & distance	::	
6	Name of main cities where product will be sold/ marketed	::	Padhar, Mandi, Joginder Nagar

4. Executive Summary

Sheep farming income generation activities has been selected by Nouni Mata self help group. This IGA will be carried out by Eight ladies by this SHG. This activity is being already done by maximum members of this group. This activity will be carried out whole year by group member. Because there is lot of scope of grazing in this area. The grazing work carried out by group member in rotation. Name of the process of wool, FYM and selling of mature sheep.

5. Description of Product related to Income Generating Activity

1	Name of the Product	::	Nouni Mata Sheep Farm
2	Method of product identification	::	This activity is being already done by maximum SHG members . This activity has been decided by group members.
3	Consent of SHG/ CIG / cluster members	::	Yes

6. Description of Production Processes

- Group will process sheep farming material. This business activity will be carried out whole year by group members.
- The process of sheep farming for one year. Production process includes cleaning shed ,daily grazing and bearing of wool on yearly bases.
- Initially group will obtain 24 Kg Wool, FYM 6 Qtl. and male sheep/Ram 8 Nos. every year.

7. Description of Production Planning

1	Production Cycle (in days)	::	1 Year
2	Manpower required per cycle (No.)	::	8 Ladies in routine bases
3	Source of raw materials	::	Local area cultivated & waste land
4	Source of other resources	::	Lopping of trees from private land
5	Quantity required per cycle (Kg)	::	-
6	Expected production per cycle (Kg)	::	-

Requirement of raw material and expected production

S.No	Raw material	unit	Time	Quantity	Amount per kg(Rs)	Total amount
1.	Salt	16	1 Year	32 Kg	20	640
2.	Feed mixture	16	1Year	1728 Kg	18	31,104
3.	Calcium, Medicine	-	-	-	HP Animal Husbandry Deptt.	

Description of Marketing/ Sale

1	Potential market places	::	Padhar
2	Distance from the unit	::	8 Km.
3	Demand of the product in market place/s	::	Daily demand,
4	Process of identification of market	::	Group members, according to their production potential and demand in market, will select/list retailer/whole seller. Initially FYM will be sold for orchardist.
5	Marketing Strategy of the product		SHG members will directly sell their mature sheep/ram through village shops. Also by retailer, wholesaler of near markets.
6	Product branding		-
7	Product "slogan"		-

8. SWOT Analysis

❖ Strength –

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

❖ Weakness –

- Effect of temperature, humidity, for grazing.
- In rainy season product manufacturing cycle will increase

❖ Opportunity –

- High demand of selling of mature sheep.
- Demand of FYM for orchards during Feb.& March.

9. 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 wool and packing of FYM by manual.
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing.

10. Description of Economics

A. CAPITAL COST		Quantity		
Sr.No	Particulars	Quantity	Unit Price	Total Amount (Rs.)
1	Sheep	16	8000	128,000
2	Wool shearing machine	1	9000	9000
3.	Transportation	16	500	8000
Total Capital Cost (A) =				145000.00

B <u>RECURRING COST</u>					
Sr.no	Particulars	Unit	Quantity	Price	Total Amount (Rs)
1	Rent (Sheep yard with FYM materials storage shed)	month	12	500	6000
2	Packaging material (Wool & FYM)	Yearly	100 Bags	25	2,500
3	Feed mixture (in Kg)	Kg	16 x15 = 240 Kg	18/-Kg	4320
Total Recurring Cost					12820.00
Total Recurring Cost B = 12820/- (labor will be done by SHG members)					

C. <u>Cost of Production (Monthly)</u>		
Sr. No	Particulars	Amount (Rs)
1	Total Recurring Cost	12820
2	10% depreciation annually on capital cost	14500/-
Total		<u>27320/-</u>

D <u>Selling Price calculation per year</u>				
Sr.No	Particulars	Unit	Amount (Rs)	
1	Cost of Production	-	Grazing daily bases by SHG members on routine schedule	It will decrease as the quantity of production Increase
2	Current market price	-	Wool= 24 Kg /-annual @200/-=4800 FYM= 6 qtl/- annual @ 1000= 6000/-	-
3	Expected Selling Price of mature sheep/Ram by SHG @ 10,000/-	8	80,000/-	-

11. Analysis of Income and Expenditure (Monthly)

Sr.No	Particulars	Amount (Rs)
1	Salt & medicine	640
2	Feed mixture	4320
Total		4960
	Net Profit	90800 – 27320=63480/- (will be distributed among 8 members of SHG)

Fund requirement:

Sr.No	Particulars	Total Amount (Rs)	Project Contribution 75%	SHG Contribution 25%
1	Total capital cost	145000.00	108750.00	36250.00
2	Total Recurring Cost	12820.00	0.00	12820.00
3	Trainings/capacity building/ skill up-gradation	30000.00	30000.00	0.00
	Total	187820.00	138750.00	49070.00

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

12. Sources of fund:

Project support;	<ul style="list-style-type: none">• 50% of capital cost will be utilized for purchase of sheeps, medicine & cattle feed i.e. Rs 1.00 lakh as revolving will be parked in the SHG bank account.	Procurement of machineries/equipment will be done by respective DMU/FCCU after following all nodal formalities.
SHG contribution	<ul style="list-style-type: none">• 25% of capital cost to be borne by SHG, this include cost of materials/tools other than machineries.• Recurring cost to be borne by SHG members	

13. 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

14. Computation of break-even Point

In this process breakeven will be achieved after one year selling wool, FYM and mature sheep.

15. 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.

16. 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

17. SHG Group photograph:



18. Resolution-cum-Group-Consensus Form

Resolution-cum-Group-Consensus Form

It is decided in the General House meeting of the group Nouni Mata held on 23.08.2022 at Satnag that our group will undertake the Sheep/Goat farming as livelihood income generation activity under the Project for implementation of Himachal Pradesh Forest Ecosystem management and livelihood (JICA assisted)

हून्दा देवी
Signature of Group President

Veena Kumari
Signature of Group Secretary

Vijender Kumar
Signature of VFDS President

प्रधान
कृषि विकास समूह नौनी माता
गाँव सतनाग, डा. लवासी, तहसील
जिला सन्दी हिमाचल

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19. Business Plan Approval By VFDS and DMU

