



## **Business Plan**

On

## **Income Generation Activity**

## **PATTAL MAKING**

For

## **Self Help Group -Shiva SHG Baag**



SHG/CIG name

Shiva SHG Baag

VFDS name

Gaddidhar

Range

Kamlah

Division

Joginder Nagar

**Prepared Under-**

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

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## **1. Introduction-**

Shiva SHG Baag SHG was formed under Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted), which falls under VFDS Gaddidhar and Range Kamlah. This SHG consists of 10 females and they collectively decided of making pattals ( Plates) and duna ( bowl) as there Income Generation Activity (IGA). These females already had abundance of taur leaves in nearby forest. The demand of such pattal is very high in the locality as well as in the near by market.

Making plates from the taur leaves is not a new concept. It is an old concept, where a person used to collect taur leaves, clean the leaves by washing and then bind two to three leaves together with small pins of wood. This traditional method still exists but in a very small number. The main reason for the shrinking of making taur leaves plate in traditional way is the availability of other plates in the market such as aluminium plates and shelf life of the taur leaves plates was less. Other reasons are that it is time consuming and require a lot of labor and there are few people left now who are still making these plates from the traditional method.

As the demand of eco-friendly things are on rise. It is a good Income generation activity which is purely bio-degradable and have no affect on human health, completely safe and can replace the aluminium plates. Aluminium plates are good and does not possess any serious threat to human health but as there is depletion of resources and aluminium being an important resource can be used for other purposes.

As discussed above the traditional method of making taur leaves plate is not feasible for large scale production. With the advancement in technology, now there are specific machines available in the market for the production of taur leaves plates in a very less time. Many people have started this business but still there is huge scope for the other such businesses that can flourish too, as the demand of such plates is huge. These ladies have a huge supply of taur leaves and are familiar with the market, they together decided pattal making as their Income Generation Activity.

## 2. Description of SHG/CIG

1.	SHG/CIG Name	Shiva SHG Baag
2.	VFDS	Gaddidhar
3.	Range	Kamlah
4.	Division	Joginder Nagar
5.	Village	Gaddidhar
6.	Block	Dharampur
7.	District	Mandi
8.	Total no. of members in SHG	10 females
9.	Date of formation	4/1/2022
10.	Bank a/c No.	33210107384
11.	Bank details	Himachal State Co-operative Bank Tihra
12.	SHG/CIG monthly savings	1000( 100 per person)
13.	Total saving	2000
14.	Total inter loaning	-
15.	Cash Credit Limit	-
16.	Repayment status	-

### 3. Beneficiaries Detail

S.no	Name	M /F	Father/ Husband name	Category	Designation	Contact no.
1	Champa Devi	F	Milap Chand	General	President	9805346807
2	Guddi Devi	F	Jai Chand	General	Secretary	8628961995
3	Soma Devi	F	Daler Rana	General	Member	9805556580
4	Manisha Devi	F	Pardeep Kumar	General	Member	7018099016
5	Varsha Kumari	F	Sunil Kumar	General	Member	7876716364
6	Jyoti Thakur	F	Ankush Kumar	General	Member	8627864140
7	Neha Baniyal	F	Suman Kumar	General	Member	9816277592
8	Premi Devi	F	Roop Chand	General	Member	7807466792
9	Rajkumari	F	Achhar Singh	General	Member	-
10	Priyanka	F	Dharmender	General	Member	8278719056

#### 4. Geographical details of the Village

1	Distance from the District HQ	120 Km
2	Distance from Main Road	2 Km
3	Name of local market & distance	Gadhidhar 5 km
4	Name of main market & distance	Tihra 6 Km
5	Name of main cities & distance	Mandi 120 km Sarkaghat 35 Km Dharampur 25 Km Sandhol 25 Km
6	Name of main cities where product will be sold/ marketed	Sarkaghat, Dharampur, Sandhol, Awah Devi

#### 5. Executive Summary-

Pattal making income generation activity has been selected by this Self Help Group. This IGA will be carried out by all ladies of this SHG. This business activity will be carried out yearly by group members. The process of making a bundle which will consist of 25 plates will take 30 minutes initially. Later, this time will be decreased as the group members will be comfortable in using the machine. Product will be sold directly by group or indirectly through retailers and whole sellers of near market initially.

#### 6. Description of product related to Income Generating Activity-

1	Name of the Product	taur Pattal Making by machines.
2	Method of product identification	Has been decided by group members as the availability of taur leaves is in abundance and the process of making plates is also easy. Also, there is a huge demand of biodegradable plates in market.
3	Consent of SHG/ CIG / cluster members	Yes

## 7. Production Processes-

The training of pattal making on machine will be arranged by JICA project through the supplier on spot training on machine to the group members. The full cost of training with spot demonstration will be borne by the JICA Project.

The taur leaves are in abundance in the forest area of VFDS Gaddidhar. The group members will collect these taur leaves and use them for making taur pattal. In the process of pattal making, collecting the leaves from forest and bringing them to the place where machine is installed is a time consuming work.

With installation of Pattal Making Machine, the group has suggested labour division as under:-

- Running of Machine: -01Member
- Making of Pattal on spot:-03Members
- Collection and carriage of Pattal (Manual and Vehicle):-03Members
- Sale of Product :-Jointly
- Arranging the printed logo of their group- 01 member ( In each bundle 1 printed logo will be kept)
- Handling account- 2 members

As there are total of 10 members in the group, they will be able to do the work efficiently. In every monthly meeting, they will divide the work of each member and set their monthly product target and can also change the role of member if necessary.

## 8. Production Planning -

1.	Production Cycle	In Mandi District the taur pattal demand is generally in all the villages and urban areas. Usually the people purchase pattal for use in marriages and other religious function.  There is huge demand of taur leaves as they are eco-friendly and people are well aware and want to contribute in the protection of environment.  The Pattal making and availability of taur leaves in the forest are for 10months and these leaves are not available in June or July.
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2.	Man power required per cycle(No.)	All ladies. After the installation of Pattal making Machine there will be division of labour among the group members as under:-  Running of Machine: -01Member Making of Pattal on spot:-03Members Collection and carriage of Pattal (Manual and Vehicle):-03 Members Sale of Product :-Jointly Arranging the printed logo of their group- 1 member ( In each bundle 1 printed logo will be kept) Handling account- 2 members
3.	Source of raw materials	Nearby forest.
4.	Source of other resources	Local market / Main market
5.	Quantity required per month(plates)	30,000 brown cardborad paper and taur leaves 1200 Kg
6.	Expected production per month(plates)	30,000 plates per month

### 9. Sale &Marketing -

1	Potential market places	Mandi, Joginder Nagar, Palampur, Baijnath
2	Distance from the unit	120 Km , 85 Km, 110 Km, 95 Km respectively.
3	Demand of the production market place/s	Pattals are in demand all round the year. Potential demand will be from marriage, other religious functions.
4	Process of identification of market	Group members, according to their production potential and demand in market, will select list of retailer or 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 25 pattals per bundle.
6	Product branding	At CIG/SHG level product will be marketed by branding CIG/SHG. Later this IGA may required branding at cluster level.
7	Product “slogan”	“A product of SHG- Eco-friendly pattals”

## 10. SWOT Analysis-

### ❖ Strength–

- ❖ Raw material easily available.
- ❖ Manufacturing process is simple.
- ❖ Proper packing and easy to transport.
- ❖ Product shelf life is long.
- ❖ Production cost is less
- ❖ Few competition with other same product.
- ❖ High chance to be a well established brand.

### ❖ Weakness–

- ❖ Lack of experience of making pattals with machine.
- ❖ New SHG may face difficulties while management and planning.

### ❖ Opportunity–

- ❖ There are good opportunities of profits as other product of same category are less that are eco-friendly.
- ❖ There are opportunities of expansion with production at a larger scale.
- ❖ Demand is high during marriages and other functions. Daily demand can come from local food stalls.

### ❖ Threats/Risks–

- ❖ Internal conflict in group, lack of transparency, lack of high risk bearing capacity and lack of leadership in distribution of labour among the group member.
- ❖ Availability of raw material during rainy season from the forest and during leave shedding time of trees will decrease greatly.

## 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 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.

## 12. Description of Economics -

A. Capital Cost				
S. No.	Particulars	Quantity	Unit Price	Amount (Rs)
1	Pattal making machine with 1.5 hp motor with double dye	1	1,85,000	1,85,000
2	Stitching units	1	15,000	15,000
<b>Total Capital Cost (A) =</b>		<b>2,00,000</b>		

B. Recurring Cost					
S. No.	Particulars	Unit	Quantity	Price	Total Amount (Rs)
1	Labour Cost	Month	10×27	300/day	81,000
2	Room rent	Month	1	1,000	1,000
3	Packaging material	Month	LS	0.2 per sheet	10,000
4	Transportation	Month		1,000	1,000
5	Other (stationary, electricity, water bill, machine repair )	Month		2,000	2,000

6	Brown cardboard paper	Month	0.2 per sheet	10,000
<b>Total Recurring Cost (B) = 1,05,000</b>				

C. Cost of production		
S. No.	Particulars	Amount
1	Total recurring cost	1,05,000
2	10% depreciation annually on capital cost	20,000
<b>Total = 1,25,000</b>		

D. Selling price calculation			
S. No.	Particulars	Unit	Amount
1	Production of pattal	Month	30,000
2	Expected selling price	Rs 3 per unit	90,000

### 13. Analysis of Income and Expenditure ( per month) -

S. No.	Particulars	Amount
1	10% depreciation annually on capital cost	20,000
2	Total Recurring Cost	1,05,000
3	Total Production (plate)	30,000
4	Selling Price (per plate)	Rs 3
5	Income generation	90,000
6	Net profit ( Selling price ( Rs 3/ plate) - Production price ( Rs 1.5/ plate))	90,000 - 30,000 = 60,000

7	Gross profit = Net Profit+ Labour cost	60,000+81000= 141000
8	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 -

S. No.	Particulars	Total Amount (Rs)	Project Contribution	SHG contribution
1	Total capital cost	2,00,000	150000	50000
2	Total Recurring Cost	1,05,000	0	1,05,000
3	Training/capacity building/skill up-gradation.	50,000	50,000	0
<b>Total</b>		<b>3,55,000</b>	<b>200000</b>	<b>155000</b>

#### 15. Sources of Fund -

Project support	<ul style="list-style-type: none"> <li>✧ 75% of capital cost will be provided by project.</li> <li>✧ Up to Rs 1 lakhs will be parked in the SHG bank account.</li> <li>✧ Training/capacity building/ skill up-gradation cost.</li> <li>✧ The subsidy of 5% interest rate will be deposited directly to the Bank/Financial Institution by DMU</li> </ul>	Procurement of machines/equipment will be done by respective DMU/FCCU after following all codal formalities.
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	and this facility will be only for three years. SHG have to pay the installments of the Principal amount on regular basis.	
SHG Contribution	<ul style="list-style-type: none"> <li>✧ 25% of capital cost to be borne by SHG. <b>But members belongs to low income group and they can contribute 25% and project has to bear remaining 75%.</b></li> <li>✧ Recurring cost to be borne by SHG</li> </ul>	

### 16. Training/capacity building/skill up-gradation -

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

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

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

### 17. Computation of break-even point -

= Capital Expenditure/[selling price (per plate)-cost of production (per plate)]

= 2,00,000 / (3-1.5)

= 1,33,334

In this process break-even will be achieved after selling 1,33,334 number of plates .

### 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.

- ✧ 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
- ✧ Quality of product

## **20. Remarks**

The forth coming vision of the group is to enhance their income by value addition in the form of Machine Pattal and Dunas with the help of dyes etc. To establish themselves as a brand as their is no brand associated with this product. By maintaining the high quality of their product and maintaining a proper manufacturing plan they have targeted to achieve this.

But members belongs to low income group and they can contribute 25% and project has to bear remaining 75%.

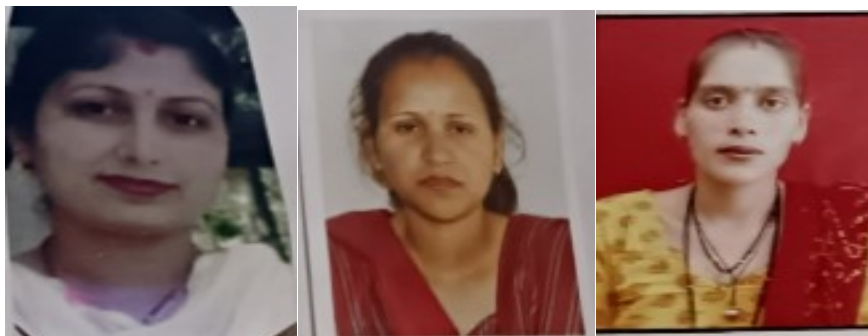
**21. Group Member Individual Photos:**



**Chapa Devi**

**Guddi Devi**

**Sana Devi**



**Manisha Devi**

**Varsha Kumari**

**Jyoti Thakur**



**Neha Baniyal**

**Premi Devi**

**Raj Kumari**



**Priyanka**

**22. Group Photo:**





23. Resolution-cum-Group-consensus Form:

Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Shiva SHG Baag held on 25/01/2022 at Bog (Gaddidhar) that our group will undertake the pattal making as Livelihood Income Generation Activity under the Project for Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

Signature Of group President उत्पा देवी  
प्रधान सचिव उत्पा देवी  
Signature Of group secretary  
श्रीवा स्वयं सहायता समूह  
बाग गरीदु, उप-तहसील टोहरा  
जिला मण्डली (हिमाचल)

उत्पा देवी  
प्रधान  
श्रीवा स्वयं सहायता समूह  
बाग गरीदु, उप-तहसील टोहरा  
जिला मण्डली (हिमाचल)  
Signature of President VFDS

24. Business Plan Approval by VFDS and DMU:

Business Plan Approval by VFDS and DMU.

SHIVA SHG Baag Group will undertake the kattal 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. 3,55,000 has been submitted by the group on 05-01-2022 and the Business Plan has been approved by VFDS Baag (Gaddidhar)

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

चरपा देवी

प्रधान  
शिवा स्वयं सहायता समूह बाग  
डा0 गरीब, उप-तह0 टीहरा  
जिला मन्डी (हि0प्र0)

Thank You.

गुड्री देवी

Signature Of group President

Signature Of group secretary

Gaddidhar  
प्रधान  
ग्राम वन विकास समिति गद्दिधार  
ग्राम पंचावत गरीब, तह0 बरनपुर,  
जिला मन्डी (हि0प्र0)

Signature of President VFDS

Approved

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

