



BUSINESS PLAN

INCOME GENERATING ACTIVITY – (Mushroom Cultivation)

By

Bholenath - Self Help Group



SHG Name	Bholenath
VFDS Name	Nihari
Range	Dehra
Division	Dehra Divison

Prepared Under –

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

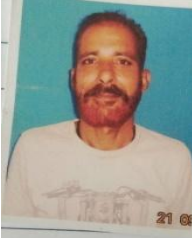



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1. Description of SHG

1	SHG Name	Bholenath
2	VFDS	Nihari
3	Range	Dehra
4	Division	Dehra Divison
5	Village	Nihari
6	Block	PirSaluhi
7	District	Kangra
8	Total No. of Members in SHG	10(Male-5, Female-5)
9	Date of formation	14/9/22
10	Bank a/c No.	50100590470615
11	Bank Details	HDFC Dehra
12	SHG Monthly Saving	100rs
13	Total saving	1000rs
14	Total inter-loaning	1%
15	Cash Credit Limit	--
16	Repayment Status	--

2. Beneficiaries Details:

Sr. No	Name of the SHG Members	Designation	Age	Gender	Category	Income Source	Photographs
1.	Rajnish Prabhakar. S/O Om Prakash Vill-Nihari Contact No- 8219062491	President	50	Male	GEN	Agriculture	
2.	Satish Kumar. S/O Rattan Chand. Village – Nihari Contact no.- 8091137481	Secretary	50	Male	GEN	-Do-	
3.	Mrs. Pinki Sharma W/o Rajnish Gautam Vill.- Nihari Contact No.- 8580897835	Treasurer	40	Female	GEN	-Do-	
4.	Mrs. Sushma Devi W/o Satish Kumar Vill.- Nihari Contact no.- 8544726835	Member	45	Female	GEN	-Do-	

5.	Mrs. Sangeeta Kumari W/o Chaman Lal Vill.- Nihari Contact no.- 7876227199	Member	45	Female	GEN	-Do-	
6.	Naveen S/o Om Prakash Vill.- Nihari Contact no.- 7018737597	Member	53	Male	GEN	-Do-	
7.	Mrs. Ritu W/o Arun Sharma Vill.- Nihari Contact no- 8580623789	Member	40	Female	GEN	-Do-	
8	Suman Kumari W/O Naveen Prabhakar Vill.-Nihari	Member		Female	GEN	-Do-	

9	Suresh Kumar S/O Duni Chand Vill.-Nihari	Member		Male	GEN	-Do-	
10	Sh. Aneesh S/o Sh. Sai Das Vill.- Nihari Contact No.- 8580623789	Member	36	Male	GEN	-Do-	

3. Geographical details of the Village

1	Distance from the District HQ	75 Km.
2	Distance from Main Road	1 Km.
3	Name of local market & distance	Rakkar & 18km
4	Name of main market & distance	Nadaun & 20km
5	Name of main cities & distance	
6	Name of main cities where product will be sold/ marketed	Naduan , Kangra, Dehra

4. Executive Summary

Mushroom cultivation income generation activity has been selected by Bholenath Self Help Group. This IGA will be carried out by 10 members of this SHG. This business activity will be carried out whole year by group members. The process of mushroom cultivation takes around 4 months 3 kg per bag (Button Mushroom/Dhingree Mushroom) in three months. Production process includes process like cleaning, provide water by spray pump to the bags and harvesting, packing of mushroom for market. Product will be sold directly by group or indirectly through retailers and whole sellers of near market initially. Selling price of 1 Kg of mushroom will be around 150/- per Kg.(200 grams packing of per packed)

5. Description of Product related to Income Generating Activity

1	Name of the Product	Bholenath Mushroom
2	Method of product identification	High demand in festive and marriage occasion & SHG members identified mushroom demand in the market for the purpose of vegetable & pickle.
3	Consent of SHG members	Yes

6. Description of Production Processes

- Group will make cultivate mushroom. This business activity will be carried out whole year by group members.
- The process of mushroom cultivation takes around 3 to 4 months.
Based on assumption/experience -3 kg of yield obtained from one bag. In the duration of 3 to 4 months. Production process includes process like cleaning, moistening, harvesting and packing.

7. Description of Production Planning

1	Production Cycle (in days)	4 months
2	Manpower required per cycle (No.)	10 Members
3	Source of raw materials	Local market/ Main market
4	Source of other resources	Local market/ Main market
5	Quantity required per cycle (Kg)	6 Qtl. per 200 bags in four months.
6	Expected production per cycle (Kg)	600 kg

Requirement of raw material and expected production

Sr.no	Raw material	Unit	Time	Quantity(3 Cycles)	Amount per kg (Rs)	Total Amount in three cycles
1	M. Bags	220 Kg	4 months	6.5 qtls.	150	97,500

8. Description of Marketing/ Sale

1	Potential market places	Kangra , Naduan , Dehra & 85 , 25 , 42
2	Distance from the unit	
3	Demand of the product in market place/s	Daily demand and high demand at the time of festival and marriage occasions.
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 200 & 500 grams 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 Bholenath”

9. SWOT Analysis

❖ Strength –

- Activity is being already done by some SHG members for their domestic use.
- 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, provide moisture to the bags, harvesting of mature mushroom, packing and sell in market. Etc.)
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing.

11. Description of Economics:

A.	<u>CAPITAL COST</u>			
<u>Sr. No.</u>	<u>Particular</u>	<u>Qty.</u>	<u>Unit Price</u>	<u>Amount</u>
1	Water spray pump (Electric with solar Pannel)	2	1800	3600
2	Water tub (40-50 ltr)	2	700	1400
3	Digital Weighing Scale Machine	2	1200	2400
4	Poly Sealing Table Top Heat Sealer Pouch Plastic Packaging Machines	1	3000	3000
5	Apron, cap, plastic hand gloves etc	5	LS	1,500
6	Product storage Crates		LS	7,000
7	Racks , Bench , Stairs		LS	15,000
8	Tower Air Cooler (15 ltr./-)	2	8000	16,000
9	Knives		LS	2000
<u>Total capital costs</u>				<u>51900 /-</u>

B. <u>RECURRING COST</u>					
<u>Sr.no</u>	<u>Particulars</u>	<u>Unit</u>	<u>Qty.</u>	<u>Price</u>	<u>Amount</u>
1	Hall Rent	1	12 (Month)	3,000	36,000
2	Labour (will be done by SHG members)	Work will be done by SHG members rotation bases for one cycle (97 days*wages rate 350)			33,950
3	Packaging material	P/Bags	LS	-	3300
4	Transportation	Rs. 2500/- cycle		LS	8000
5	Electricity exp.	1	12 Month	1000	12000
6	Mushroom Bags for next cycle	M. Bag	220	200	44000
	Recurring Cost				137250/-
Total Recurring Cost B =137,250/- (Recurring cost- Labour cost) as work/labour will be done by SHG members.					

C. <u>Cost of Production (Monthly)</u>		
<u>Sr. No</u>	<u>Particulars</u>	<u>Amount (Rs)</u>
1	Total Recurring Cost	137250
2	10% depreciation annually on capital cost	5190
	Total :-	142440

D. <u>Selling Price calculation (per cycle)</u>					
<u>Sr.no</u>	<u>Particulars</u>	<u>Unit</u>	<u>Quantity</u>	<u>Amount (Rs)</u>	
1	Cost of Production	3 Cycle	19 Qtls	142440	It will decrease as the quantity of production Increase
2	Current market price	-	Per Kg	150-200	
3	Expected Selling Price by SHG	-	Per Kg	150	

12. Analysis of Income and Expenditure (Monthly)

<u>Sr.no.</u>	<u>Particulars</u>	<u>Amount (Rs)</u>
1	10% depreciation annually on capital cost	5190
2	Total Recurring Cost	137250/-
3	Total Production every four month(qtl)	6.5 qtls (19 qtls. per year)
4	Selling Price (per Kg)	150
5	Income generation (150*19*100)	2,85,000 annually
6	Net profit (2,85,000 -137250) (Income generation- Total Recurring cost)	147750/-
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

<u>Sr.no</u>	<u>Particulars</u>	<u>Amount (Rs)</u>	<u>Project Contribution (75%)</u>	<u>SHG Contribution</u>
1	Total capital cost	51900	38925	12975
2	Total Recurring Cost	137250	0	137250
3	Trainings/capacity building/ skill up-gradation	70,000	70,000	0
	Total	259150/-	108925/-	150225/-

Note-

- **Capital Cost** - 75% of capital cost to be covered under the project as all the members except for one belongs to SC/ST category.
- **Recurring Cost** - To be borne by the SHG
- **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 be utilized for purchase of machineries i.e. Machines including equipments. • Rs 1 lakh as revolving have parked in the SHG bank account. • Trainings/capacity building/ skill up-gradation cost. • 	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 	

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/ skill up-gradation proposed/needed:

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

16. Other sources of income:

The group another approach is to increase their value addition in the form of pickles & dried mushrooms.

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.

18. 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

19. Remarks

➤ **Health benefits of Mushroom –**

- Helps in prevention of prostate & breast cancer
- Makes bones healthy
- Boosts immunity
- Cures anemia
- Helps fight free radicals
- Helps lower cholesterol levels
- Strengthens teeth, nail & hair
- Lowers blood pressure

Photo's of SHG Bholenath Under VFDS Nihari



Prepared By; -

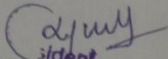
Mr. Madan Lal Sharma Retd. HPFS (Co-Ordinator JICA)

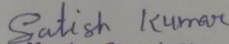
Ms. Deeksha Devi (Subject Matter Specialist JICA)

Ms. Shivani (FTU Co-ordinator JICA)

Resolution - cum - Group Consensus Form

It is decided in the General House meeting of the group Bhole - Nath held on 15-9-22 at Nihari that our group will undertake the Mushroom as Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted) .

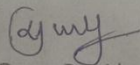

Signature of Group Pradhan
Forest Dev. Society
Nihari, S.M. Bhole-nath

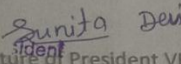

Signature of Member Secretary
S.M. Bhole-Nath

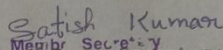
Business Plan Approval by VFDS & DMU

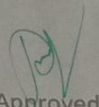
Bhole-Nath.....Group will undertake the ~~Madam~~.....as livelihood income Generation Activity under the project for implementation of Himachal Pradesh forest ecosystem Management and livelihood (JICA assisted). In this regard business plan of amount Rs. 259150/- has been submitted by group on 15-12-2022.....and the business plan has been approved by the VFDS...Nihari....

Business plan is submitted through FTU for further action please.

Thank you 
Signature of Group President
S. H. 2, Bhole Nath

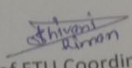

Signature of President VFDS
De Forest Dev. Society
Nihari, S. H. 2, Bhole Nath


Signature of Group Secretary
S. H. 2, Bhole-Nath



Approved
DMU - CUM-Dehra

Submitted to DMU through FTU


Name & Signature of FTU Officer
Range Forest Officer
DEHRA, Kangra (H.P.)


Name & Signature of FTU Coordinator

Approved


Name & Signature of DMU Officer