

No./JICA/ 10125
Himachal Pradesh Forest Department

Dated Nachan, the 24/03/2023

From: DMU-cum-D.F.O. Nachan.


To: Addl. Pr. CCF & CPD (JICA-
PIHPFEM&L) Potter's Hill,
Summer Hill, Shimla-5.

Subject: Information regarding Business Plan of SHG Maa Durga.

Sir,

Enclosed find herewith the information about Maa Durga Self
Hepl Group under VFDS Bakhlot in Nachan Forest Division under JICA (PIHPFEM&L) for
information and further necessary action at your end please.

Encl.:- As above.


DMU Officer-cum-
Divisional Forest Officer,
Nachan Forest Division, at Gohar.

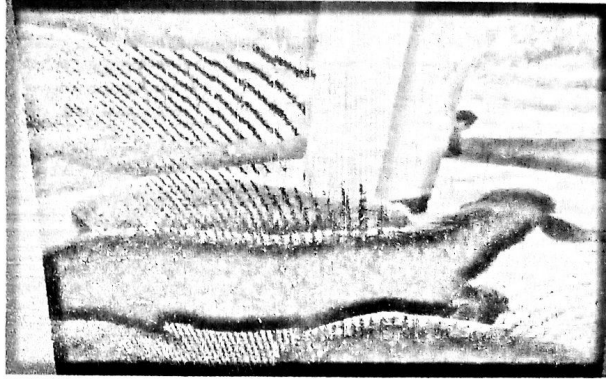
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23/3/23



INCOME GENERATING ACTIVITY – (Sheep farming)

by

Maa Durga - Self Help Group



SHG/CIG Name	::	Maa Durga
VFDS Name	::	Bakhlot
Range	::	Nachan
Division	::	Nachan

Prepared Under –



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

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1. Description of SHG/CIG

1	SHG/CIG Name	::	Maa Durga
2	VFDS	::	Bakhlol
3	Range	::	Nachan
4	Division	::	Nachan
5	Village	::	Sandoa
6	Block	::	Gohar
7	District	::	Mandi
8	Total No. of Members in SHG	::	8- Female ,
9	Date of formation	::	April 2021
10	Bank a/c No.	::	33510114418
11	Bank Details	::	Co-op-Chail Chowk
12	SHG/CIG Monthly Saving	::	50
13	Total saving		3200/-
14	Total inter-loaning		--
15	Cash Credit Limit		--
16	Repayment Status		--

2. Beneficiaries Detail:

Sr. No	Name	Father/Husb and Name	Age	Category	Income Source	Address
1	Veena Devi	Lajhe Ram	47	Sc.	Agriculture	Vill Sandoa P.O. Shalla
2	Geeta Devi	Keshav Ram	45	Sc.	Agriculture	Vill Sandoa P.O. Shalla
3	Kamal Kanta	Kishori Lal	31	Sc.	Agriculture	Vill Sandoa P.O. Shalla
4	Hansa Devi	Chint Ram	50	Sc.	Agriculture	Vill Sandoa P.O. Shalla
5	Hansa Devi	Nand Lal	42	Sc.	Agriculture	Vill Sandoa P.O. Shalla
6	Halya Devi	Jai Gopal	50	Sc.	Agriculture	Vill Sandoa P.O. Shalla
7	Chamelu Devi	Prem Singh	56	Sc.	Agriculture	Vill Sandoa P.O. Shalla
8	Aadru Devi	Shakti Prakash	50	Sc.	Agriculture	Vill Sandoa P.O. Shalla
9	Narvada Devi	Dhram Singh	40	Sc.	Agriculture	Vill Sandoa P.O. Shalla
10	Urmila Devi	Lal Singh	36	Sc.	Agriculture	Vill Sandoa P.O. Shalla

3. Geographical details of the Village

1	Distance from the District HQ	::	45 Km
2	Distance from Main Road	::	1.5 Km
3	Name of local market & distance	::	Chail chowk- 10 Km
4	Name of main market & distance	::	Sundernagar- 36 Km, Mandi- 45Km
5	Name of main cities & distance	::	
6	Name of main cities where product will be sold/ marketed	::	Sundernagar, Mandi

4. Executive Summary

Sheep farming income generation activities has been selected by Maa Durga self help group. This IGA will be carried out by ten ladies of 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 and in returns they will get wool, FYM and selling of mature sheep.

Description of Product related to Income Generating Activity

1	Name of the Product	::	Wool, FYM and sale of mature sheep
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

5. 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.
- 6. Initially group will obtained 1Qtl. Wool, FYM 10 Qtl.and male sheep=10 Nos. every year.

7. Description of Production Planning

1	Production Cycle (in days)	::	1 Year
2	Manpower required per cycle (No.)	::	10 Ladies in rotive
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

Sr.no	Raw material	unit	Time	Quantity	Amount per kg (Rs)	Total amount	Expected production Monthly (Kg)
1	Salt & Medicine	16 No	1 Year	32 kg/- Year	20	Rs.640	-
2	Feed	20 No	1 Year	29 Qtl.	1350/-	39150	

8. Description of Marketing/ Sale

1	Potential market places	::	Chail Chowk ,
2	Distance from the unit	::	Chail Chowk-10 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 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.
6	Product branding		-
7	Product "slogan"		-

9. 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.

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 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.

11. Description of Economics:

A. CAPITAL COST					
Sr.No	Particulars	Quantity	Unit Price	Total (Rs.)	Amount
1	Sheep	20	6000		1,20,000
2	Wool sharing machine	1	2500		2500
3	Transportation	20	500		10,000
Total Capital Cost (A) =					1,32,500

B. RECURRING COST						
Sr.no	Particulars	Unit	Quantity	Price	Total (Rs)	Amount
1	Rent	Monthly	1	2000	24000	
2	Packaging material	Yearly	100 Bags	25	2500	
3	Feed	Monthly	240 kg	13.50	3240	
Recurring Cost					29740	
Total Recurring Cost B =					29740	
(Recurring cost- Labour (cost) as work/labour will be done by SHG members.						

C. Cost of Production (Monthly)		
Sr. No	Particulars	Amount (Rs)
1	Total Recurring Cost	29740
2	10% depreciation annually on capital cost	10650
Total		40390

D. Selling Price calculation (per year)					
Sr.No	Particulars	Unit	Quantity	Amount (Rs)	
1	Cost of Production	-	-	Grazing daily bases by SHGs member on routine Schedule	It will decrease as the quantity of production Increase
2	Current market price	-	-	Wool=1.5/- *16=24*40=960 FYM=5qtll*1000=5000 Selling of mature sheep=	
3	Expected Selling Price by SHG	Rs	-	96000/-	

12. Analysis of Income and Expenditure (Monthly):

Sr.No	Particulars	Amount (Rs)
1	Salt & madicine	640
2	Feed	39150
3	Rent	24000
	Total	63790

13. Fund requirement:

Sr.No.	Particulars	Total Amount (Rs)	Project Contribution (75%)	SHG Contribution (25%)
1	Total capital cost	132500	99375	33128
2	Total Recurring Cost	29740	0	29740
3	Trainings/capacity building/ skill up-gradation	0	0	0
	Total	1,62,240	99,375	62,868

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 be utilized for purchase of sheeps ,medicine & material i.e. Rs 1 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 codal 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. Computation of break-even Point

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

17. Other sources of income: Nil

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.


19. 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

This is the Revised Business Plan of Sheep Farming for SHG- Jai Maa Durga.


SMS JICA Project
Nachan Forest Division.


FTU-cum-R.O. Nachan


DMU- cum
Divisional Forest Officer,
Nachan Forest Division