Himachal Pradesh
Forest Department

Income generating activity
business plan
Mushroom and pickle preparation
2022

Making mushrooms

"Jai Maa Naina Devi Self Help Group"

Name of the self help group	,	"Jai Maa Naina Devi " Self Help Group Kuddi
Name of the Rural Forest Development Committee	,	Cuddy
Name of the Field Technical Unit	,	Sadar
Name of DMU/ Forest Division	,	Bilaspur
FCCU/Circle	,	Bilaspur

Sponsored by HPV & ASU P JICA	prepared by:– DMU Bilaspur , FTU Sadar and "Jai Maa Naina Devi" Self Help Group

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Introduction

Kuddi village is located in Bilaspur Tehsil of Bilaspur district in Himachal Pradesh, India. It is located 30 km from Bilaspur. Himachal Pradesh Forests contribute to environmental protection and economic development in the project area by ecosystem management, biodiversity conservation, livelihood improvement support and institutional strengthening.

Location of V F D F Area :–

area of this micro plan comprises of 3 wards, ward number 1 and ward number 2. This area is about 30 km away from the district headquarter Bilaspur. As per the survey done by the agency, the total number of families in Kuddi macroplan is 946. Of these, 739 are men and women and 207 are children.

Distance from forest and other offices :

Kuddi VFD is about 30 km away from Sadar forest range. VFDS Kuddi is situated between Kandrour and Ghagus, and Shimla is 80 km from Kuddi and the road to Kullu and Manali is also situated from there.

Important feature of the ward :-

Kuddi plays a vital role in preserving the fragile sloping land of Bilaspur town but it is a forest and an important

This district is situated in central Himachal and is famous for its tourist places and Himalayan tours , the Himalayan tour routes from Bilaspur district connect Kullu , Shimla , Solan , Mirpur and Kangra districts, these districts border Bilaspur district on the west and south, north-northeast and east respectively.

This district is famous for ancient settlements , traditional handloom and cultivation of wheat and maize

Bilaspur city is situated on the banks of Govind Sagar Lake , the people of Bilaspur are known for their hard work .

Forests and forest ecosystems are repositories of rich biodiversity , and play a vital role in preserving fragile sloping lands and were the primary sources of livelihood for the rural population. Rural people are directly dependent on forest resources for their livelihood and socio-economic development. The harsh reality is that these resources are continuously depleting due to overexploitation such as for fodder , fuel , NTFP extraction, grazing , fire and drought etc.

self help groups have been formed to implement livelihood improvement activities under "Jai Maa Naina Devi" Rural Development Committee . One of them is "Jai Maa Naina Devi" support group, which is related to mushroom cultivation and pickle making and its value addition . The group members belong to the weaker sections of the society and have small land holdings. To enhance his socio-economic status , he decided to produce mushrooms. Technical support for preparing the business plan was provided by Dr. Pankaj Sood , Principal Scientist , Dr. Kavita Sharma and DS Yadav , Krishi Vigyan Kendra Bilaspur , Bilaspur . Office of Forest Division Bilaspur , Madhu Field Technical Unit Coordinator Markand Range, Shri Akshay Acharya Forest Guard , Kuddi Beat and Forest Division Officer, Forest Division Bilaspur were present .

executive Summary

Important features of VFDs:-

This village is on the border of Bilaspur district and Mandi district . Mandi district Sundarnagar is to the east of this place and it is also on the border of another district Hamirpur.

Family	Scheduled Tribes	Scheduled Tribes	Other Previous Category	General	Total
Number of HH	18	84	3	117	222
% of HH	8.11%	37.84%	1.36%	52.71%	100%

Details of Self Help Group

" " Jai Maa Naina Devi " Self Help Group was formed in March 2021 under Van Gramin Vikas Samiti to provide livelihood improvement support by upgrading skills and capacities. The group comprises poor and marginal farmers. It includes members of the marginal and financially weak sections of the society with less land resources. Though all the members of the group grow seasonal vegetables etc. but since the land holdings of these members are very small and irrigation facilities are less and the production level has reached near saturation , hence they are not able to meet their financial requirements.

"Jai Maa Naina Devi" Self Help Group Women Group (15 women) To complete their income they decided to take up mushroom cultivation . This can increase their income. There are 15 members in this group and their monthly contribution is Rs 100 /- per month. The details of the group members are as follows : -

फोटो के साथ स्वयं सहायता समुह सदस्यों का विवरण

क्र स	नाम	पद	वर्ग	उम्र	शैक्षणिक योग्यता	मोबाइल नंबर
1.	कमला देवी	प्रधान	Sc	49	+2मा	62309-43845
2.	पवना देवी	सचिव	Sc	28	+2मा	94593-25096
3.	अंजना कुमारी	कोषाध्यक्ष	OBC	34	+2मा	98165-91488
4.	मीरा देवी	सदस्य	OBC	47	8मा	98574-13813
5.	सीता देवी	सदस्य	Sc	32	8मा	78762-99877
6.	भागा देवी	सदस्य	gaanl	42	10मा	70185-14883
7.	निर्मला देवी	सदस्य	Sc	38	+2मा	62305-65196 Nirmala Devi
8.	आशा देवी	सदस्य	Sc	50	5मा	82639-71940
9.	रमा देवी	सदस्य	Sc	24	+2	94593-25096
10.	किरण देवी	"	Sc	31	10मा	98827-23574
11.	कान्ता देवी	"	Sc	47	10मा	98052-99800
12.	सीमा देवी	"	Sc	35	10मा	86269-09863 Seema Devi
13	सुमन देवी	"	Yuvak	26	+2	70188-98825
14.	निशा देवी	"	Sc	26	10मा	निशा देवी 98821-40925
15.	जय देई	"	Sc	42	8मा	94596-36318
16.						

1

कमला देवी (प्रधान)

सपना देवी (सचिव)

अर्चना कुमारी (कोषाध्यक्ष)

मीरा देवी

गीता देवी

भागा देवी

निर्मला देवी

आशा देवी

रमा देवी

किरण

कान्ता

सीमा

सुमन

नीशा

जय देई

Name of the self help group	,	"Jai Maa Naina Devi" Self Help Group
SHG/CIG MIS Code Number	,	,
VFDS	,	Cuddy
Enclave	,	Sadar
Forest Division	,	Bilaspur
Village	,	Cuddy
Section	,	Sadar
District	,	Bilaspur
Total number of members in the SHG	,	15
Date of formation	,	12/3/2021
Name and details of the bank	,	Himachal Pradesh Gramin Bank Bilaspur Himachal Pradesh
Bank account number	,	40123642055
SHG/Monthly Savings	,	Rs. 100 /- per month
Total savings	,	Himachal Pradesh Gramin Bank
Total Inter-Loan	,	Yes
cash credit limit	,	3 0 484 /-
Repayment Status		quarterly basis

Geographical description of the village

away from district headquarter	,	3 0 km
Distance from the main road	, ,	1 (but 100 to 200 meters from the main road) approx
and distance of local market	,	Bilaspur 30 Km .
Names and distances of major cities	, ,	Bilaspur 3 0 , Brahmapukhar 10 km.
Names of major cities where The products will be sold/marketed	, ,	Brahampukhar, Bilaspur
status of previous and upcoming episodes	, ,	The back link lies in training (Krishi Vigyan Kendra), Compost Bag Span (Horticulture Department) and the front link lies in market suppliers etc.

Description of the product related to the income generating activity

Product Name	,	The group will be involved in production of button mushroom and dhingri under controlled environment
Method of product identification	,	Although members of the entire group grow seasonal vegetable crops. As their land holding is very small , the production has reached saturation point , hence they are not able to meet their financial requirements , hence it was decided by the group members that mushroom cultivation, pickle making and its value addition will increase their income. Apart from this they usually go to sell their vegetable crop in Brampukhar \ Bilaspur market . The market links already exist. They will not have to spend extra time and money for marketing the mushrooms .
Consent of SHG/CIG/ Group	,	The consent is attached as annexure.

production processes

Training for mushroom cultivation has been arranged by the JICA project in Bilaspur . The entire cost of training with spot demonstration is borne by the JICA project.

decided to start work with button mushroom production initially , as the training has been completed during February and the start of training will be by March. April / May , June / July Months after 1943 These are more suitable for the cultivation of this mushroom. 250 compost spawn added bags will be purchased and installed in a rented/rented room.

Three tier wooden/bamboo rack fitting , along with two exhaust fans one for fresh air and other at the bottom to exhaust the internal air will be installed. One ceiling fan to reduce the room temperature and another (heat blower) to increase the room temperature , A dry and wet thermometer will be installed in the hall to maintain the required room temperature. The room will be washed and cleaned with formalin (5 ml/litre) two to three

times before loading the bags . Two crops of button mushroom and Dhingri of two crops (70 to 75 days cycle for each) with business plan (August to February are the best months for button mushrooms and March to July for dhingri) This plan has been prepared after discussion and participation with the group. The group members will work for 1 hour daily , half an hour in the morning and half an hour in the evening.

Description of the production plan:

Production cycle (75 days)	,	Button mushroom cultivation can be done from September to March in Bilaspur district. After putting the spawn in the compost bag, it takes 30 to 40 days for the mushrooms to get pinup heads . three flushes after that A total of 75 days are required to harvest three flushes of mushroom crop. The production cycle of a crop will be of 75 days. Four crop cycles will be repeated in a year as per the details given below:- First crop of Dhingri mushroom (from February to April = for 75 days) Second crop of Dhingri mushroom (May to end of July). Third crop of button mushroom (September to November = 75 days) Fourth crop of button mushroom (November to January = 75 days)
Manpower Requirement (Numbers)	,	Initially the whole group will work together to install/build the racks , clean the room and transport the compost bags across the road to the production sites. After this, for the first 30 days 2 persons will work for 1 hour (1/2 hour in the morning and 1/2 hour in the evening) in rotation for cleaning , humidification , temperature regulation etc. 4 persons 3 hours for harvesting , soiling , caging , cleaning , weighing and packing for next 31 to 75 days. Marketing hours are not included as one of the members will regularly sell mushrooms along with vegetables in the market. 4 people making compost will work for 2 days and 2 hours. Total labour work will be 706 hours , if we divide it by 8 (

		hours) then it will become 88 days and multiplying it by the wage rate of Rs 300 /day, we get the cost of labour 26400 Rupees come out.
Source of raw materials	,	Horticulture Department , Palampur and Solan District Of Himachal Pradesh. Generally all the material is available in Sundarnagar KVK.
source of other Resource.	,	- above -
(i) Quantity required for button mushroom (75 days) (ii) Dhingri a circle Of For Required quantity i.e. 75 days	,	250 Compost Spawn Bags , Formalin , 200 ml , Bavistin 100 gm , Packing material (polythene sleeves) 3 kg. For the Dhingri Spawn : 25 kg , Wheat Or straw of other crop: 500 kg , Formline: 2 liters , Bavistin: 100 grams , Polysheet: 1 300 Transparent Polythene Bags for Dhingri Manure , Polythene Sleeves 5 Kg (3 Kg for new and 2 Kg for replacement of torn bags)
Expected production in 75 days	,	Dhingri :- Average production of Dhingri from one bag of compost is about 1.6 kg. Yield for 250 bags 400 kg it will be dingy Button Mushrooms , The average production of mushrooms from a bag is 2.0 kg / 1 bag = 2.0 kg 250Bags x 2.0 kg.= 500 Kg ,

Marketing / Sales Details

Potential market space	,	Bilaspur.
Distance from unit	,	Bilaspur 22 km long , Nauni 12 km long, Berhampukhar 7 km long, Jukhala 3 km long, approx.
Demand for the product in the market		There is demand for mushrooms throughout the year.
Market Identification Process	,	Bilaspur has a well established vegetable market ,
Impact of weather on the market.	,	Mushrooms are delicious in all seasons and are in high demand throughout the year. However , the demand increases more during summer and wedding ceremonies.
potential buyers of the product.	,	Potential market buyers are Hospitals , Hotels , Hostels , Shops , Local residents/ Marriages and other formal occasions etc.
potential consumers in the region.	,	All health conscious citizens / families.
Marketing mechanism of the product.	,	Daily supply and batch of mushrooms based on demand in the market with local vegetables The Bilaspur market We will sell them in the open market as well ,
Marketing strategy of the product.	,	Initially the group will approach all the vegetable retailers of Bilaspur city , then as the production increases , retailers of Bilaspur market will also be approached to sell their produce on net rate or on commission basis.
Product branding.	,	" Jai Maa Naina Devi" Fresh Mushrooms".
Product slogan	,	" Eat mushrooms and stay healthy."

Management details among members

After receiving training, all the members will divide their labour amongst themselves while managing the daily work , marketing and keeping themselves connected with the department and Rural Forest Development Committee .

SWOT Analysis

Description / Item	,	Description
Strength	,	All members of the group are like-minded and adapt to the local and social environment. Production cost is low , the product is of high quality and demand , growing cycles are short , production will be all year round. Readymade compost bags are available with the Horticulture Department in Palampur and Solan. Training and exposure will be organized by JICA Forestry Project for SHG financial assistance.
weakness	,	New self help group , lack of experience in mushroom production/farming.
Opportunity	,	Demand is high and returns are high.
hazard	,	conflicts within the group , lack of transparency and lack of ability to take major risks

potential hazards and Ways to reduce them

potential risk	,	remedy to do to reduce For them.
at the same time Destroy harmful infection product can do 2. Temperature Maintenance and control 3. Market santripta	, , , ,	First of all keep your hands clean by washing them And wash your feet with soap and then dip them in formalin solution Entering the room. Only 2 to 3 persons will enter the room with full kit (cap, gloves , apron etc.). Spray regularly to avoid fungal attack. With the help of the thermo meter the required temperature will be maintained with the given equipment. for value addition dry mushroom , Mushroom pickle , soup and other products etc. will be prepared .

Internal conflict in the group , transparency	, ,	To eliminate conflict the cause must be dealt with at an early stage . exposure to all members of the group , equal sharing of benefits, need to give respect and honour to every member .
market		There are always fluctuations in the market ; demand and supply always vary. Therefore members continue to explore new markets and buyers.
Production	,	Production will be increased gradually according to the market

Project Description of the economics of the

First cycle:

project cost	Amount Rooms
Capital Cost	
Construction of three tire wooden/bamboo rack fitting	15,000
Ceiling Fan(1 No)	2500
Exhaust Fans (2)	3000
Room heat/blower/	1500
Dry and Wet Thermometer (1 Set)	1000
Electronic Weighing Machine (1no)	900
Hot Plastic Roof Rod (1no)	800
Lightweight Spray Pump (1no)	1800
Sharp Knife Set No. (1 Set)	75
Scissors , (2 nos)	400
Trays/Baskets (6 Nos)	600

Fruit Crate (4 Nos .) .	2400
Water tanks 1000 liters 1 no. including rent	8000
Water and electricity fittings material and charges	4000
Dryer	16000
Grinder	10000
Miscellaneous expenses	3000
total capital cost	**70975**
Recurring cost for 1st cycle (75 days)	
Cost of renting room 1 hall (mushroom growing unit) @ Rs. 1000/ month. (3 months) =	3,000

Formalin	600
Labour wages 88 days=(@Rs 300 / day)= ₹ 26400	26400
Dhingri Compost Bags 250 nos @ Rs.40 per bag and other raw materials including rent	10000
Packaging (packaging materials etc.)	3000
Rent	1000
Electricity and water usage charges @ Rs 1000 per month	3000
Miscellaneous Expenses (Stationery , Bill Books , Receipts etc.)	1500
Recurring cost of one cycle= **B1+B2+B3+B4+B5+B6+B7+B8**	**485 00**
Total project cost (A+B)= **70975+ 485 00=119475**	**119475**

Cost Benefit Analysis First Cycle:-

Specific	Unit	Quantity/No	expressions	Amount (Rupee.)
10% on capital cost	month	3	10%	**1750**
Recurring cost for 3 months				
Room rental price 1 hall (mushroom growing unit) @ Rs. 1000/ month. (3 months)	month	3	1000	3,000
Each bottle containing 250 Formalin.	No	2 bottles	300	600
Labour wages 88 days =(@ Rs 300/ day) = Rs 26400	Day	88	300	26400
Dhingri Manure Bags 250 No @ Rs. 40 per bag and other raw material including cart	No	250	40	10000
Packaging (packaging materials etc.)	Kilogram	5	600	3000
Traffic payment	,	,	,	1000
Electricity and water usage charges @ Rs 1000 per month	month	3	1000	3000
Miscellaneous Expenses (Stationery , bill books , receipts etc.)		L/S	,	1500

Total				**48500**
Total production kg.	Dhingri Fertilizer			400 Kg 500 Kg
Sale of production in kg.	Dhingri 400 kg @ Rs.150 Compost 500 kg @ 5			60000 2500
	Total			**62500**
total profit	62500- (1750+48500)			12250
Gross Profit	Total profit + Labor wages + Room rent 12250+(26400+3000)=			41650
second installment of the net amount to be reserved for profit and the amount to repay the third installment				14494
Amount available for distribution of profits among members in the first cycle = Sale of product – (Principal amount + Interest + Recurring cost of 2nd and 3rd installment) **62500- (18563 + 1437 + 48500 + 14494)**				**-20494**

Note :- Rs. 14494 will be kept in reserve for payment of 2nd and 3rd instalment ,

Cost Benefit Analysis Second Cycle

Senior No	Specific	Unit	Quantity/No	expressions	Amount (Rupee.)
A	**10% on capital cost**	month	3	10%	**1750**
B	Recurring cost for 3 months				
1.	Room rental price 1 hall (mushroom growing unit) @Rs1000 /month.(3 months)=	month	3	1000	3,000
2.	Each bottle contains 250 Formalin	No	2 bottles	300	600
3.	Labour wages 88 days =(@ Rs 300/ day) = Rs 26400	Day	88	300	26400
4.	Dhingri Manure Bags 250 No @ Rs. 40 per bag and other raw material including rent	No	250	40	10000
5.	Packaging (packaging materials etc.)	Kilogram	5	600	3000

6.	Traffic payment	,	,	,	1000
7.	Electricity and water usage charges @ Rs 1000 per month	month	3	1000	3000
	Total				**47000**
9.	Total production kg.	Dhingri Mushroom Fertilizer			400 kg 500 Kg
10.	Sale of production in kg.	Dhingri 400 kg @ Rs.150 Compost 500 kg @ 5			60000 2500
		Total			**62500**
1 1 .	total profit	**62500 - (1750+47000)**			**19750**
12.	Gross Profit	Total profit + Labor wages + Room rent **13750 +(26400+3000)** =			**43150**
13.	the second cycle = Sale of product – (Principal amount + Interest + Recurring cost for next cycle) **=62500-(19032 + 968 +57300)**				**(-)14800**

Cost Benefit Analysis Third Cycle

Specific	Unit	Quantity/No	expressions	Amount (Rupee.)
Depreciation at **10%** on capital cost	month	3	10%	**1750**
Recurring cost for 3 months				
Cost of rent of 1 hall room (mushroom growing unit) @ Rs 1000/ month. (Three months)	month	3	1000	3,000
Each bottle containing 250 Formalin.	No	2 bottles	300	600
Labour wages 88 days =(@ Rs 300 / day) = Rs 24200	Day	88	300	26400
Button Mushroom Compost Bags 250 nos @ Rs.90 per bag and other raw material including cart	No	250	90	22,500
Packaging (packaging materials etc.)	Kilogram	2.5	600	1500
Traffic payment	,	,	,	1000

Electricity and water usage charges @ Rs 1000 per month	month	3	1000	3000
Total				**58000**
Total production kg.	Button Mushroom Compost			**500** Kg **750** Kg
Sale of production in kg.	**500** kg @ Rs.150 Compost **750** Kg @ Rs **10**			75000 7500
			Total	**82500**
total profit	**82500 -(1750+58000)**			**22750**
Gross Profit	Total profit + Labor wages + Room rent **22750+ (26400+3000)** =			**52150**
Amount available for distribution of profit among members in the third cycle = Sale of product – (Principal amount + Interest + Recurring cost) **82500-(19 405 + 489 + 58000)**				**4606**

Cost Benefit Analysis Fourth Cycle

Specific	Unit	Quantity/No	expressions	Amount (Rupee.)
Depreciation at **10%** on capital cost	month	3	10%	**1750**
Recurring cost for 3 months				
Room rental price 1 hall (mushroom growing unit) @ Rs. 1000/ month. (3 months)	month	3	1000	3,000
Each bottle containing 250 Formalin.	No	2 bottles	300	600
Labour wages 88 days =(@ Rs 300/ day) = Rs 26400	Day	88	300	26400
Button Mushroom Compost Bags 250 Nos @ Rs.90 per bag and other raw material including cart	No	250	90	22,500
Packaging (packaging materials etc.)	Kilogram	2.5	600	1500
Traffic payment	,	,	,	1000
Electricity and water usage charges @ Rs 1000 per month	month	3	1000	3000
Total				**58000**

Total production kg.	Button Mushroom Fertilizer	500 Kg 750 Kg
Sale of production in kg.	500 kg @ Rs.150 Compost 750 kg @ Rs 10	75000 7500
	Total	**82500**
total profit	82500 - (1750+58000)	22750
Gross Profit	Total profit + Labor wages + Room rent 22750 +(26400 + 3000)=	52150
Amount available for distribution of profit among members in the fourth cycle = Sale of product– (Principal amount + Interest + Recurring cost) **82500 -(0+0+58000)**		**24500**

Income	
Direct Income	
(I) First cycle Dhingri Mushroom **(ii)** Second cycle Dhingri Mushroom **(iii)** Third cycle Button Mushroom **(d)** Fourth Chakra Button Mushroom	 (-)20494 (-)14800 4606 24500
Total Direct Income	**-6188**
Indirect Income	
Labor wages **(i)** First cycle **(ii)** Second cycle **(iii)** Third cycle **(d)** Fourth Chakra Total	 26400 26400 26400 26400 **105600**
Room rent	

(i) First cycle **(ii)** Second cycle **(iii)** Third cycle **(d)** Fourth Chakra Total	3000 3000 3000 3000 **12000**
Total Indirect Income	**117600**
total common day	**111412**

Summary of Economics

Cost of production in all four cycles

Specific	Amount in Rs.
Total recurring cost **(i)** First cycle Dhingri Mushroom **(ii)** Second cycle Dhingri Mushroom **(iii)** Third cycle Button Mushroom **(d)** Fourth Chakra Button Mushroom Total	 48500 47000 58000 58000 **211500**
10% depreciation on capital cost (Annual).	7000
10% interest on loan	2894
Total	**221394**

The essence of production costs

Description	Amount (Rs.)
recurring cost	**211500**
10% depreciation on capital Value Cost	7000
10% interest on loan	2894
Total	**221394**

Assessing the Selling Price

Description	Unit	Amount (Rs.)
Recurring Cost (221394/1800)	Kilogram	122
Fixed profit 23%	Kilogram	28

Total		**150**
market price	Kilogram	**150**

Benefit Cost Analysis (Annual)

Description	Amount (Rs.)
10% on capital cost (a)	**7000**
Recurring Cost (B)	
Room rent	12000
Labor	105600
Compost Bags Price	65000
Formalin	2400
Packaging (packaging materials etc.)	9000
Traffic payment	4000
Use of electricity and water	12000
Miscellaneous Expenses(Stationery , Bill Books , receipt etc.)	1500
Total	**211500**
Total production of Dhingri and Button mushroom	1800 Kg
Selling price of Dhingri and Button Mushroom	270000
selling price of fertilizer	20000
Total	**290000**
Gross profit = Selling price- (Capital cost + Recurring cost) =290000- (70975+211500)	7525
Gross profit = Total profit + Labor wages + Room Rent =7525+105600+12000	125125
Distribution of profit among group members after four cycles = Total Profit – (Principal amount + Interest + Recurring cost for fifth cycle) =7525-(0+0+48500)	-40925

Note:– Labor wages and room rent are not included in this amount.

From the above it is clear that each member will not get any additional income after completing four cycles of 75 days. The overall profit of 48500 is as recurring cost of the fifth cycle stand invested.

Resources of funds and requirement of funds

Description of resources	Amount in Rs.
Part of the project at capital cost of Rs. 70975 (75 %)	53231
Monthly contribution till date	30484
Loan from bank	22747
Total	106462

one lakh rupees will be provided to the self help group as revolving fund to take loan from the bank.

50% of the capital cost will be borne by the project.

5% interest of the loan will be borne by the project.

Calculating the Break–Even Point

Break even point = Capital cost/sales/kg.-Recurring cost/kg.

=70975/150 -122

=70975/28=2834 kg

Break even point can be achieved after nine months after selling 2534 kg of Dhingri and Button mushrooms .

Loan Repayment Schedule (at 10% interest)

S.no	month	loan repayment			cumulative loan repayment	Loan Balance		
		Principal Amount	Interest	Total		Principal Amount	Interest	Total
	Month-1	0	0	0	0	57000	475	57475
2	Month-2	0	0	0	0	57475	479	57954
3	Month-3	0	0		0	57954	483	58437
4	Month-4	18563	1437	20000	20000	38437	320	38757
5	Month-5	0	0	0	0	38757	322	39057
6	Month-6	0	0	0	0	39057	326	39383
7	Month-7	19032	968	20000	20000	19405	162	19567
8	Month-8	0	0	0	0	19567	163	19730
9	Month-9	0	0	0	0	19730	164	19894

10	Month-10	19405	489	19894	19894	0	0	0
1 1	Total	**57000**	**2894**	**59894**	**59894**		**2894**	

Comment:

is to increase their income by value addition in the form of pickles , readymade soups , dried mushrooms etc.

Surprising mushroom health benefits for your skin , **brain and bones**

" They contain several minerals, such as selenium , potassium , copper , iron, and phosphorus, that are not often found in plant-based foods

1. Mushrooms help keep you young .
2. protect your brain as you age .
3. Mushrooms can improve your memory.
4. Mushrooms may help your heart health.
5. Mushrooms can help strengthen your bones.
6. Mushrooms will help give you energy.
7. Mushrooms help in fighting many diseases, especially cancer ,

Mushroom delicacies are special dishes , tasty , healthy and economical.

Comment:

Keeping in view the future income of the group the second proposed activity by the group is manufacture of pickles and its value addition. As it was decided in principle during the review mission , that more than one activity should be included in a business plan, hence the second proposed activity is enclosed below.

Vermiculture is a major component in promoting organic farming and the state government of Himachal Pradesh is giving special emphasis on production of vermicompost on a large scale. Vermicomposting process gives us very good quality compost in a few days with the help of earthworms. These " creepy -crawly " creatures are most useful. They break down dead plant material and other organic wastes , recycle nutrients and turn over the soil. The worms also regenerate during this process , and their population increases several times in about ten weeks. The compost is ready when the material is moderately loose and friable and the compost is dark brown in colour. It is black, granular , Becomes light and humus-rich.

In recent times , vermicomposting is gaining a strong foothold in the country due to its simple production techniques and associated ecological , economic and human health benefits. A significant number of vermicomposting units have been set up by entrepreneurs , especially in the southern and central parts of the country , under Government support / with technical guidance of non - governmental organizations (NGOs) . The State Government of Himachal Pradesh is also encouraging the local people to take up vermicomposting and providing subsidy to the farmers. The State Forest Department of Himachal Pradesh is also using this technique to provide manure for the ongoing nursery growing for afforestation activity in the area.

Vermicomposting has direct environmental and economic benefits as it contributes significantly to sustainable agricultural production and farmers' income. There are many NGOs , community based organizations (CBOs), self-help groups (SHGs), trusts, etc. who are making concerted efforts to promote vermicomposting technology due to its established economic and environmental benefits.

business plan

Pickle making and its value addition
By

“Jai Maa Naina Devi” Mother Self Help Group

executive Summary

The income generating activity of pickle making has been selected by “Jai Maa Naina Devi” self help group. This IGA will be done by all the women of this self help group. Initially, pickles of Galgal , Amla etc. and powder of Amla will be made by this group. This activity is already being carried out by some of the women in this group. This business activity will be carried out by the group members during seasonal time . The process of making pickle takes about 7 days. The production process includes process like cleaning , washing , grinding , mixing , drying etc. Initially the group will manufacture galgal and amla pickles. The product will be sold directly by the Group or indirectly through retailers and whole sellers in the near market.

Description of the product related to the income generating activity

Product Name	,	Pickle making and its value addition
Method of product identification	,	This activity is already being done by some women self help groups and it is decided by the group members
Consent of SHG/CIG/Cluster members	,	Yes

Description of production processes

- The group will make pickles of galgal , amla etc. This business activity will be done by the group members during seasonal time .
- The pickling process takes around 7 days.
- The production process includes processes like cleaning , washing , grinding , mixing , drying etc.
- Initially the group will manufacture 100 kg of pickles per month of local fruits available in the area during the season and will also manufacture other products using the same production process .

Description of the production plan

Galgal pickle (in days)	,	7 days
Production cycle of Amla Pickle (in days)		7 days
Manpower required per cycle (No.)	,	as required
Source of raw materials	,	local content
Source of other resources	,	Local Market / Main Market
Quantity required per cycle for Galgal pickle (kg)	,	For 50 kg of galgal pickle , 40 kg of galgal and 10 kg of masala is required
Quantity required per cycle for Amla (kg)		For 50 kg of amla pickle , 35 kg of amla and 15 kg of spices are required
Expected output per cycle(kg)	,	50 Kg Each

Raw material requirement and expected production

Serial Number	Raw Material	Unit	Time	Quantity(approx.)	Amount per kg (Rs.)	Total Amount	Expected Production Monthly(kg)
1	Galgal	Kilogram	Monthly	100	20	2000	125
2	Spices	Kilogram	Monthly	25	150	3750	
1	Gooseberry	Kilogram	Monthly	100	30	3000	125
2	Spices	Kilogram	Monthly	25	150	3750	

Marketing/Sales Details

1	Potential market space	Bilaspur 22 Km Lon , Nauni 12 Km Lon, Berhampukhar 7 Km Lon, Jukhala 3 Km Lon,
2	Distance from unit	
3	Demand for the product in the market	Daily Demand
4	Market Identification Process	Group members will contact the local hoteliers every month for their demand and select/list the retailer/wholesaler as per the demand in the market. Initially the product will be sold in nearby markets.
5	marketing strategy of the product	"Jai Maa Naina Devi" Self Help Group members will sell their product directly from the village shops and construction site/shop. Also by retailers , wholesalers from nearby markets. Initially the product will be sold in 0.5-1 kg packaging .
6	Product Branding	The product will be marketed at the CIG/SHG level by branding the CIG/SHG. Later this IGA may require branding at cluster level
7	Product "slogan"	" Jai Maa Naina Devi Mata Galgal Pickle and Chutney "

SWOT Analysis

Strength –

- The activity is already being carried out by some SHG members

- Raw materials easily available
- The manufacturing process is simple
- Proper packing and easy to transport
- Product shelf life is long
- Homemade , low cost

Weakness –

- , humidity , moisture on manufacturing process/product .
- Extremely laborious work.
- Competes with other old and famous products.

Opportunity –

- There are good opportunities for profits as the cost of the product is lower than other similar categories of products.
- Shops Fast
  Food stalls,retailers,wholesalers, CanteenRestaurant And CooksHousewives inhigh There are opportunities for expansion with demand and large scale production.
- Daily/weekly consumption and consumption by all buyers across all seasons.

Danger / Risk –

- Effect of temperature , humidity during manufacturing and packaging especially in winter and rainy season.
- Sudden increase in the prices of raw materials.
- competitive market.
-

Management details among members

By mutual consent the members of the self help group will decide their role and responsibility to carry out the work. Work will be divided among the members according to their mental and physical capacity. (Labour Department)

- Some members of the group will be involved in the pre-production process (i.e. - collection of raw materials, etc.)
- Some group members will be involved in the production process.
- Some members of the group will be involved in packaging and marketing.

Economics details of :

A.	Capital Cost

Serial Number	Description	amount	Unit Price	Total Amount (Rs.)
1	Grinder Machine (1-2 HP)	1	18000	18,000
2	Mixer	2	4000	8,000
3	Vegetable Dehydrator	1	40000	40,000
4	weighing machine	1	2000	2,000
5	kitchen tools		About	8000
6	Finished product storage cupboard/rack		About	8000
7	Hand Operated Jar Sealing Machine	1	15000	15000
8	Apron , Cap , Plastic Hand Gloves etc	5	About	1000
	Total capital cost (A) =			**1,00,000**

B. recurring cost

Serial Number	Description	Unit	amount	price	Total Amount (Rs.)
1	Galgal	kg/month	100	20	2000
2	Raw Material (Masala)	kg/month	50	150	7500
3	Gooseberry	kg/month	100	30	3000
4	Packaging Materials	month	About	5000	5000
5	transportation	month	1	1000	1000
6	Other (stationary , electricity , water Bill for repair of machine)	month	1	1000	1000
7	For the production of two quintals of pickles 2 hrs / day. Total 30 hours for 5 women for 03 days i.e. 8 hours each, labour cost for 04 days @ Rs.300/- / day	Day	04	300	1200
	recurring cost				**20700**

Cost of Production (Monthly)	
Description	Amount (Rs.)
Total recurring cost	20700
Depreciation at 10% per annum on capital cost	10000
Total	**30700**

Calculate the selling price of Galgal pickle(per cycle)

Description	Unit	Amount (Rs.)
cost of making	Kilogram	82.8
Current Market Value	Kilogram	250-300
Expected Selling Price	Rs	200

Selling price calculation for Amla Pickle (per cycle)		
Description	Unit	Amount (Rs.)
cost of making	Kilogram	143
Current Market Value	Kilogram	200-300
Expected Selling Price	Rs	240

income and expenditure Of Analysis (Monthly):

Description	Amount (Rs.)
Depreciation at 10% per annum on capital cost	10000
Total recurring cost	9850
Total Production of Galgal Pickle per Month(Kg)	125
Selling Price (per kg)	200
Income Generation (200*125)	25000
Total Production of Amla Pickle per Month(Kg)	125
Selling Price (per kg)	240
Income Generation (240*125)	30000
Net profit	34300- on monthly basis
distribution of net profit	The profit will be distributed equally among the members on monthly/yearly basis.
	The profit will be used to meet recurring costs.
	Profits will be used for further investments in IGA

Finance Requirement:

Description	Total Amount (Rs.)	Project contributions	SHG Contribution
total capital cost	100000	50000	50000
Total recurring cost	20700	0	20700
Training/Capacity Building/Skill Upgradation	50,000	50,000	0
Total	**170700**	**100000**	**70700**

Pay attention–

- Capital Cost – 50% of the capital cost to be covered under the project
- recurring cost – To be borne by Self Help Group/CIG.
- Training/Capacity Building/Skill Upgradation – will be borne by the project

Sources of Finance:

Project support	• 50% of the capital cost will be used for purchasing machinery and equipment • 1 lakh will be deposited in the SHG bank account. • Training/Capacity Building/Skill Upgradation costs.	The machinery / equipment will be procured by the respective DMU / FCCU following all the codal formalities.
self help group contribution	• 50% of the capital cost will be borne by the self help group , in this Includes cost of materials/equipment other than machinery. • Recurring costs borne by the self help group	

Training/Capacity Building/Skill Upgradation

Training/capacity building/skill upgradation cost will be borne by the project.
Following are some of the training/capacity building/skill upgradation proposed/required:

- Cost-effective procurement of raw materials
- Quality Control
- Packaging and marketing
- financial management

Calculating the Break–Even Point

= Capital Expenditure/Selling Price (per kg)-Cost of Production (per kg)

= 100000/ (200-82.80)

= 854 kg

In this process 854 kg pickles were Break even will be achieved after selling.

Other sources of income:

of villagers/local people from grinding galgal , amla , pulses , wheat , maize etc.

Bank Loan Repayment – If the loan is taken from a bank it will be in the form of cash credit limit and there is no repayment schedule for CCL ; however , monthly savings and repayment receipts from the members should be sent through CCL.

- In CCL , the outstanding principal of the SHGs should be paid in full to the banks once a year. The interest amount should be paid on a monthly basis.
- In term loans , repayment should be done as per the repayment schedule in banks.

Monitoring method –

- The Social Audit Committee of VFDS will monitor the progress and performance of the IGA and suggest corrective actions, if necessary, to ensure the operation of the unit as per projections.
- The SHG should review the progress and performance of the IGA of each member and suggest corrective actions, if necessary, to ensure the operation of the unit as per the projections.

Here are some key indicators to monitor:

- Group size
- fund management
- Investment
- Income generation
- product quality

The total cost of the project is

Capital Cost = Rs.70,975 /-

Recurring cost = 211500/-

Total for mushroom cultivation = **282475/-**

Manufacture of pickles and its value addition is the project cost

Capital cost = 100000/-

Recurring cost = 20700/-

Total for pickle making and its value addition project = **120700/-**

The total amount of the business plan is Rs. Only /- 17,743/-

serial number	Business plan	Capital cost	Recurring costs	part of the project	Beneficiary contribution	Total cost
1.	Mushroom cultivation	70,975/-	2,11500	17,743/-	53,231/-	282475
2.	Pickle making and its value addition	1,00000/-	20,700/-	75,000	25,000/-	1,20,700
	Total	**170975**	**2,32200**	**92,743**	**78,231**	**4,03175**

अनुलग्नक

हम सब समूह के सदस्य ने आई जी गतिविधि में सक्रिय रूप से भाग लेने के लिए सहमति दी है हमारी पारिस्थितिक तंत्र प्रबंधन और आजीविका में सुधार और बी एफ डी एस के साथ समन्वय के लिए जे आई सी ए परियोजना के दिशा निर्देश के अनुसार समूह (मशरूम और अचार बनाना)द्वारा चुना गया।

सदस्यों का विवरण इस प्रकार है

क्रम संख्या	नाम	पद	वर्ग	उम्र	हस्ताक्षर
1	कमला देवी	प्रधान	SC	49	Kamla Devi
2	पवना देवी	सचिव	SC	28	Pawna Devi
3	अंजना कुमारी	कोषाध्यक्ष	OBC	34	Anjana Kumari
4	मीरा देवी	सदस्य	OBC	47	मीरा देवी
5	रीता देवी	सदस्य	SC	32	Reeta Devi
6	भागा देवी	सदस्य	gnrl		Bhaga Devi
7	निर्मला देवी	सदस्य	SC	38	Nirmala Devi
8	आशा देवी	सदस्य	SC	50	आशा देवी
9	रमा देवी	सदस्य	SC	24	Rama Kumari
10	किरण देवी	सदस्य	SC	31	Kiran Devi
11	सीमा देवी	सदस्य	SC	35	Seema Devi
12	सुमन देवी	सदस्य	gnrl	26	Suman Devi
13	निशा देवी	सदस्य	SC	26	निशा देवी
14	कान्ता देवी	सदस्य	SC	47	Kanta Devi
15	जय देई	सदस्य	SC	42	जय देई
16					

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सचिव Pawana Devi
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हस्ताक्षर
वन खंड अधिकारी

हस्ताक्षर
वन रक्षक

हस्ताक्षर वन परिक्षेत्राधिकारी
वन परिक्षेत्र सदर
बिलासपुर

...Management ...
Officer JICA Forestry Project,
... Bilaspur (H.P.)