

BUSINESS PLAN

INCOME GENERATING ACTIVITY – Food Processing (Seera & Badi making)

by

Shivam-Self Help Group



SHG/CIG Name	::	Shivam
VFDS Name	::	Jai Bhole Shankar
Range	::	Ghumarwin
Division	::	Bilaspur

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/CIG Name	::	Shivam
2	VFDS	::	Jai Bholeshankar
3	Range	::	Ghumarwin
4	Division	::	Bilaspur
5	Village	::	Amarpur
6	Block	::	Ghumarwin
7	District	::	Bilaspur
8	Total No. of Members in SHG	::	10 - females
9	Date of formation	::	24-04-218
10	Bank a/c No.	::	88891300000088
11	Bank Details	::	HP Gramin Bank panoul
12	SHG/CIG Monthly Saving	::	50/-
13	Total saving		33000
14	Total inter-loaning		30000
15	Cash Credit Limit		--
16	Repayment Status		--

2. Beneficiaries Detail:

Sr. No	Name	Father/Husb and Name	Age	Category	Income Source	Address
1	Urmila Devi	Pawan Kumar	42	S.c.(BPL)	Agriculture	VPO Amarpur
2	Neelam Chandel	Parveen Kumar	33	Gen.	Agriculture	VPO Amarpur
3	Sheela Devi	Surrender Pal	38	SC.	Agriculture	VPO Amarpur
4	Anju Devi	Madanlal	38	SC. (BPL)	Agriculture	VPO Amarpur
5	Veena Devi	Sita Ram	50	SC.	Agriculture	VPO Amarpur
6	Anjana Devi	Pradeep Singh	39	Gen.	Agriculture	VPO Amarpur
7	Bimla Devi	Kuldeepsingh	52	Gen.	Agriculture	VPO Amarpur
8	Fluran Devi	Naresh Kumar	28	SC. (BPL)	Agriculture	VPO Amarpur
9	Tripta Devi	Ramesh Kumar	53	SC. (BPL)	Agriculture	VPO Amarpur
10	Krishna Devi	Pratapsingh	51	Gen.	Agriculture	VPO Amarpur

3. Geographical details of the Village

1	Distance from the District HQ	::	20 km
2	Distance from Main Road	::	100 mtr.
3	Name of local market & distance	::	Panoul 1Km
4	Name of main market & distance	::	Ghumarwin, 15 Km Bilaspur, 20 Km
5	Name of main cities & distance	::	
6	Name of main cities where product will be sold/ marketed	::	Bilaspur, Ghumarwin

4. Executive Summary

Seera and Badi making income generation activity has been selected by Shivam Self Help Group. These IGA will be carried out by all ladies of this SHG. Seera making will be made by this group initially. This activity is being already done by some ladies of this group. This business activity will be carried out whole year by group members. The process of making seera takes around 12-15 days. Approximately 1 kg of seera will be manufactured by 2 Kg of wh3ear seeds. Production process includes process like cleaning, washing, soaking, grinding, drying etc. Initially group will manufacture seera but in future group will manufacture other products which follow same process. Product will be sold directly by group or indirectly through retailers and

wholesellers of near market initially. Selling price of 1 Kg of seera will be around 150 per Kg.

Badi of Moong, Maah, Masar, Danthaletc will be made by this group initially. This activity is being already done by some ladies of this group. This business activity will be carried out whole year by group members. The process of making badi takes around 3 days. 1 kg of badi will be manufactured by approximately 1.25- 1.50 Kg of daal and around 150-200 gram of masala (Kaalimirch, badiElaichi, Ajwain,Jeeraetc). Production process includes process like cleaning, washing, soaking, grinding, mixing, drying etc. Initially group will manufacture badi but in future group will manufacture other products which follow same process. Product will be sold directly by group or indirectly through retailers and wholesellers of near market initially. Selling price of 1 Kg of badi will be around 250-260 per Kg.

5. Description of Product related to Income Generating Activity

1	Name of the Product	::	Badiya (Moongdaal, Maah, Masardaal, Danthaletc) Seera (Wheat seeds)
2	Method of product identification	::	This activity is being already done by some SHG ladies. Has been decided by group members
3	Consent of SHG/ CIG / cluster members	::	Yes

6. Description of Production Processes

- Group will make badi of moong, maah, masardaal and danthal(arbipata) and Seera of wheat seeds. This business activity will be carried out whole year by group members.
- The process of making badi takes around 3 days and 12-15 days for Seera making.
- Based on assumption/experience -1 kg of badi will be manufactured by 1.25-1.50 Kg of daal and 150-200 gram of masala (Kaalimirch, badiElaichi, Ajwain,Jeeraetc).Seera is also assumed to be of 1 kg.
- Production process includes process like cleaning, washing, soaking, grinding, mixing, drying etc.
- Initially group will manufacture 220 kg badi and 100 kg of Seera per month and in future, group will manufacture as per demand and will also make other products which follow same production process.

7. Description of Production Planning

1	Production Cycle (in days)	::	3 days for Badi and 12-15 days for Seera
2	Manpower required per cycle	::	10 ladies

	(No.)		
3	Source of raw materials	::	Local market/ Main market
4	Source of other resources	::	Local market/ Main market
5	Quantity required per cycle (Kg)	::	30 kg daal and 4.5-5 Kgmasala for Badi and 400 kg wheat seeds (initially)
6	Expected production per cycle (Kg)	::	200 kg Seera and 25 kgBadi

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	Daal	Kg	Monthly	300	120	36,000	250
2	Masala	Kg	Monthly	50	200	10,000	
	Wheat seeds	Kg	Monthly	400	20	8,000	

8. Description of Marketing/ Sale

1	Potential market places	::	Bilaspur, Ghumarwin , Panoul 20,15 and 1 km respectively
2	Distance from the unit	::	
3	Demand of the product in market place/s	::	Daily demand and high demand at the time of festive and marriage occasions.
4	Process of identification of market	::	Group members, according to their production potential and demand in market, will select/list retailer/wholesaler. 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 1 Kg packaging.
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 Shivam"

9.SWOT Analysis

❖ Strength–

- Activity is being already done by some SHG members
- 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 etc)
- 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 Amount (Rs.)
1	Grinder Machine (1-2 HP) with installation	2	18000	36,000
2	Water tub (40-50 ltr)	4	500	2000
3	Drum for storage- water, daal raw material etc-(80-100ltr) – plastic	3	1000	3000
4	Plastic sheets (eg-40*60 inch)	3-4	LS	1000
5	Plastic Mugs	5	LS	500
6	Kitchen tools		LS	2000
7	Water strainer		LS	1500
8	Finished product storage almirah/racks	3-4	LS	3000
9	Digital Weighing Scale Machine	2	1000	2000
10	Poly Sealing Table Top Heat Sealer Pouch Plastic Packaging Machines	1	2000	2000
11	Apron, cap, plastic hand gloves etc	5	LS	1000
12	Chairs, Table		LS	3000
13	Mixer	1	6000	6000
Total Capital Cost (A) =				63,000

B. RECURRING COST					
Sr.no	Particulars	Unit	Quantity	Price	Total Amount (Rs)
1	Raw material (daal)	Kg/month	300	120	36,000
	Raw material (wheat seeds)	Kg/month	400	20	8000
2	Raw material (masala)	Kg/month	45	200	9,000
3	Rent	Month	1	200	200
4	Labour (will be done by SHG members)	5 hour	150	50	7500
5	Packaging material	Month	1	500	500

6	Transportation	Month	1	800	800
7	Other (stationary, electricity, water bill, machine repair)	Month	1	1000	1000
	Recurring Cost				63000
Total Recurring Cost B = (Recurring cost- Labour cost) as work/labour will be done by SHG members.					55,500

C. Cost of Production (Monthly)		
Sr. No	Particulars	Amount (Rs)
1	Total Recurring Cost	55,500
2	10% depreciation annually on capital cost	525
	Total	56025

D. Selling Price calculation (per cycle)					
Sr.No	Particulars	Unit	Quantity	Amount (Rs)	
1	Cost of Production	Kg	1	50+190=240	It will decrease as the quantity of production increase
2	Current market price	Kg	1	150-180 for Seera and 300 for Badi	
3	Expected Selling Price by SHG	Rs	1	180 for Seera and 260 for Badi	

12. Analysis of Income and Expenditure (Monthly):

Sr.No	Particulars	Amount (Rs)
1	10% depreciation annually on capital cost	525
2	Total Recurring Cost	55,500
3	Total Production per month(Kg)	200 for Seera and 250 for Badi (quantity)

4	Selling Price (per Kg)	180 for Seera and 260 for Badi
5	Income generation (200*180) for Seera and (250*260) for Badi	36000 for Seera and 65,000 for Badi Total=101000
6	Net profit (101000-56025)	44975
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. Fundrequirement:

Sr.No	Particulars	Total Amount (Rs)	Project Contribution	SHG Contribution
1	Total capital cost	63,000	47250	15750
2	Total Recurring Cost	63000	0	63000
3	Trainings/capacity building/ skill up-gradation	30,000	30,000	0
	Total	1,56,000		

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 given by the project • Upto Rs1 lakh will be parked in the SHG bank account. • Trainings/capacity building/ skill up-gradation cost. • In case SHG take loan from bank 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 have to pay the installments of the Principal amount on regular basis. 	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 • 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

= Capital Expenditure/selling price (per kg)-cost of production (per kg)

=For Seera $63000/(180-50)= 485$ kg

=For Badi $(63000/(260-190)= 900$ kg

In this process breakeven will be achieved after selling 485 Kg of Seera and 900 kg Badi. Therefore, breakeven will be achieved in 4-5 months.

17. Other sources of income:

Income from grinding Daal, wheat, maize etc of villagers/local people.

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

- Production level
- Quality of product
- Quantity sold
- Market reach

20. Remarks



Meeting with group Members



Group members Photos-

Individual Photo Of each member:-



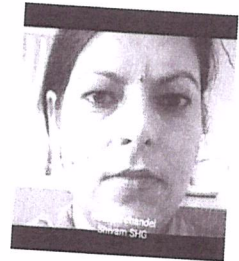
Veena Devi



Anjna Devi



Anju Devi



Neelam Chandel



Flurandevi



Bimla Chandel



Krishna Devi



Tripta Devi



Urmila Devi



Sheela Devi

Resolution-cum-Group Consensus Form

It is decided in the General House meeting of the group.....Shikam S.H.S......held on 09-02-2021 at Thunpora.....that our group will undertake the Badi Asana Making as Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted).

Omika Devi

प्रधान
शिवम स्वयं सहायता समूह
अमरपुर, तह. घुमारवीं
जिला चित्तौड़गढ़ (हि. प्र.)-174021

Signature of Group Pradhan

Rohandul

सचिव

Signature of Group Secretary

Business Plan Approval by VFDS

.....Shivaram Singh..... group will undertake the Badi as
Livelihood Income Generation Activity under the Project for Improvement of
Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted).
In this regard Business Plan of amount (Rs) 1,56,000 has been
submitted by this group on dated 21-06-2021 and this business plan has been
approved by Mr. Bhalu Shankar VFDS.

Business Plan with SHG resolution is being submitted to DMU through FTU for
further action, please.

Thank you

Signature of VFDS Pradhan

[Handwritten signature and stamp]

Signature of VFDS Secretary

[Handwritten signature]

[Handwritten signature]

FTU Coordinator

[Faint official stamp and text]