



BUSINESS PLAN

INCOME GENERATING ACTIVITY–(Mushroom Cultivation)

By

Gauri Shankar-Self Help Group

SHG Name	Gauri Shankar
VFDS Name	Deothi
Range	Rey
Division	Nurpur Divison

Prepared Under–

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

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1. Description of SHG

1	SHGName	Gauri Shankar
2	VFDS	Deothi
3	Range	Rey
4	Division	Nurpur Divison
5	Village	Deothi
6	Block	Badukhar
7	District	Kangra
8	Total No.of Members in SHG	15 females
9	Date of formation	2-3-2023
10	Banka/cNo.	50076282905
11	Bank Details	The Kangra Central Co-operative Bank Ltd.
12	SHG Monthly Saving	20/-
13	Total saving	
14	Total inter-loaning	1%
15	Cash Credit Limit	--
16	Re payment Status	--

2. Beneficiaries Details:

Sr. No.	Name Of SHG Members	Husband/Father name	Age	Gender	Category	Income source
1	Nirmala Devi	Kuldeep Singh	60	Female	OBC	Agriculture
2	Aashana Devi	Surinder Kumar	50	Female	SC	Agriculture
3	Veena Devi	Shyam Lal	48	Female	OBC	Agriculture
4	Raj Kumari	Amar Singh	55	Female	SC	Agriculture
5	Bandana Devi	Sher Singh	33	Female	OBC	Agriculture
6	Seema Devi	Ravinder Kumar	48	Female	OBC	Agriculture
7	Saroj Bala	Pawan Kumar	37	Female	OBC	Agriculture
8	Reena Devi	Surjeet singh	33	Female	OBC	Agriculture
9	Sapna	Suresh Kumar	41	Female	OBC	Agriculture
10	Rama devi	Rajinder Kumar	38	Female	SC	Agriculture
11	Santosh Kumari	Mohinder Singh	35	Female	SC	Agriculture
12	Mukesh kumari	Sanjeev kumar	35	Female	SC	Agriculture
13	Pushpa Devi	Surinder pal	54	Female	OBC	Agriculture
14	Rekha Devi	Suresh Kumar	42	Female	OBC	Agriculture
15	Meena Kumari	Rajeev kumar	33	Female	OBC	Agriculture

3. Geographical details of the Village

1	Distance from the DistrictHQ	115Km
2	Distance from Main Road	1Km
3	Name of local market & distance	Rehan-27 Km,Indora-25 Km
4	Name of main market & distance	Rehan-27 Km
5	Name of main cities & distance	
6	Name of main cities where product will be sold/marketed	Rehan-27Km,Indora-25 Km

4. **Executive Summary**

Mushroom cultivation income generation activity has been selected by Jai Gauri Shankar Self Help Group. This IGA will be carried out by 15 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 gram packing of per packed)

5. **Description of Product related to Income Generating Activity**

1	Name of the Product	Gauri Shankar Mushroom
2	Method of product identification	High demand infestive 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.)	15 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	220Kg	4months	6.5qtls.	150	97,500

8. Description of Marketing /Sale

1	Potential market places	
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, whole saler of near markets. Initially product will be sold in 200&500grams packaging.
6	Product branding	At SHG level product will be marketed by Branding SHG. Later this IGA may required brand in cluster level
7	Product “slogan”	“A product of SHG Gauri Shankar”

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 production cycle will increase
- ❖ Opportunity–
 - High demand festive and marriage occasion
 - Location of markets
 - Daily/weekly consumption and consumed by all buyers in all seasons
- ❖ Threats/Risks–
 - Effect of temperature, moisture at time of manufacturing and packaging particularly in winter and rainy season.
 - Sudden 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>UnitPrice</u>	<u>Amount</u>
1	Water spray pump(Electric with solar Pannel)	2	1800	3600
2	Water tub(40-50ltr)	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 and gloves etc	5	LS	1,500
6	Product storage Crates		LS	7,000
7	Racks, Bench, Stairs		LS	15,000
8	Tower Air Cooler(15ltr./-)	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 bed one by SHG members)	Work will bed one by SHG members rotation bases for one cycle (97days*wagesrate 350)			33,950
3	Packaging material	P/Bags	LS	-	3300
4	Transportation	Rs.2500/-cycle		LS	8000
5	Electricity exp.	1	12Month	1000	12000
6	Mushroom Bags for next cycle	M.Bag	220	200	44000
	Recurring Cost				137250/-
<u>Total Recurring Cost B=137,250/-</u> (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 capita lcost	5190
	Total:-	142440

D. <u>Selling Price calculation (percycle)</u>					
<u>Sr.no</u>	<u>Particulars</u>	<u>Unit</u>	<u>Quantity</u>	<u>Amount(Rs)</u>	
1	Cost of Production	3Cycle	19 Qtls	142440	It will decreaseas 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(ctl)	6.5qtls(19qtls.peryear)
4	Selling Price (perKg)	150
5	Income generation(150*19*100)	2,85,000 annually
6	Ne tprofit(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/skillup-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 1lakh as revolving have parked in the SHG bank account. • Trainings/capacity building/skillup-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/skillup-gradation

Trainings/capacity building /skillup-gradation cost will be borne by project.

Following are some trainings/capacity building /skillup-gradation proposed/needed:

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

16. Other sources of income:

The group an other 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
- Help slower cholesterol levels
- Strengthen teeth, nail & hair
- Lowers blood pressure

Photo's of SHG Gauri Shankar Under VFDS Deothi



Resolution cum Group Consensus Form

It is decided in the general house meeting of the group Gaushankar held on 12-12-2023 at Deethi that our group will undertake the Mushroom farming as livelihood income generation activity Under the project for implementation of Himachal Pradesh forest ecosystem Management and livelihood (JICA assisted).

निमीला देवी

प्रधान
सचिव
Signature of Group President

आशला देवी

Signature of Group Secretary

Business Plan Approval by VFDS & DMU

Gauri Shankar Group will undertake the mushroom farming as live food 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 12/12/2023 and the business plan has been approved by the VFDS Deothi

Business plan is submitted through FTU for further action please.

Thank you निमित्त कृपया

Signature of Group Secretary

Signature of Group Secretary

Signature of President VFDS

Pradhan
Vill. Forest Development Society
Deothi, G.P Bahadpur
Teh Indora (Kangra) H.P

Approved

DMU cum Nurpur
DMU - cum - DFO
Nurpur Forest Division
Nurpur

