

BUSINESS PLAN

INCOME GENERATING ACTIVITY – Papad / Bariyan Making/Seera and Namkeen Making

by

Arti Self Help Group



SHG/CIG Name	::	Arti SHG
VFDS Name	::	Nagni
Range	::	Nurpur
Division	::	Nurpur

Prepared Under–



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

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1. Introduction

Achar/Papad Chutney Sevyian Badis are very important ingredient of dining table across the globe and more oftenly used in the Asia Pacific region. A wide range of variety is used in achar/Papad Chutney Sevyian Badi and varies from region to region depending upon the locally available raw material, taste and food habit of the people.

The most lucrative aspect of the Papad Chutney Sevyian Badi making business is that it can be started as per the financial capacity of the group and later on at any given time when the financial portfolio of the SHG improves the business can be scaled up to any level. Once your product and Its taste is liked by the customers the business will flourish like anything. However, the SHG has considered different aspects very carefully before getting into this IGA (income generation activity). The SHG has therefore crafted a detailed business plan according to its investment capacity, marketing & promotional strategy and the detailed action plan will be discussed hereunder:

2. Description of SHG/CIG

1	SHG/CIG Name	::	Arti SHG
2	VFDS	::	Nagni
3	Range	::	Nurpur
4	Division	::	Nurpur
5	Village	::	Nagni
6	Block	::	Nurpur
7	District	::	Kangra
8	Total No. of Members in SHG	::	14
9	Date of formation	::	31-07-2022
10	Bank a/c No.	::	50074982635
11	Bank Details	::	KCC Bhadwar
12	SHG/CIG Monthly Saving	::	Rs. 20
13	Total saving	::	Rs.2720
14	Total inter-loaning	::	/-
15	Cash Credit Limit	::	-
16	Repayment Status	::	-
17	Interest rate	::	1%

3. Beneficiaries Detail:

Sr. No	Name	Husband's Name	Age	Category	Income Source	Address
1	Jyoti	Vibhishan Singh	30	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
2	Kalpana	Madan Lal	34	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
3	Pooja Devi	Pawan Kumar	34	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
4	Gauri Devi	Rajesh Kaumar	41	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
5	Arti Devi	Ashwani kumar	40	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
6	Kanchan Bala	Rohit Kumar	35	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
7	Pushpa Devi	Kewal Singh	36	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
8	Nisha Devi	Manohar Lal	35	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
9	Nisha Devi	Joginder Lal	45	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
10	Neelam devi	Sandeep sharma	37	Gen.	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
11	Meetu Bala	Ashwani kumar	43	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
12	Meenu Dhiman	Jagdish Chand	38	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
13	Usha Devi	Joginder Singh	50	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)
14	Usha Devi	Mohinder singh	45	OBC	Agriculture	Village Nagni PO Bhadwar Teh. Nurpur Distt.Kangra (HP)

4. Geographical details of the Village

1	Distance from the District HQ	::	75Km
2	Distance from Main Road	::	0.5Km.
3	Name of local market & distance	::	Nurpur -4Km
4	Name of main market & distance	::	Nurpur -8KM
5	Name of main cities & distance	::	Kangra 75Km, Pathankot 32Km
6	Name of main cities where product will be sold/ marketed	::	Nurpur, Jassur, Kangra , Pathankot

5. Selection of raw material and market potential

The members of SHG after detailed discussion and thoughtful process were of the consensus that this IGA of Papad Chutney Sevyian Badi making will be e suitable for them. People consume different Papad, Chutney, Sevyian, Badi with meal and it serve as taste enhancer. Papad Chutney Sevyian Badi are also used as toppings as well as main ingredient for food such as sandwiches, hamburgers, pizza, parathas and pulav etc.

Papad Chutney and Sevyian are the most popular variety across the globe. Here

particularly in this SHG we will focus mainly on the locally and easily available raw materials such as Brown chickpeas, Kali urad ki daal, weat flour, garlic, ginger, Gal-Gal (hill lemon), lingad, mango, lemon, green chillies, etc.

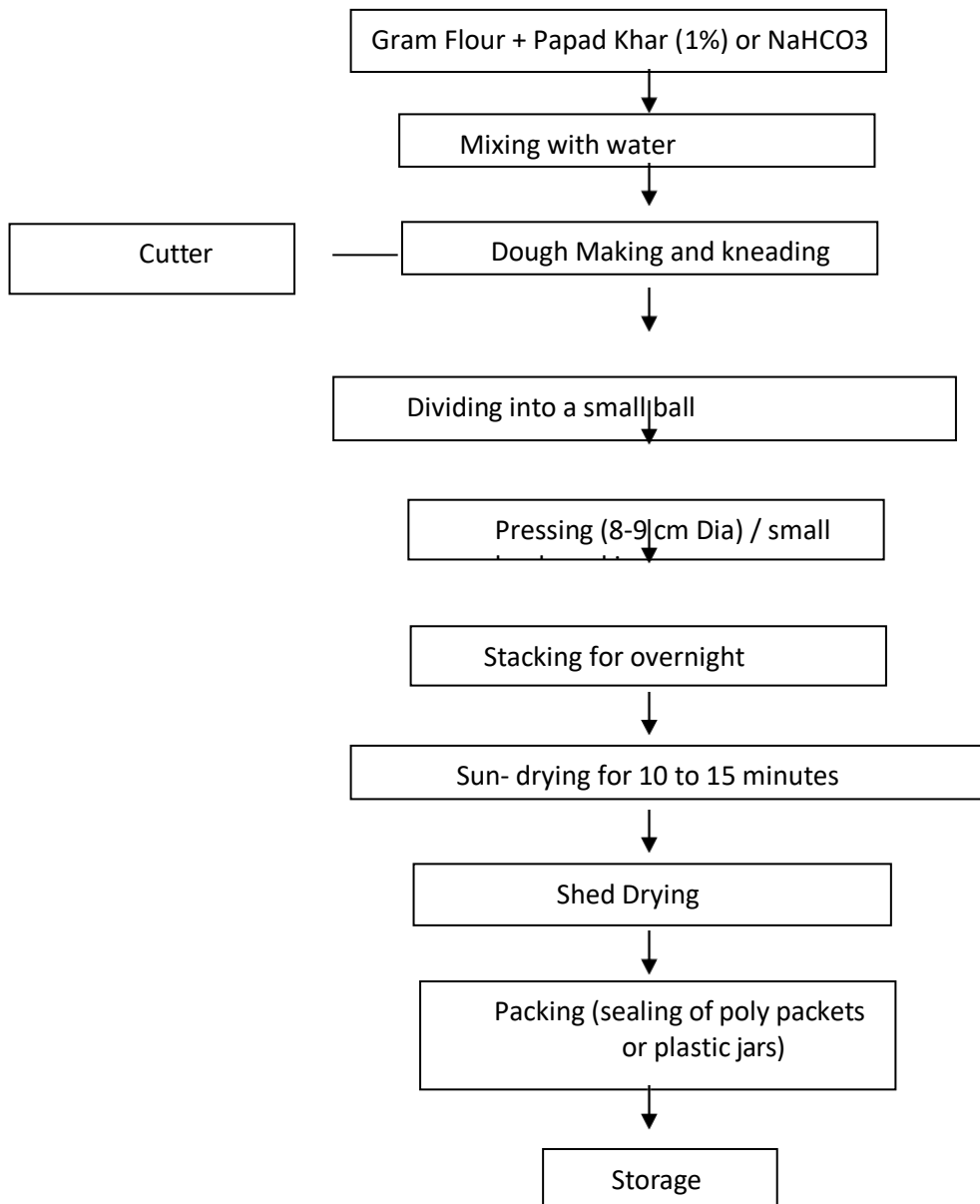
The Papad Chutney Sevyian Badi market is highly fragmented because of the presence of several large and small vendors and the competition is on the basis of factors such as price, quality, innovation, reputation, service, distribution and promotion to grab lion share in the market. Papad Chutney Sevyian Badi making is an ideal business on the small scale and mainly for the housewives and other women workforce. In this case it was felt when the sellers of Papad Chutney Sevyian Badis from Ladori Nurpur and Kangra can sell their Papad Chutney Sevyian Badis in command area then this SHG can do it more vigorously and briskly and compete with such outsiders.

6. Papad / Chutney / Sevayian / Badi making business plan

Before starting any IGA (Income generation activity) it is very essential to craft a customized business plan with detailed and structured discussion. The business plan helps to get the clear conception of investment, operational activities, marketing and net income/return. The scope of scale up the business is also envisaged clearly and in addition it helps in arranging finance from the banks. It is advisable to have market survey prior to returning upon the business and plus point is that the group members of this SHG are well aware of the market study. Primarily the SHG studied the demand for the specific type of Papad Chutney Sevayian Badi in their area and mainly the local market was kept as target. The members of SHG has shortlisted the IGA a carefully by making the study of nearby markets and the taste of the people at large and have seen potential to venture upon this activity as IGA.

Most of the raw material is locally available and lingad is naturally growing fern spp. free of cost in the nearby moist areas and nullahas. People of the small townships around this group has inherent liking towards this Papad Chutney Sevayian Badi which otherwise is not available in the open markets.

Flow chart of the Papad Chutney Sevyian Badi making process



7. Achar chutney/Papad Chutney Sevyian Badi making business compliance

Papad Chutney Sevyian Badi is a food item therefore different regulations of the state government need to be followed. Since the IGA is being taken up initially on small scale therefore these legal issues will be address locally by the SHG members by obtaining a food handling license from the local authorities. The business is being operated from home therefore the tax regulations for self-employed groups will be taken care as per the rules.

8. Different types of Papad

As discussed in earlier chapter mostly the locally and easily available raw material for Papad Chutney Sevyian Badi making will be used. Papad Chutney Sevyian Badis are of numerous taste and flavours whereas, the SHG will focus mainly on the traditional and more commonly used Papad Chutney Sevyian Badi in the area and market for which this SHG intends to cater for. Once the business of the SHG picks up the demand driven quality Papad Chutney Sevyian Badi will be prepared and customized as per the taste of the customers.

Some of the most popular and commonly used Papad Chutney Sevyian Badis are Plane papad masala papad chilly papad chutney (different types) daal badi sevyian (plane salted spiced) etc. Sometimes the mixed Papad Chutney Sevyian Badis such as Papad Chutney Sevyian Badi etc. will also be prepared as per the taste and demand of the targeted customers.

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
- Homemade, lower cost

❖ Weakness–

- Effect of temperature, humidity, moisture on manufacturing process/product.
- Highly labour-intensive work.
- Compete with other old and well-known products

❖ Opportunity–

- There are good opportunities of profits as product cost is lower than other same categories products
- High demand in → Shops → Fast food stalls → Retailers → Wholesalers → Canteen → Restaurants → Chefs and cooks → Housewives
- There are opportunities of expansion with production at a larger scale.
- 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. making equipments

The requirement of equipment or machinery basically depends upon our mode of operation and size of the plan. In this case the SHG will start initially on small and manageable scale. Therefore, the appliances and accessories used in kitchen are enough to meet the demand apart from this some of the machinery will have to be purchased to make the plan viable and therefore some of the basic equipment's will also be included for procurement which will help the SHG to scale of its activities at larger level. The following equipment's will be procured initially to start the plan:

A. CAPITAL COST		
Sr. No.	Equipment	Approximately cost
1.	Grinder machine	10000
2.	Dryer	12000
3.	Cooking arrangement (commercial Gas cylinder with chullah)	8000
4.	Papad Chutney Sevyian Badi mixer	5000
5.	Weighing scale (2 no.'s)	3000
6.	Packaging/ sealing unit	2500
7.	Labelling machine	3000
8.	Sevayian making machine	5000
9.	Dough maker and mixer machine	5000
		53500

Sr. No.	Utensils	Quantity	Unit price	Total amount
1.	Pattila	2	2000	4000
2.	Card board	4	300	1200
3.	Cutter with stand	4	800	3200
4.	Knife	7	100	700
Total				9100
Total capital cost				62600

11. Achar chutney Papad Chutney Sevyian Badi making raw material

The detail of raw material will depend upon the essential availability of different fruits, vegetables and non veg. articles. However, the main raw material will remain mango, ginger, garlic, chilli, lingad, fish, mutton, mushroom, gal-gal, lemon, pear, apricot etc. In addition to these different spices, salt, cooking oil, vinegar etc. will be procured. Apart from this packaging material such as plastic jars, pouches, labels and cartons will be procured. As per the market demand the packaging will be done in 500 g, 1 kg and 2 kg containers/pouches.

In addition to this SHG will hire a spacious room which will be used for operational activities, temporary storage and the command area being in village. The rent per month is presumed to be Rs. 3000 per month. Electricity and water charges have been estimated Rs. 1500 per month. The cost of Flour, Brown chickpeas and spices and other ingredients on an average have been estimated at the Rs. 220 per kg and keeping in view the manpower available at our disposal at least 300 kg of Papad Chutney Sevyian Badi will be produced in one week and it amounts to be 900 kg in one month. Accordingly, therefore recurring cost for 800kg of Papad Chutney Sevyian Badi is calculated as under:

B. RECURRING COST					
Sr. No.	Particulars	Unit	Quantity	Unitcost	Total amount
1.	Room rent	Per month	1	1500	1500
2.	Water & electricity charges	Per month	1	1500	1500
3.	Raw material	kg	900	150	135000
4.	Spices etc.	kg	40	200	8000
5.	Sarson (mustard) oil	kg	60	200	12000
6.	Packaging material	kg	20	100	2000
7.	Transportation charges	month	L/S	1000	1000
8.	Clinical gloves, head cover and aprons etc.	month	L/S	2000	2000
Total recurring cost					163000

Note: The group members will do the work themselves and therefore labour cost has not been included and the members will manage between them the working schedule to be followed.

12. Cost of production (monthly)

Sr.No.	Particulars	Amount
1.	Total recurring cost	163000
2.	10% depreciation monthly on capital cost (62600)	6260
	Total	169260

Average income monthly by way of sale of achar/Papad Chutney Sevyian Badi

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Sale of Papad Chutney Sevyian Badis	900kg	250/Kg	225000

13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	163000
2.	Total sale amount	225000
3.	Net profit	62000
4.	Distribution of net profit	1. Out of total sale of Rs. 225000 in 1 st month Four lakh rupees will be kept for further investment in IGA 2. The remaining out of total sale will be kept as emergency fund in the SHG account for the 1 st month

14. Fund flow arrangement in the SHG

Sr. No.	Particulars	Total amount	Project contribution	SHG contribution
1.	Total capital cost	62600	46950	15650
2.	Total recurring cost	163000	0	163000
3.	Training/ capacity building, skill upgradation	28000	28000	0
Total		253600	74950	178650

Note: i) Capital cost- 75% capital cost will be borne by the project and 25% by the SHG

ii) Recurring cost- to be borne by the SHG

iii) Training and capacity building/ skill upgradation to be borne by the project

15. Training capacity building skill upgradation

The cost of training/ capacity building and skill up-gradation will entirely bone by the project. These are some of the areas which are proposed to be taken care of under this component:

- i) Cost effective procurement of raw material
- ii) Quality control
- iii) Packaging and marketing practices
- iv) Financial management and resource mobilization

16. Other sources of income

Other sources of income can also be explored by the SHG such as grinding mango, amla, pulses, wheat, maize, etc. of the villagers and the local people in the vicinity. It will be additionality in the IGA and later on the same can be scaled up.

17. Monitoring method

- Social Audit Committee of the VFDS will monitor the progress and performance of the IGA and suggest corrective action if needed 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 needed 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
- Quality of product

Group members Photos-

* AARTI SHG. NAGNI *



President - Jyoti



Secretary - Kalpna Devi



Cashier - Pooja Devi.



Gouri Devi



Arti Devi



Kamcham Bala



Pushpa Devi



Nisha Devi



Nisha Devi



Neelam Devi



Pushpa Devi



Nitu Bala.



Sunita Devi



Shastri Devi



Bhekri Devi




Usha Devi.

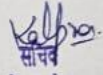


Usha Devi.

Resolution cum Group Consensus Form

It is decided in the general house meeting of the group
Arti held on 26-5-2023 at
Nagni that our group will undertake the
Papad making as livelihood income generation
activity Under the project for implementation of Himachal
Pradesh forest ecosystem Management and livelihood (JICA
assisted).


कोषाध्यक्ष
प्रधान.
आरती वार्ड नं. 3
गाँव नॉगनी, ब्लॉक नूरपुर (कांगड़ा) हि.प्र.
Signature of Group President


कोषाध्यक्ष
प्रधान.
आरती वार्ड नं. 3
गाँव नॉगनी, ब्लॉक नूरपुर (कांगड़ा) हि.प्र.
Signature of Group Secretary

Business Plan Approval by VFDS & DMU

Asti Group will undertake the Papad making 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. Rs 253600/- has been submitted by group on 26/5/2023 and the business plan has been approved by the VFDS Nagri

Business plan is submitted through FTU for further action please.

Thank you
वृत्त प्रभारी
Walter
सचिव
कांवाध्यक
आरती वार्ड न. 3
गांव नागनी, ब्लॉक नूरपुर (कांगड़ा) हि.प्र.
Signature of Group President

प्रधान
Kalbra
सचिव
कांवाध्यक
आरती वार्ड न. 3
गांव नागनी, ब्लॉक नूरपुर (कांगड़ा) हि.प्र.
Signature of Group Secretary

President's
for
VFDS Nagri
Signature of President VFDS

Approved
DMU cum Nurpur

