



Business Plan

On

Income Generation Activity

FOOD PROCESSING – Food processing (Seera-Badi)

For

Self Help Group – Laxmi



SHG/CIG name

Laxmi

VFDS name

Triambika Devi

Range

Daroh

Division

Palampur

Prepared Under-

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

TABLES OF CONTENTS

S.no	Particulars	Page no.
1.	Introduction	3-4
2.	Description of SHG/CIG	4
3.	Beneficiaries Detail	5
4.	Geographical details of the Village	6
5.	Market Potential	6
6.	Executive Summary	6
7.	Description of product related to Income Generating Activity	6
8.	Description of Production Processes	7
9.	Seera-Badi making business compliance	7
10.	Production Planning	7-8
11.	Description of Sale & Marketing	8
12.	SWOT Analysis	8-9
13.	Description of management among members	9
14.	Description of Economics	9-10
15.	Cost Benefit Analysis (per month)	11
16.	Fund requirement	11
17.	Sources of Fund	11-12
18.	Training/capacity building/skill up-gradation	12
19.	Computation of break-even point	12
20.	Bank Loan Repayment	12
21.	Monitoring Method	13
22.	Remarks	13
23.	Group member's Individual photos	14
24.	Group photo	15
25.	Resolution-cum Group consensus form	16
26.	Business approval by VFDS and DMU	17

1. Introduction-

Seera is made from the wheat and this wheat halwa is traditional and famous dish of himachal Pradesh. After the harvest of wheat, the female of rural Himachal Pradesh start the preparation of Seera with the newly harvested wheat or the old wheat. They soak the grains of wheat in water for three days. So, that it become soft and after three days. They take strain out the water from grains and wash it with water for several times. After that they make a paste of the wheat grains with help of a machine and let it dry on a netted material. So, that the excess water can be separated out. Within two days of drying in the sun, the Seera is formed. Now the Seera is ready for storing. Seera is considered to be a healthy dish and is liked by people of all age groups. It can be enjoyed with food as a sweet dish. The process of cooking Seera is also easy. As you have to just dissolve the dried Seera in water and then cook it for 5-10 minutes and it is ready to serve.

Badi is made from the lentils and Lentils are rich in fibre, folate and potassium making them a great choice for the heart and for managing blood pressure and cholesterol. They are also a good source of protein. Seera is a traditional fermented food prepared in Bilaspur, Kangra, Hamirpur, Mandi, Shimla and Kullu districts of Himachal Pradesh. It is a starch based food made by soaking, crushing and fermenting wheat grains used to prepare sweet dish/snack generally served people during religious fast. The level of essential amino acids especially methionine, phenylalanine, threonine, lysine and leucine also increased during seera fermentation. As seera is biologically enriched with vitamins and amino acids during fermentation so it forms a good source of nutrition to the people who consume it. The most lucrative aspect of the Seera-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 the product is liked by customers the business will flourish like anything.

After discussing about the market potential and different aspects very carefully before getting into this IGA (Income Generation Activity). The Laxmi SHG group has collectively decided of Seera-Badi making as their Income Generation Activity(IGA). Laxmi SHG is formed under Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted), which fall under VFDS Triambika Devi. This SHG consists of 14 females. These females already had the experience of making Seera-Badis and now with the help of this project funding, training and assistance. They will be able to manufacture Seera-Badis at a large scale and will become self independent and generate income. 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	laxmi
2.	VFDS	Triambika Devi
3.	Range	Daroh
4.	Division	Palampur
5.	Village	Devi
6.	Block	Bhedu Mahadev
7.	District	Kangra
8.	Total no. of members in SHG	14
9.	Date of formation	21-09-2022
10.	Bank a/c No.	50075031597
11.	Bank details	KCC Daroh IFSC:KACE0000148
12.	SHG/CIG monthly savings	50 per members
13.	Total saving	7700
14.	Total inter loaning	-
15.	Cash Credit Limit	-
16.	Repayment status	-

3. Beneficiaries Detail

S.No.	Name	M/F	Father/ Husband name	Category	Designation	Contact no.
1	NirmlaDevi	F	JaghiChand	General	President	62303-23345
2	Anjana Kumari	F	RipanKumar	General	Secretary	78073-76849
3	Raksha Devi	F	PawanKumar	OBC	Member	98054-05251
4	ArchnaDevi	F	ArunKumar	OBC	Member	9816510259
5	Anita Devi	F	DineshKumar	OBC	Member	78070-94349
6	Susma Devi	F	SureshKumar	SC	Member	9736219766
7	Pinki Devi	F	Sandeep Kumar	SC	Member	7559762278
8	VeenaDevi	F	SatishKumar	OBC	Member	8894987925
9	Sudershna Devi	F	OmParkash	OBC	Member	98160-51550
10	Kanchan Devi	F	Kamlesh Kumar	OBC	Member	78074-14027
11	Swarna sharma	F	AnoopSharma	General	Member	8091369495
12	BintaDevi	F	AshokKumar	OBC	Member	88940-09181
13	Priti Devi	F	Deepak Kumar	OBC	Member	8628043246
14	Simro Devi	F	Anil Kumar	OBC	Member	8628826365

4. Geographical details of the Village

1	Distance from the District HQ	50 Km
2	Distance from Main Road	100 m
3	Name of local market & distance	Daroh (3 Km)
4	Name of main market & distance	Palampur 21 Km
5	Name of main cities & distance	Palampur 21 Km
6	Name of main cities where product will be sold/ marketed	Daroh, Bhawarna, Palampur

5. Market Potential-

The market of Seera-Badis is on the ever increasing side both in domestic and export market. In the market Poha, Upma are served as ready to eat food items in which you have to just add water. In the same way we can also promote seera. In the initial phase of the group, we will sell seera in a packed box and badi also in the same manner. Depending upon the result from the market, we can further plan to sell seera as a ready to eat item.

6.Executive Summary-

Food Processing (Seera-Badi making) income generation activity has been selected by this Self Help Group. This IGA will be carried out by all ladies of this SHG. This business activity will be carried out yearly by group members. The process of making Seera-Badi takes around 12-15 & 3-4 days respectively. Production process of making badi & seera includes process like cleaning, washing, soaking, grinding, mixing drying etc. Product will be sold directly by group or indirectly through retailers and whole sellers of near market initially.

7.Description of product related to Income Generating Activity-

1	Name of the Product	Seera-Badi making
2	Method of product identification	Has been decided by group members
3	Consent of SHG/ CIG / cluster members	Yes

8. Description of Production Processes-

Badi:

- Group will make badi of moong, maah, masar daal and danthal(arbi pata). This business activity will be carried out whole year by group members.
- The process of making badi takes around 3 days.
- Based on assumption 1 kg of badi will be manufactured by 1.25-1.50 Kg of daal and 150-200 gram of masala (kaali mirch, badi elachi, ajwain, jeera etc)
- Production process includes process like cleaning, washing, soaking, grinding, mixing, drying etc.

Seera:

- Group will make seera of wheat. This business activity will be carried out whole year by group members.
- The process of making seera takes around 12-15 days.
- Based on assumption 1 kg of badi will be manufactured by 2 Kg of wheat seeds.
- Production process includes process like cleaning, washing, soaking, grinding, mixing, drying etc.

9. Seera-Badi making business compliance -

Seera-Badi is a food item therefore different regulation of the state government need to be followed. Since 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.

10. Production Planning -

1	Production Cycle for Seera-Badi making (in days)	12-15 days & 3-7days respectively.
2	Man power required per cycle(No.)	All ladies
3	Source of raw materials	Local market/Main market
4	Source of other resources	Local market / Main market
5	Quantity required per cycle (Kg) Seera	800 kg of wheat seeds initially
6	Expected production per cycle(Kg) Seera	400 Kg initially
7	Quantity required per cycle (Kg) Badi	60 kg daal and 5-10 kg masala

8	Expected production per cycle(Kg) Badi	50 Kg
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Requirement of raw material and expected production.

S.no	Raw material	Unit	Time	Quantity (approx)	Amount per Kg (Rs)	Total amount	Expected production Per month(Kg)
1	Wheat seeds	Kg	Monthly	800	25	20000	400
2	Daal	Kg	Monthly	600	150	90000	500
3	Masala	Kg	Monthly	100	200	20000	

11. Description of Sale & Marketing -

1	Potential market places	Daroh, Bhawarna, Palampur
2	Distance from the unit	3 Km , 7 Km, 21 Km respectively
3	Demand of the production market place.	Daily demand
4	Process of identification of market	Group members, according to their production potential and demand in market, will select list of retailer or 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. 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"	"Laxmi Seera-Badi A product of SHG"

12. SWOT Analysis- Strength-

- ❖ 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 labor 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 festive & marriage season.
 - ❖ There are opportunities of expansion with production at a larger scale.
 - ❖ Daily consumption and consumption 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.

13. 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.

14. Description of Economics -

A	CAPITAL COST Badi & Seera			
S. No.	Particulars	Quantity	Unit Rate	Amount
1	Grinder machine (1-2 HP)WITH installation	2	20000	40000
2	Water tub (40-50 ltr)	5	800	4000
3	Drum for storage	4	1500	6000

4	Plastic sheets (40*60 inch)		LS	3000
5	Plastic mugs		LS	1500
6	Kitchen tools		LS	5000
7	Water strainer		LS	3000
8	Almirah/racks		LS	8000
9	Digital weighing machine	1	1000	1000
10	Pouch Plastic Packaging Machine	1	2000	2000
11	Apron, Cap, Gloves etc		LS	3000
12	Table,Chair		LS	10000
13	Mixer	1	8000	8000
Total Capital cost (A)				94500

B				
Recurring Cost				
S. No.	Particulars	Quantity	Unit Rate	Amount
1	Daal (Kg/month)	600	150	90000
2	Masala (Kg/month)	90	200	18000
3	Wheat seeds (Kg/month)	800	25	20000
4	Rent	1	1000	1000
6	Packaging material	LS	LS	2000
7	Transportation	1	1000	1000
8	Other (stationary, electricity, water bill, machine repair etc)	1	1000	1000
Total Recurring Cost (B)				133000

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.

Cost of production:

C. Cost of production		
S. No.	Particulars	Amount
1	Total recurring cost	133000
2	10% depreciation annually on capital cost Rs 94500.00	9,450

Total = 1,42,500.00

D. Selling price calculation

S. No.	Particulars	Unit	Amount Rs.
1	Cost of production Seera	Kg	60
2	Current market price Seera	Kg	150-180
3	Expected selling price Seera	Kg	150
4	Cost of production Badi	Kg	190
5	Current market price Badi	Kg	300
6	Expected selling price Badi	Kg	250

E. Average income monthly by way of sale of /Seera-Badi

S. No.	Particulars	Quantity Kg	Cost per Kg	Amount
1	Sale of Seera	400	150	60,000
2	Sale of Badis	500	250	1,25,000
Total				1,85,000

15. Cost Benefit Analysis (Monthly)

Cost benefit analysis (monthly)

S. No.	Particulars	Amount
1	Total recurring cost	133000
2	Total sale amount	1,85,000
3	Net profit (Sale amount - Recurring cost)	52,000
4	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

16. Fund flow arrangement in SHG -

S. No.	Particulars	Total Amount (Rs)	Project Contribution	SHG contribution
1	Total capital cost	94,500	70,875	23,625
2	Total Recurring Cost	133000	0	133000

3	Training/capacity building/skill up-gradation.	50,000	50,000	0
Total		2,77,500	1,20,875	1,56,625

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 up gradation to be borne by the project.

17. Sources of Fund -

Project support	<ul style="list-style-type: none"> ✧ 75% of capital cost will be provided by project if members belong to SC/ST/Poor women. If the members belong to general then 50% capital cost is will be borne by project. ✧ Up to Rs 50000.00 will be parked in the SHG bank account. ✧ Training/capacity building/ skill up- gradation cost. ✧ 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 machines/equipment will be done by respective DMU/FCCU after following all codal formalities.
SHG Contribution	<ul style="list-style-type: none"> ✧ 50% or 25% of capital cost to be borne by SHG for general category and other categories respectively. ✧ Recurring cost to be borne by SHG. 	

18. Training/capacity building/skill up-gradation -

Training/capacity building/ skill up-gradation cost will be borne by project.

Following are some training/capacity building/ skill up-gradation proposed/needed:

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

✧ Financial Management

19. Computation of break-even point -

$$\begin{aligned} &= \text{Capital Expenditure}/(\text{selling price (per kg)}-\text{cost of production (per kg)}) \\ &= 94,500/(200-125) \\ &= 1260 \text{ Kg} \end{aligned}$$

In this process break-even will be achieved after selling 1260 kg of Seera-Badis.

20. 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 has to pay the installments of the Principal amount on regular basis.

21. 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

22. Remarks

This group will make seasonal vegetables Seera-Badi depending upon the availability of raw material and response from the market.

23. Group member's Individual photos



Nirmla Devi(President)



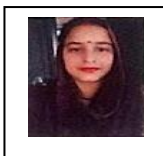
Anjna Kumari (Secretary)



Raksha Devi



Binta Devi



Archna Devi



Anita Devi



Sushma Devi



Pinki Devi



Veena Devi

Sudarshna Devi

Kanchna Devi

Swarna Devi



Priti Devi



Simro Devi

24. Group photos:



25. Resolution-cum Group consensus form

Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Laxmi held on 05.07.2023 at Devi that our group will undertake the Seera Badi as Livelihood Income Generation Activity under the Project for Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

सिधात सचिव
लक्ष्मी ग्राम सहायता समूह
महोदय, बाम पंचायत देवी

Signature of group President

सिधात सचिव
लक्ष्मी ग्राम सहायता समूह
महोदय, बाम पंचायत देवी

Signature of group Secretary

प्रधान
ग्राम सहायता समूह
लक्ष्मी ग्राम सहायता समूह
महोदय, बाम पंचायत देवी
तहसील धीरा
जिला कांगड़ा डि० प्र०

26. Business approval by VFDS and DMU

Business Plan Approval by VFDS and DMU.

Laxmi Group will undertake the SecraBadi 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. 2,77,500 has been submitted by the group on 05.08.2023 and the Business Plan has been approved by VFDS Triambika Devi

Business Plan is submitted to DMU through FTU for further action please.

✓ प्रमाण सचिव
लक्ष्मी स्वयं सहायता समूह
मन्डीहड़, ग्राम पंचायत देवी

Signature of group President

Thank You.

✓ प्रमाण सचिव
लक्ष्मी स्वयं सहायता समूह
मन्डीहड़, ग्राम पंचायत देवी

Signature of group Secretary

प्रधान -
Signature of VFDS President

ग्राम जन विकास समिति न्यायिका देवी
ग्राम पंचायत देवी
तहसील धीरा

Approved

DMU and DEO Unit,
Palampur Forest Division,
Palampur

