



INCOME GENERATING ACTIVITY – SHEEP/GOAT FARMING

By
Self Help Group Shilpa



SHG Name	Shilpa
VFDS Name	Makan
Range	Lad Bahrol
Division	Joginder Nagar

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

TABLESOFCONTENTS

S.no	Particulars	Page no.
1.	Description of SHG/CIG	3
2.	Beneficiaries Detail	4
3.	Geographical details of the Village	5
4.	Executive Summary	5
5.	Description of product related to Income Generation Activity	6
6.	Production Processes	6-8
7.	Production Planning	8
8.	Sale & Marketing	9
9.	SWOT Analysis	9-10
10.	Description of management among members	10
11.	Description of Economics	10-12
12.	Analysis of Income and Expenditure	12
13.	Fund Requirement	12-13
14.	Sources of Fund	13
15.	Training/capacity building/skill up-gradation	14
16.	Computation of break-even point	14
17.	Bank Loan Repayment	14
18.	Monitoring Method	15
19.	Remarks	15
20.	Group member photos	16
21.	Group photo	17
22.	Resolution-cum Group consensus form	18
23.	Business approval by VFDS and DMU	19

1. Description of SHG/CIG

1.	SHG/CIG Name	Shilpa
2.	VFDS	Makan
3.	Range	Lad Bharol
4.	Division	Joginder Nagar
5.	Village	Makan
6.	Block	Chauntra
7.	District	Mandi
8.	Total no. of members in SHG	10
9.	Date of formation	17-04-2013
10.	Bank a/c No.	31510110014
11.	Bank details	HPSCB
12.	SHG/CIG monthly savings	1000 (100 per person)
13.	Total saving	32081
14.	Total inter loaning	-
15.	Cash Credit Limit	-
16.	Repayment status	-

2. Beneficiaries Detail

S.no.	Name	M /F	Father/ Husband name	Age	Category	Designation	Contact no.
1	Beeta Devi	F	Balraj	47	General	President	9805362514
2	Kuntal Rana	F	Krishan Chand Rana	58	General	Secretary	9817052517
3	Banita	F	Shashi kant		General	Member	8894943408

4	Manisha	F	Lalit Kant		General	Member	7496001229
5	Kalpna	F	Sachin		General	Member	7807210936
6	Sarita	F	Rajeshwar Singh		General	Member	9817213108
7	Sarla	F	Kuldeep		General	Member	9625555053
8	Krishana Devi	F	Late Vijay Singh		General	Member	8544737396
9	Babli	F	Sanjay Barwal		General	Member	9958270585
10	Sarla	F	Ajay barwal		General	Vice President	9418391136

3. Geographical details of the Village

1	Distance from the District HQ	Mandi - 115 Km
2	Distance from Main Road	12 Km
3	Name of local market & distance	Lad Bharol market - 12 Km
4	Name of main market & distance	Baijnath - 34 Km
5	Name of main cities & distance	Lad Bahrol- 12 Km Baijnath - 34 Km Palampur - 50 Km
6	Name of main cities where product will be sold/ marketed	✧ Joginder Nagar ✧ Palampur ✧ Baijnath

4. Executive Summary-

Goatry income generation activities has been selected by Shilpa self-help group. This IGA will be carried out by seven males of this SHG. This activity is being already done by maximum members of this group. This activity will be carried out whole year by group member. Goats can be farmed with a relatively small area of pasture and with limited resources.

5. Description of product related to Income Generating Activity-

1	Name of the Product	::	Shilpa Goat Farm
2	Method of product identification	::	This activity is being already done by maximum SHG members. This activity has been decided by group members.
3	Consent of SHG/ CIG / cluster members	::	Yes

6. Production Processes-

- Group will process goat farming material. This business activity will be carried out whole year by group members.
- Production process includes shed cleaning, daily grazing, etc.
- Goat farming can be very suited to production alongside other livestock on low-quality grazing land. Goats efficiently convert sub-quality grazing matter that is less desirable for other livestock into quality lean meat.
- Group will obtain meat, milk, butter, cheese, fiber etc .

7. Production Planning -

1	Production Cycle (in days)	::	1 Year
2	Manpower required per cycle (No.)	::	7 males in routine bases
3	Source of raw materials	::	Local area cultivated & waste land
4	Source of other resources	::	Lopping of trees from private land
5	Quantity required per cycle (Kg)	::	-
6	Expected production per cycle (Kg)	::	-

Requirement of raw material and expected production

S.No	Raw material	unit	Time	Quantity	Amount per kg(Rs)	Total amount
1.	Salt	16	1 Year	32 Kg	20	640
2.	Feed mixture	16	1Year	1728 Kg	18	31,104
3.	Calcium, Medicine	-	-	-	HP Animal Husbandry Deptt.	

8. Sale &Marketing -

1	Potential market places	::	Joginder Nagar
2	Distance from the unit	::	- 1 30 Km.
3	Demand of the product in market place/s	::	Daily demand,
4	Process of identification of market	::	Group members, according to their production potential and demand in market, will select/list retailer/whole seller. Initially FYM will be sold for orchardist.
5	Marketing Strategy of the product		SHG members will directly sell their mature goat through village shops. Also by retailers of near markets.
6	Product branding		-
7	Product “slogan”		-

❖ Strength –

- Activity is being already done by maximum SHG members
- Raw material easily available
- Goat farming process is simple

❖ Weakness –

- Effect of temperature, humidity, for grazing.

❖ Opportunity –

- High demand of selling of mature goat and the dairy products.
- Demand of FYM for orchards during Feb.& March.

9. 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 feeding and taking care of goats.
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing of products like milk, fibre etc.

10. Description of Economics -

A. CAPITAL COST				
Sr.No	Particulars	Quantity	Unit Price	Total Amount (Rs.)
1	Goat (of 6 months age)	27+3	7000	210000
2	Wool sharing machine	1	3500	3500
3	Transportation		5000	5000
Total Capital Cost (A) =				218500.00

B RECURRING COST					
Sr. no	Particulars	Unit	Quantity	Price	Total Amount (Rs)
1	Rent (Goat yard with FYM materials storage shed)	1	1	200	2400(per annual)
2	Packaging material (FYM)	Yearly	100 Bags	25	2,500
3	Feed mixture (in Kg)	30	30 Qtl	18/-Kg	54000
Total Recurring Cost					58900.00
Total Recurring Cost B =58900/- (labor will be done by SHG members)					

C. Cost of Production (Monthly)		
Sr. No	Particulars	Amount (Rs)
1	Total Recurring Cost	58900
2	10% depreciation annually on capital cost	21850/-
Total		<u>80750/-</u>

D Selling Price calculation per year				
Sr.No	Particulars	Unit	Amount (Rs)	
1	Cost of Production	-	Grazing daily bases by SHG members on routine schedule	It will decrease as the quantity of production Increase
2	Current market price	-	Milk= 1 Kg/day, 1 kg of milk fetches @200 Per Liter (5600*12) Annually-Rs67200(approx)	Average milk yield is 2 - 5 kg per day during a lactation period of 8 -10 months.
3	Expected Selling Price of mature Goat by SHG @ 10,000/-	14	140,000/-	-

11. Analysis of Income and Expenditure (per month) -

SNo	Particulars	Amount (Rs)
1	Salt&medicine	1500
2	Feed mixture	54000
Total		55500
	Net Profit	207200- 55500= 151700/- (will be distributed among 10 members of SHG)

12. Fund Requirement -

Sr.No	Particulars	Total Amount (Rs)	Project Contribution 75%	SHG Contribution 25%
1	Total capital cost	218500.00	163875.00	54625.00
2	Total Recurring Cost	55500.00	0.00	55500.00
3	Trainings/capacity building/skill up-gradation	30000.00	30000.00	0.00
	Total	304000.00	193875.00	110125.00

13. Sources of Fund -

Project support	<ul style="list-style-type: none"> ✧ 75% of capital cost will be provided by project if the group belongs to general category and 75% if from other category. ✧ Up to Rs 1 lakhs 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% of capital cost to be borne by SHG if belongs to general category and if from other category then 25%. But members belongs to low income group and they can contribute 25% and project has to bear remaining 75%. ✧ Recurring cost to be borne by SHG. 	

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

Computation of break-even Point

In this process breakeven will be achieved after one year selling wool, FYM and mature sheep.

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.

2. 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

14. Individual photograph of group members:



Beeta Devi



Sarla Devi



Kuntal Rana



Manisha



Kalpana



Banita



Sarla



Sarita Devi



Babli



Krishna Devi

15. Group photograph:



Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Shilpa SHG held on 04.04.2024 at Makan that our group will undertake the Goatry Farming as Livelihood Income Generation Activity under the Project for Implementation of Himachal Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

शिल्पा शर्मा

Signature Of group President

Sarda Devi

Signature Of group secretary

Signature of President VFDS

President *[Signature]*
Vill. Forest Development Society
Makan, G.P. Dootpur, Teh. Lad-Bharol
Distt. Mandi (H.P.)

Business Plan Approval by VFDS and DMU.

Shilpa SHG Group will undertake the Goatry Forming 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. 30,4000/- has been submitted by the group on 04.04.2024 and the Business Plan has been approved by VFDS Makan.

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

Thank You.

Shilpa

Signature Of group President

Sarvesh

Signature Of group secretary

President *[Signature]*
Vill. Forest Development Society
Makan, G.P. Dohla, Teh. Lad-Bharol

Signature of President VFDS

Approved
[Signature]
D.M.U.-Cum-
Divisional Forest Officer
DMU cum DFO, Joginder Nagar

