BUSINESS PLAN

INCOME GENERATING ACTIVITY – Backyard Poultry By

Shiv Shakti-Self Help Group



SHG/CIG Name	::	SHIV SHAKTI POULTRY FARM
VFDS Name	::	Manoh
Range	::	Shahpur
Division	::	Dharamshala

Prepared under:



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

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1. Introduction

Himachal Pradesh is a State in the Northern part of the India and is situated in the western Himalayas. It is characterized by an extreme landscape featuring several peaks and extensive river system. Himachal Pradesh is known as "Land of God "and is also known for its scenic beauty. Himachal Pradesh is rich in flora and fauna.

Himachal Pradesh has 12 districts and Kangra is one of the 12 administrative districts of the State. The Kangra district is divided into Thirty-Five administrative sub division. The total geographical area of the district Kangra is 5,739 Sqr.KM and the population is 1423794 as per 2011 census.

The district has number of valleys varying from an altitude of 733 mt to. The District of Kangra Extends from Jalandhar Doab far into the southern ranges of Himalaya it is a town at the confluence of Baner River and Majhi River and Beas is an important river here.

Poultry industry is the fastest growing sector in Indian Agriculture. Egg being an excellent source of proteins is fast becoming a favorite among urban Indies the fourth largest egg producer in the world. The layer segment in India is all set to grow and is currently estimated at Rs. 10,000 crores (INR 100 billion). According to the Ministry of Agriculture, India's egg production is estimated at 47.3 billion eggs per annum. Today, with more and more 'eggetarians' on the rise, egg consumption is growing at 8% - 10% annually. It is an important source of subsidiary income to small/marginal farmers and agricultural laborer's. The manure from birds provides a good source of

Organic matter for improving soil fertility and crop yields. Since agriculture is mostly seasonal, there is a possibility of fine dining employment throughout the year for many persons through poultry farming. With the adequate infrastructural facilities especially for egg production has become increasingly popular in and around. The present demand in the area is more. It is increasing day by day & the present strength of the flock in the area is not in a position to meet the growing demand. Include increased adoption of integrated farming system, contact farming, awareness of people about diet and health, cost effectiveness of poultry meat compared to other meat, its Low-fat content, superior protein quality and change of life style of the people are also responsible for spectacular development of Poultry Sector.

The main Objectives of the Poultry Farming is: -

- i) To meet the growing demand of eggs.
- ii) To raise the income of poor farmers of Kangra.

The men in the VFDS Manoh have decided Poultry as their IGA activity by the groups of 12 male members. They have decided Poultry Farming and some of the SHG are already in activity to meet the need of their family members. Now the members have chosen this activity as IGA so that they can earn extra money to meet their expenses and rise some saving also for the difficult times. A group of 12 men of different age groups came together to form a SHG under JICA project and decided to draft a business plan which can help them to take this IGA in collective manner and raise their additional income. The proposed unit will be located on a piece of land for which the Gram Panchayat Salihar have given and passed resolution/NOC to start this activity. The site is almost leveled & is well connected to approach road. Electricity is an essential component for poultry farming as it is required for brooding of chicks and pumps used for water supply as well as lighting of the area. It is available near the farm site. In the absence of assured of water supply, a tube

Well / hand pump is proposed on the farm. Underground water is adequately available & is of good quality.

For Housing, provision has been made for the construction of a brooder-cumgrower house measuring at a rate of 1 sq. feet in a case of layer. Besides it, the farm will have a small store room, office & servants' quarters.

Construction of house will be pukka with as besots roofing. Provision has also been made for the construction of built in laying nests. The installation of a tube well & laying of pipeline is also to be done.

One day old commercial hybrid chicks will be transported from the nearby hatcheries and chicks will be vaccinated against Marek's disease (MD) at source. Chicks will be purchased in lots at regular intervals.

The Feed for the chicks will be bought from the nearest market where feed is available or will be made available directly through the feed company if possible. Similarly, the Medicine & Veterinary Aid facilities will be made available from the nearby Veterinary Department.

2. Description of SHG/CIG

2.1	SHG/CIG Name	::	SHIV SHAKTI POULTRY FARM
2.2	VFDS Name	::	MANOH
.3	Range	::	SHAHPUR
3.4	Division	::	DHARMASHALA
3.5	Village	::	MANOH
3.6	Block	::	REHLU
3.7	District	::	KANGRA
3.8	Total No. of Members in SHG	::	12–MALE
3.9	Date of formation	::	13-12-2022
3.10	Bank a/c No.	::	Himachal Pradesh Gramin Bank
3.11	Bank Details	::	98171300000551
3.12	SHG/CIG Monthly Saving	::	50-(meeting held to be every9 th day of month)
3.13	Total saving	::	5000
3.14	Total inter-loaning	::	-
3.15	Cash Credit Limit	::	-
3.16	Repayment Status	::	-

Beneficiaries Detail:



क्र स	नाम	यों का विवरण पद	वर्ग	उम्र	शैक्षणिक	मोबाइल
a. VI	09				योग्यता	नंबर
1.	विनाद कुमार छुग	JEIM	अनुसूचित ज्यारी	30	loth	8586671940
2.	अपिन्यं कुरुत्र पुराशी व्यक्तियं कुरुत्र पुराशी		-Do -	29	loth	8219874173
3.	विपय केमार पुत	व्याधिव	- Do -	28	+2	7807103994
4.	भा निस्य याम	कीपाअध्य	- Do-	34	loth	787685281
5.	18 8 3 NR 37 axil 20 0	4-16-4	-Do-	3	BA	8263808498
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11.	90419 NE 4313	M-Do-	- Do	- 35	B.A	83520000
12.	श्री मिक्सर बिनह	2464-4	-Do	-30	+2	9816161321
13.	777 11717					
14.						
15.						
16.						

Geographically Details of the Village Manoh

4.1	Distance from the District HQ	::	32 Km
4.2	Distance from the Range Office	::	8 Km
4.3	Distance from Main Road	::	8 km
4.4	Name of local market & distance	::	Shahpur – 8km
4.5	Name of main market & distance	::	Shahpur -8 km, Kangra -30, Dharamshala -32km
4.6	Name of main cities & distance	::	Shahpur -8 km, Kangra -30, Dharamshala -32km

4.7	Name of places/locations where product will be sold/marketed	Shahpur -8 km, Dharamshala -3	•

4. Description of product related to income generating activity

1	Name of the Product	Shiv Shakti Poultry Farm
2	Method of product identification	This activity has been decided by SHG members. Further, one of the members of the SHG is already is doing this activity. There is heavy demand in the local market which will enhance the additional income.
3	Consent of SHG/ CIG / cluster members	Yes

5. Description of Production Planning:

Initially, through the project of poultry farming, the guidance from animal husbandry department located at Kangra will be sought and also from the private hatcheries located at Palampur & Kangra. After training each chicken coops and trays etc. 75% subsidy will be given by capital expenditure of the project as per guideline of the Project. The group has decided that initially the Chicks will be reared and when they grow up, it will be reared in open and natural environment. Therefore, after 18 weeks when the Chickens attain a weight of up to 2 kg and after 6 months, the chickens grow up to lay eggs. There is a huge demand for chicken meat and eggs in the local market. Marketing them will be no problem for all the members of group.

By dividing the work collectively, they will do it in the local market, after that, from the eggs of the broiler chicken& Desi chickens will also be marketed.

Planning for Production

First round:

Working day : 365 days

Persons working: 12 persons (1 hour out of 2 hours per day, one hour in the

morning & in the evening)

Source of chicken and raw material: Palampur Poultry Farm for chicken and

Other similar Farms situated a

Kangra & Dharamshala.

Source of other resources: Local Hatcheries at palampur & Kangra

Material required : 960 pieces

Estimated production : 12x40 = 480number of chickens will be ready

For chicken mass!

480 X 25 = 12000 eggs per month

Total egg production in cycle : 12000x 6 = 72000

6.1	Time taken	::	As above
6.2	Number of members involved	::	12 Male
6.3	Source of raw materials	::	Palampur, Kangra,Chandigarh,veterinary
6.4	Source of other resources	::	& Local Hatcheries at Kangra, Jawalamukhi
6.5	Production cycle (in days) 30 days per day after 4-5 hour/day work.	::	40x 12 = 480 480 X 25 = 12000eggs per month
6.6	Workers Required Per Cycle (Nos.)	::	Total- 12member

6. Raw Material Requirement and Estimated Production

1. Description of Marketing/Sale:

7.1	Potential	market	::	Villages & Market- Rehlu,
	places/locations			Shahpur &, Rait, Kangra,
				Dharamshala

7.2	Demand	::	Throughout year and high demand at		
			the time of festive and marriage		
			Occasions.		
7.3	Process of identification of	::	Group members will contact		
	market		Nearby		
			villagers/households/Restaurants &		
			Hotels.		
7.4	Marketing Strategy	::	Villages covered - Manoh,		
			Rehlu &, Shahpur and Boru sarna		
7.5	Brand of the Product	::	Manoh Poultry		

2. Details of management among group members:

- Rules will be made for management.
- The group members will distribute the tasks by mutual consent.
- The allocation will be done on the basis of efficiency and capacity of the work.
- The distribution of profit will also be done on the basis of quality of work and skill and hard work.
- 04 members having experience in marketing will do marketing in turn.
- Pradhan and Secretary will continue to evaluate and observe the management at the same time.

3. Customers

The primary customers of our center will mostly be local people, Restaurants& Hotels around village Manoh and Shahpur, but later on this business can be scaled up by catering to

nearby small townships.

4. Target of thecentre

The center primarily aims at to provide high quality and Fresh Eggs and Chickens to the residents of Balehra village in particular and all other residents of nearby villages. This center will ensure to become the most renowned Poultry Farm with quality work in its area of operation in coming years.

5. SWOTAnalysis

Strength

- Poultry has the potential to meet the protein requirements of a nin where malnutrition is rampant-since both eggs/broilers area good source of protein.
- Helps to augment the income of the rural masses. Thus improve the speconomic status of rural population.
- Poultry is one of the most efficient converters of plant products/water into edible food that can in some measure tackle the problem of malnutrition especially in a country like India.
- Unlike other meat (beef, pork) which have religious taboos-chicken is widely accepted in India and is cheaper than goat meat.
- Poultry litter has high manure value and can be used in agriculture activities.
- → It has tremendous potential to create non—farm employment and the migration from rural to urban areas.
- Cenerates relatively quick returns with low investment requirements.

Weakness

- Poultry farming is labor intensive.
- A peculiar feature of the poultry industry is that it is highly fragmented
- Poor transport, infrastructure and lack of cold chain facilities curently limit the feasibility of handling significant volumes of chilled or frozen products.
- Low growing charges coupled with the cost of making investments in **title** such as sheds, feeders, breeders, heating and cooling systems result in a low income for farmers.
- The stringent mortality norms (only a 5% mortality is permitted in notintegration contracts-else the farmer gets penalized and is offered a lower rate) leaves the farmers in a vulnerable position and with no avenue to voice their grievances.

***** Opportunity

- Present per capita unlike other meat (beef, pork) which have religious taboos-chicken is widely accepted in India and is cheaper than goat meat. Consumption in India is increasing day by day, therefore there is large scope for poultry farming.
- Besides this, India has also great potential to exploit the international market.
- The increasing awareness of the need for balanced nutrition has led to changes in the eating habits with vegetarians accepting eggs as a part of their diet compared to all other

Threats/Risks

- Natural calamities
- If adequate health precautions are not taken infectious/contagious deases can be spread. The recent avian flu has spread a wave of panic across the globe. The other aspects that have dragged the poultry industry are the recent SARS and Ebola and also the older diseases like tuberculosis is and malaria.
- Shortage in major feed ingredient i.e., maize, which constitutes more than Spercent of feed rations. Therefore, even as mall increase in costs can wipe out the profits.

6. Description of potential challenges and measures to mitigate them:

Sr.no	Description of Risks	::	Measures for Risk Mitigation	
6.1	It might be possible that there can	::	For Marketing purpose additional	
001	be short demand in the market which will affect the sale and income.		market should be explored.	
6.2	Due to decline in quality of production the sales may go down.	**	In order to maintain the quality of product, the SHG members have to follow strict guidelines.	

7. Machinery, tools and other Equipment's

A. BASICS AND PREASUMPTIONS

Sr.No.	Particulars	Unit	Quantity
I. T	echno-economic parameters		
1	No. of birds	No.	980
2	Batches per year	No.	2
3	Batch size	Nos.	360
4	Birds considered for laying	Nos.	360
5	Birds considered for culling	Nos.	360
6	Brooding cum growing period in		20
	weeks		
7	Laying period in weeks		52
8	Type of housing		Deep Litter
9	Space required per bird in brooder	Sq.ft.	1
	cum grower house		
10	Floor space per bird in layer shed	Sq.ft.	0.8
	(Cage system)		
11	Repayment period	year	5
12	Rate of interest for bank loan	%	12
II. Expe	nditure norms		

1	Cost of construction of brooder cum grower shed	Rs. /sq.ft	125
2	Cost of construction of Layer shed	Rs. /sq.ft	140
3	Cost of construction of store room	Rs. /sq.ft	250
4	Cost of cages for layers	Rs. /bird	90
5	Feeders, waters and dressing equipment	Rs.	20
6	Cost of day-old Chicks	Rs. /bird	40
7	Feed requirement during laying-52 weeks laying	Rs. /bird	21
8	Feed requirement during growers-20 weeks	Rs. /bird	6
9	Chick/grower mash	Rs. /kg	14
10	Cost of layer mash	Rs. /kg	12
11	Medicine, vaccine, labor & misc. charges	Rs. /bird	8
12	Insurance	Rs. /bird	1
III. Inc	come norms	<u>.</u>	
1	Number of eggs produced per bird	Eggs per cycle	120
2	Selling price of egg	Rs. /egg	10
3	Selling price of culled birds	Rs. /bird	700
4	Income from manure & gunny bags	Rs. /bird	44

A.	CAPITAL COST			
Sr. No.	Particulars of Machinery.	Quantity	Rate per unit	Total Amount
1.	Cost of housing (1 sq. ft/bird) (60*9=540 Sq. ft)	960	250	240000
2.	Cost of Kuroiler Chicks (Day old)	960	35	33600
3.	Brooder cum grower equipment	960	40	38400
4.	Laying house	960	75	72000
5.	Water supply system	LS	LS	12000
	Total			396000

B. Recurring cost

Sr. No.	Particulars	Unit	Quantity	Rate per unit (Rs.)	Amount (Rs.)
1	Grower feed for first two batches	Qtl.	12	2600	31200
2	Chick feed from 1 to 4 weeks	Qtl.	4	3000	12000
3	Layer feed from 20 to 52 weeks	Qtl.	20	2700	54000
.4	Egg Packing/Tray	Number	2400	5	12000
5	Medicine, vaccine, labor and miscellaneous charges	Rs./bird	500	10	5000
6	Carriage/ Transportation	LS	LS	LS	15000
7	Insurance	%	500	1	500
	Total				129700

7. Total production and sale amount in month

Since it is an additional activity in the SHG apart from their routine household work the outcome will be proportionate to the working hours of each member. It is always better initially to keep the production on conservative side which can always be scaled up with passage of time and work experience.

8. 7	8. TOTAL PRODUCTION AMOUNT AND SALE AMOUN IN 1 CYCLE					
C)	Total Sale					
Sr.no	Particular	Quantity	Rate (Rs.)	Amount (Rs.)		
1	Eggs	72000	10	720000		
2	Meat/Chicken	480	700	336000		
	Total (C)			1056000		

Particulars	Total Amount (Rs.)	Project contribution (50%)	SHG contribution (50%)
Total capital cost	396000	198000	198000
Recurring cost	129700	-	129700
Total	525700	198000	327700

However, an amount of **Rupees 150000** is the project support therefore for calculation purpose this amount can safely be deducted from the expenditure column and the net income can be re-cast again. Moreover, the members of SHG will be doing the job collectively therefore their wages have not been taken into account. The net income at the end of the month is re-cast as under:

CAPITAL COST		
PARTICULARS	AMOUNT	SHG CONTRIBUTION
CAPITAL COST	396000	327700
RECURRING EXPENDITURE		
i) 10% depreciation on capital cost annually	20775	
ii) other expenditure on material cost etc.	129700	
Total	150475	
Total cost	150475+327700=478175	
Total sale in 1st cycle	1056000	
Net profit	577825	

9. Sharing of the profit

The members of SHG have mutually agreed with consent voice that in the 1st cycle Rs. 31485 will be paid to each member as income and the remaining profit of Rs.200000 will be kept as emergency reserve in their bank account to meet up the future contingency, if any.

10.Fund flow in thegroup:

Particulars	Total	Project contribution	SHG contribution
1 at ticulary	Amount (Rs.)	(75%)	(25%)
Total capital cost	396000	297000	99000
Recurring cost	129700	-	129700
Training	50000	50000	
Total	575700	347000	138700

Note-

- Capital Cost 75% of the total capital cost will be borne by the Project
- **Recurring Cost** –The entire cost will be borne by the SHG/CIG.
- **Trainings/capacity building/skill up-gradation**—Total cost to be borne by the Project

8. Sources of funds and procurement:

	• 75% of capital cost will be	
	utilized for purchase of	Procurement of
	product.	machines will be done
	• Upto Rs. 1 lakh will be	by respective
Project support;	parked in the SHG bank	DMU/FCCU after
	account as a revolving fund.	following all codal
	• Trainings/capacity	formalities.
	building/ skill up-gradation	
	cost.	
	• 25% of capital cost to be	
SHG	borne by SHG.	
contribution	• Recurring cost to be borne	
	by SHG	

9. 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:

- Teamwork
- Quality control
- Packaging and Marketing
- Financial Management

10.Loan Repayment Schedule-

If the loan is availed from bank it will be in the form of cash credit limit and for CCL there is no 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.

11. 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.

12. Remarks

Group members Photos-



List of Rules of the House of Interest

- 1. Group work: Balehra Poultry Farm;
- 2. Address of the group: V.P.O Manoh Tehsil- Shahpur District- Kangra Himachal Pradesh.
- 3. Total members of the group:12
- 4. Date of First Group Meeting: 13.12.2022
- 5. Interest will be Rs.2 for every Rs.50 in the group.
- 6. Monthly meeting of the group will be held on 9^h of every month.
- 7. All the members of the group will deposit the amount saved every month in the group.
- 8. All the members will have to attend the meeting of the Self Help Group.
- 9. Self help group account will be opened in
- 10. In order to be present in the group meeting, permission will have to be taken by telling the principal and secretary the proper work.
- 11. In the group who does not deposit the amount of savings or remains absent from the group for 3 meetings, then that person will be removed from the group.
- 12. The person who remains present in the group without giving reasons ,then the next meeting will be held in the house of that person whose expenses will have to be paid by that person himself, if there are two members, then the expenses will have to be paid together.
- 13. The head and the secretary of the Self Help Group will be elected by consensus.
- 14. Principal and Secretary can do transactions with the bank, this post will be valid for one year.
- 15. The head, secretary or member will not do any work against the group and will always use the amount of the group.

- 16. If the member wants to leave the group due to any reason, if this person has taken the loan, then the group has to be returned, only then he is able to leave the group other wise not
- 17. The purpose of the loan, the time of repayment of the amount, the instalment of the loan and the rate of interest will be decided in the meeting.
- 18. In case of emergency, the principal and the secretary should have at least Rs1000.
- 19. The register of SHGs should be read and written in front of all the members.
- 20. Large borrowers will have to give a week's advance notice.
- 21. Loans should be available to all the members in times of need.
- 22. If the member wants to leave the group without any reason, then the deposits of that member will be divided in the group.
- 23. The group will have to submit its monthly report every month to the office of the Field Technical Unit (Shahpur Range Dharamshala Division).

Shiv Shaleti

अनुलग्नक

हम सब समूह सदस्य ने आईजीए गतिविधि में सिक्रय रूप से भाग लेने के लिए सहमित दी है एचपी पारिस्थितिकी तंत्र प्रबंधन और आजीविका में सुधार और वीएफडीएस के साथ समन्वय के लिए जेआईसीए परियोजना के दिशानिर्देश के अनुसार समूह (अपिता) द्वारा चुना गया। सदस्यों का विवरण इस प्रकार है

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7.	<u>विकेश</u> र	-Do-	-Do-	30	Ravi Kumor
8.	सीक्तर क्राह	-00-	-Do-	38	2313423712
9.	41804 BAK	-00-	-D-	- 33	HIEGODAK
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हस्ताक्षर

हस्ता चार स्थाप्यक्रिक्षेत्र अस्थितिरिक्श Shahpur, Dista. Kangra (H.P.)

Divisional F. Clucer Property Forest Division, Dharamshala