



BUSINESSPLAN

INCOMEGENERATINGACTIVITY-

(MushroomCultivation)By

Kanha-SelfHelpGroup

SHGName	Kanha
VFDSName	Bhaloon
Range	Nurpur
Division	Nurpur Divison

PreparedUnder-

**ProjectforImprovementofHimachalPradeshForestEcosystemsManagement&Livelihoods(JICA
AAssisted)**

Table of Contents

Sr.No.	Particulars	Page/s
1	Description of SHG	3
2	Beneficiaries Detail	4,5
3	Geographical details of the Village	6
4	Executive Summary	6
5	Description of product related to Income Generating Activity	6
6	Production Processes	6
7	Production Planning	7
8	Sale & Marketing	7
9	SWOT Analysis	8
10	Description of Management among members	8
11	Description of Economics	9,10,11
12	Analysis of Income and Expenditure	11
13,14	Fund Requirement, Sources of Fund	12
15 to 19	Trainings/capacity building/skill upgradation, other source of Income, Monitoring Method & Remarks	13
	SHG Group Photographs	

1. Description of SHG

1	SHG Name	Kanha
2	VFDS	Bhaloon
3	Range	Nurpur
4	Division	Nurpur
5	Village	Bhaloon
6	Block	Khanni
7	District	Kangra
8	Total No. of Members in SHG	12
9	Date of formation	17-11-2023
10	Bank a/c No.	54150100005370
11	Bank Details	Bank of Baroda
12	SHG Monthly Saving	(50/- per person)
13	Total saving	600/-
14	Total inter-loaning	-
15	Cash Credit Limit	-
16	Repayment Status	-

2. BeneficiariesDetails:

Sr. No.	Name Of SHG Members	Husband/Father name	Gender	Category	Income source
1	Ruchika	Yashpal Singh	Female	OBC	Agriculture
2	Salochna Devi	Balbir Singh	Female	Gen	Agriculture
3	Yamuna Devi	Jaswant singh	Female	Gen	Agriculture
4	Sapna Bibi	Shaif Ali	Female	ST	Agriculture
5	Dimple	Raghubir Singh	Female	Gen	Agriculture
6	Santosh Kumari	Kewal Singh	Female	Gen	Agriculture
7	Urmila Devi	Vijay Kumar	Female	Gen	Agriculture
8	Rekha Devi	Kishor Lal	Female	OBC	Agriculture
9	Malka Devi	Gagan singh	Female	Gen	Agriculture
10	Leela Devi	Sukhdev Singh	Female	OBC	Agriculture
11	Pushpa Devi	Nariender Singh	Female	OBC	Agriculture
12	Archana Devi	Balwant	Female	OBC	Agriculture

3. GeographicaldetailsoftheVillage

1	Distance from the District HQ	115Km
2	DistancefromMainRoad	1Km
3	Name of local market&distance	Jassur -5 Km , Nurpur-8 Km & Pathankot - 30Km
4	Name of main market&distance	Jassur -5 Km , Nurpur-8 Km
5	Name of maincities&distance	
6	Name of main cities where product willbesold/marketed	Jassur -5 Km , Nurpur-8 Km & Pathankot - 30Km

4. Executive Summary

Mushroom cultivation income generation activity has been selected by Kanha Self Help Group. This IGA will be carried out by 12 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	Kanha Mushroom
2	Method of product identification	High demand in festive 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	Man power required per cycle (No.)	12 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)	5 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	5.5qtls.	150	82,500

8. Description of Marketing/Sale

1	Potential market places	Jassur -5 Km , Nurpur-8 Km & Pathan kot - 30Km
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/wholesaler. 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 200&500 gram packaging.
6	Product branding	At SHG level product will be marketed by branding SHG. Later this IG may require brand in cluster level
7	Product "slogan"	"A product of SHG Lakshmi"

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 product manufacturing cycle will increase
- ❖ Opportunity–
 - High demand in 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>Unit Price</u>	<u>Amount</u>
1	Water spray pump (Electric with solar Panel)	2	1800	3600
2	Watertub(40-50ltr)	2	700	1400
3	Digital Weighing Scale Machine	1	1200	2400
4	PolySealing Table Top Heat Sealer Pouch Plastic Packaging Machines	1	3000	3000
5	Apron,cap,plastichandglovesetc	5	LS	1,500
6	ProductstorageCrates		LS	6,000
7	Racks,Bench,Stairs		LS	10,000
8	TowerAirCooler(15ltr./-)	2	8000	16,000
9	Knives		LS	2000
<u>Total capital costs</u>				<u>45900 /-</u>

B. <u>RECURRINGCOST</u>					
<u>Sr.no</u>	<u>Particulars</u>	<u>Unit</u>	<u>Qty.</u>	<u>Price</u>	<u>Amount</u>
1	HallRent	1	12(Month)	2,000	24,000
2	Labour(willbedonebySHG members)	WorkwillbedonebySHGmembersrotationbasesforonecycle(97days*wagesrate 350)			33,950
3	Packagingmaterial	P/Bags	LS	-	3300
4	Transportation	Rs.2500/-cycle		LS	8000
5	Electricityexp.	1	12Month	1000	12000
6	MushroomBagsfornextcycle	M.Bag	220	200	44000
	RecurringCost				125250/-
<u>TotalRecurringCostB=125,250/-</u> (Recurringcost-Labour cost)aswork/labourwillbedonebySHGmembers.					

C. <u>CostofProduction(Monthly)</u>		
<u>Sr.No</u>	<u>Particulars</u>	<u>Amount(Rs)</u>
1	TotalRecurringCost	125250
2	10%depreciationannuallyoncapitalcost(45900)	382
	Total:-	125632

D. <u>Selling Price calculation (per cycle)</u>					
<u>Sr.no</u>	<u>Particulars</u>	<u>Unit</u>	<u>Quantity</u>	<u>Amount(Rs)</u>	
1	Cost of Production	3 Cycle	15 Qtls	130440	It will decrease as 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	382
2	Total Recurring Cost	125250/-
3	Total Production every four month (qtl)	5.5 qtls (15 qtls. per year)
4	Selling Price (per Kg)	150
5	Income generation (150*12*100)	180000 annually
6	Net profit (180000-125250) (Income generation - Total Recurring cost)	54750/-
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	45900	34425	11475
2	Total Recurring Cost	125250	0	125250
3	Trainings/capacity building/skill up-gradation	30,000	30,000	0
	Total	201150/-	64425/-	136725/-

Note-

- **Capital Cost-**
75% of capital cost to be covered under the project as all the members except for one belong 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 11 lakhs revolving have parked in the SHG bank account. • Trainings/capacity building/skill up-gradation cost. • 	Procurement of machineries/equipment will be done by respective DMU/FCC U after following all nodal formalities.
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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 machines.• Recurring cost to be borne by SHG	
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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 can take another approach 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 bank 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 areas:

- 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
- Helps lower cholesterol levels
- Strengthens teeth, nail & hair
- Lowers blood pressure

Photo of SHG Kanha Under VFDS Bhaloon



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Resolution cum Group Consensus Form

It is decided in the general house meeting of the group Kanha held on 02-01-2024 at Bhaloon that our group will undertake the Mashoom farming as livelihood income generation activity Under the project for implementation of Himachal Pradesh forest ecosystem Management and livelihood (JICA assisted).

RuchiKa

प्रधान

सचिव

SabnaBibi

कोषाध्यक्ष

कान्हा जायका स्वयं सहायता समूह
Signature of Group President (JICA)
गांव बाँसा संमलोटिया तहसील बूँद

प्रधान

सचिव

कोषाध्यक्ष

कान्हा जायका स्वयं सहायता समूह
Signature of Group Secretary (JICA)
गांव बाँसा संमलोटिया तहसील बूँद

Business Plan Approval by VFDS & DMU

Kanha 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). In this regard business plan of amount Rs. 201150/- has been submitted by group on 02/01/2024 and the business plan has been approved by the VFDS Bhaloon

Business plan is submitted through FTU for further action please.

Ruchika

प्रधान
कान्हा जायका स्वयं सहायता समूह
Signature of Group President
गांव बासा समलेटियां तह नूरपुर

Sabna Bibi
कीषाध्यक्ष

Heinzel Kishan
Signature of President VFDS

Signature of Group Secretary
प्रधान सचिव
कान्हा जायका स्वयं सहायता समूह
गांव बासा समलेटियां तह नूरपुर

Devi
DMU - cum NURP
NURP Forest Division
Nurp DMU cum Nurp

