

1

## BUSINESS PLAN

INCOME GENERATING ACTIVITY – Food Processing (Seera & Badi making)

by

**Sasan 2-Self Help Group**



SHG/CIG Name	::	Sasan 2
VFDS Name	::	Sasan
Range	::	Jawalamukhi
Division	::	Dehra

**Prepared Under–**



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

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## 1. Description of SHG/CIG

1	SHG/CIG Name	::	Sasan 2
2	VFDS	::	Sasan
3	Range	::	Jawalamukhi
4	Division	::	Dehra
5	Village	::	Sasan
6	Block	::	Dehra
7	District	::	Kangra
8	Total No. of Members in SHG	::	11 - Female
9	Date of formation	::	10-10-2022
10	Bank a/c No.	::	50100530477186
11	Bank Details	::	HDFC Dehra
12	SHG/CIG Monthly Saving	::	50rs
13	Total saving	::	Rs. 550
14	Total inter-loaning	::	1%
15	Cash Credit Limit	::	-
16	Repayment Status	::	-

## 2. Beneficiaries Detail:

Sr.no	Name	Father/Husb and Name	Age	Category	Income Source	Address
1	Kamna Devi (President)	W/O Navneet Singh	39	OBC	Agriculture	Vill – Sasan
2	Vandna Devi (Secretary)	W/o Sudhir Kumar	38	OBC	Agriculture	Vill - Sasan
3	Chainchala Devi	w/o Prakash Chand	64	OBC	Agriculture	Vill - Sasan
4	Sonu Devi	w/o Kuldeep Singh	43	OBC	Agriculture	Vill - Sasan
5	Sunita Devi	w/o Ranjit Singh	40	OBC	Agriculture	Vill - Sasan
6	Omi Devi	w/o Mehar Chand	59	OBC	Agriculture	Vill - Sasan
7	Ranju	W/O Jeet Kumar	-	OBC	Agriculture	Vill – Sasan
8	Kamlesh Kumari	W/o Balak Ram	60	OBC	Agriculture	Vill - Sasan
9	Pawana Devi	W/O Subash Chand	56	OBC	Agriculture	Vill – Sasan
10	Santosh	W/O Raju Ram	42	OBC	Agriculture	Vill – Sasan
11	Mahindra Devi	W/O Madan Lal	60	OBC	Agriculture	Vill – Sasan

### 3. Geographical details of the Village

1	Distance from the District HQ	::	65 km
2	Distance from Main Road	::	500 m
3	Name of local market & distance	::	Bharoli & 3 km
4	Name of main market & distance	::	Naduan & 7 km
5	Name of main cities & distance	::	Naduan & Jawalamukhi, 7 km & 12 km
6	Name of main cities where product will be sold/ marketed	::	Naduan, Jawalamukhi, Dehra

#### 4. Executive Summary

Seera and Badi making income generation activity has been selected by Sasan 2 Self Help Group. This IGA will be carried out by all the 11 ladies of this SHG. Seera and Badi making is a traditional domestic activity of all the members of this group and they are well conversant with the method of preparing these food article for their household use. Now the group want to make this activity as their livelihood by using the modern equipment and manufacturing these articles in a large scale for commercial purpose so that they can enhance their income. This business activity will be carried out whole year by the group members. The process of making Seera takes around 12-15 days. Approximately 1 kg of Seera will be manufactured by 2 Kg of wheat seeds. Production process includes process like cleaning, washing, soaking, grinding, drying etc. Initially group will manufacture Seera, but in future group will manufacture other products which follow same process. Product will be sold directly by group or indirectly through retailers and whole sellers of near market initially. Selling price of 1 Kg of Seera will be around 150 per Kg. Badi of Moong, Maah, Masar, Dantnal etc. will be made by this group initially. This activity is being already done by some ladies of this group. This business activity will be carried out whole year by group members. The process of making Badi takes around 3 to 5 days.

For preparation of 1kg Badi, approximately 1.25- 1.50 Kg of daal and around 150-200 gram of masala (Kaali mirch, badi Elaichi, Ajwain, Jeera etc.) are required. Production process includes process like cleaning, washing, soaking, grinding, mixing, drying etc. Initially group will manufacture Badi but in future group will manufacture other products which follow same process. Product will be sold directly by group or indirectly through retailers and whole sellers of near market initially. Selling price of 1 Kg of Badi will be around 250-260 per Kg.

#### 5. Description of Product related to Income Generating Activity

1	Name of the Product	::	Seera, Mash Badi, Moong Badi, Soya Badi, Sepu Badi
2	Method of product identification	::	The group along with JICA staff held many meetings to identify the livelihood activity and discussed on some issues like availability of raw material in the locality , skill for preparation of product marketing status and then all SHG agreed to adopt Seera and Badi making initially and later on more product of similar process will be added.
3	Consent of SHG/ CIG / cluster members	::	All SHG members are agreed and passed resolution with all consent.

## 6. Description of Production Processes

- Group will make Badi of Moong, Maah, Masar daal and Danthal (arbi pata) and Seera of wheat seeds. This business activity will be carried out whole year by group members.
- The process of making Badi takes around 3 days and 12-15 days for Seera making.
- Based on assumption/experience -1 kg of Badi will be manufactured by 1.25-1.50 Kg of daal and 150-200 gram of masala (Kaali mirch, badi Elaichi, Ajwain, Jeera etc.). Seera is also assumed to be of 1 kg.
- Production process includes process like cleaning, washing, soaking, grinding, mixing, drying etc.
- Initially group will manufacture 220 kg Badi and 100 kg of Seera per month and in future, group will manufacture as per demand and will also make other products which follow same production process.

### Seera: -

Seera Badi is a food item therefore different regulation of the state government needs 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 group will be taken care as per the rules.

## 7. Description of Production Planning

1	Production Cycle (in days)	::	3-7 days for Badi and 12-15 days for Seera
2	Manpower 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)	::	30 kg daal and 4.5-5 Kg masala for Badi and 400 kg wheat seeds (initially)
6	Expected production per cycle (Kg)	::	200 kg Seera and 25 kg Badi

## 8 . Requirement of raw material and expected production

Sr.no	Raw material	unit	Time	Quantity	Amount per kg (Rs)	Total amount	Expected production Monthly (Kg)
1	Daal	Kg	Monthly	450	120	54000	300
2	Masala	Kg	Monthly	68	200	13600	
3	Wheat seeds	Kg	Monthly	600	20	12000	400

## 9. Description of Marketing/ Sale

1	Potential market places	::	Naduan, Jawalamukhi, Kangra
2	Distance from the unit	::	7 km, 12 km and 48km respectively
3	Demand of the product in market place/s	::	Daily demand and high demand at the time of festive and marriage occasions.
4	Process of identification of market	::	Group members, according to their production potential and demand in market, will select/list retailer/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 require branding at cluster level
7	Product "slogan"		"A product of SHG Sasan 2"



## 10. 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

### ❖ 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 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

## 11. 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.

- a. Some group members will involve in Pre-Production process (i.e.-procuring of raw material etc.)
- b. Some group members will involve in Production process.  
Some group members will involve in Packaging and Marketing

## 12. Description of Economics:

<b>A. CAPITAL COST</b>				
<b>Sr. No</b>	<b>Particulars</b>	<b>Quantity</b>	<b>Unit Price</b>	<b>Total Amount (Rs.)</b>
1.	Grinder & Mixture Machine	11	5000	55000
2.	Water tub, Plastic Mug	LS	600	600
3.	Aluminum Dheg	1	3000	3000
4.	Packaging Machine	1	2500	2500
5.	Apron, cap, plastic hand gloves etc.	LS	LS	1000
6.	Seera Machine	11	750	8250
7.	Seviyan Machine	11	750	8250
8.	Transport	LS	LS	1000
	<b>Total Capital Cost (A) =</b>			<b>Rs. 79600/-</b>

<b>B. RECURRING COST</b>					
<b>Sr.no</b>	<b>Particulars</b>	<b>Unit</b>	<b>Quantity</b>	<b>Price</b>	<b>Total Amount (Rs)</b>
1	Raw material (daal)	Kg/month	LS	LS	25000
	Raw material (wheat seeds)	Kg/month	600	20	12000
2	Raw material (masala)	Kg/month	68	200	13600
4	Packaging material	Month	LS	LS	1500
6	Other (stationary, electricity, water bill, machine repair)	Month	1	1000	1000
<b>Recurring Cost; - Rs.</b>					<b>53100/-</b>

<b>C. Cost of Production (Monthly)</b>		
<b>Sr. No</b>	<b>Particulars</b>	<b>Amount (Rs)</b>
1	Total Recurring Cost	53100/-
2	10% depreciation monthly on capital cost	796
	<b>Total</b>	<b>Rs. 53896/-</b>

<b>D. Selling Price calculation (per cycle)</b>				
<b>Sr. No</b>	<b>Particulars</b>	<b>Unit</b>	<b>Amount (Rs)</b>	
1	Cost of Production Seera	Kg	60	It will decrease as the quantity of Production Increase
2	Current market price Seera	Kg	150-180	
3	Expected selling price of Seera	Rs	150	
4	Cost of production for Badi	Rs	190	
5	Current market price of Badi	Rs	300	
6	Expected selling price Badi	Rs	250	

### 13. Analysis of Income and Expenditure (Monthly):

Sr. No	Particulars	Quantity per Kg	Cost per kg	Amount (Rs)
1	Sale of Seera	300	150	45000
2	Sale of Badi	400	250	100000
	<b>Total</b>			<b>145000</b>

### 14. Fund requirement:

Sr.no	Particulars	Total Amount (Rs)	Project Contribution	SHG Contribution
1	Total capital cost	79600/-	59700/-	19900/-
2	Total Recurring Cost	53100/-	0	53100/-
3	Trainings/capacity building/ skill up-gradation	20000	20000	0
	<b>Total = Rs.</b>	<b>152700/-</b>	<b>79700/-</b>	<b>73000/-</b>

#### Note-

- Capital Cost** - 75% of capital cost to be covered under the Project
- Recurring Cost** - To be borne by the SHG/CIG.
- Trainings/capacity building/ skill up-gradation** - To be borne by the Project

### 15. Sources of fund:

Project support;	<ul style="list-style-type: none"> <li>• 75% of capital cost will give by the project</li> <li>• UptoRs1 lakh will be parked in the SHG bank account (as Revolving Fund).</li> <li>• Trainings/capacity building/ skill up-gradation cost will be borne by the project.</li> <li>• In case SHG take loan from bank 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.</li> </ul>	Procurement of machineries/equipment will be done by respective DMU/FCCU after following all codal formation
SHG contribution	<ul style="list-style-type: none"> <li>• 25% of capital cost to be borne by SHG</li> <li>• Recurring cost to be borne by SHG</li> </ul>	

### 16. 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-gradations proposed/needed:

- a. Cost effective procurement of raw material
- b. Quality control
- c. Packaging and Marketing  
Financial Management

## 17. Computation of break-even Point

= Capital Expenditure/selling price (per kg)-cost of production (per kg) for both Seera and Badi  
 $79600 / (200-125) = 1061$  kg. In this process breakeven will be achieved after selling 1061Kg of Seera and Badi. Therefore, break-even will be achieved in 4-5 months.

## 18. Other sources of income:

Income from grinding Daal, wheat, maize etc. of villagers/local people.

## 19. 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.

1. 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.
2. In term loans, the repayment must be made as per the repayment schedule in the banks.
3. 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 have to pay the installments of the principal amount on regular basis

## 20. Monitoring Method –

1. 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.
2. 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.

### Some key indicators for the monitoring are as: -

- I. Size of the group
- II. Fund management
- III. Investment
- IV. Income generation
- V. Production level
- VI. Quality of product
- VII. Quantity sold
- VIII. Market reach

**Group Members Photo; -**





**Individual Photo Of each member: -**



**Prepared By; -**

Mr. Madan Lal Sharma (Retd. HPFS)  
Deeksha (SMS)  
Savita Devi (FTU) Jawalamukhi Range

**BUSINESS PLAN APPROVAL BY VFDS & DMU**

Business Plan Approval By VFDS &DMU

.....Sasara-II.....Group will undertaken the Sheela Vadi.....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....152700/-.....has been submitted by group on.....22/12/2022..... and the business plan has been approved by the VFDS.....Saban.....

Business plan is submitted through FTU for further action please.

Thank you

कामना देवी  
Signature of Group President

बंका  
Signature of Group Secretary

महिन्द्रा देवी  
Signature of President VFDS  
President  
V.F.D.S.....Saban.....

[Signature]  
Approved  
DMU-CUM-Dehra

## RESOLUTION-CUM- GROUP CONSENSUS FORM

### Resolution - cum - Group Consensus Form

It is decided in the General House meeting of the group ...Saban-II...  
at Saban... that our group will undertake the Sharma wadi as Livelihood  
Income Generation Activity under the Project for improvement of Himachal-  
Pradesh Forest Ecosystem Management & Livelihoods ( JICA Assisted).

कासना देवी

Signature's of Group Pradhan

बदना

Signature's of Group Secretary

**SUBMITTED TO DMU THROUGH FTU**

Submitted to DMU through FTU

Name & Signature of FTU officer  
*Jawahar Singh (H.P.)*

*Savita Devi* *Savita Devi*  
Name & Signature of FTU Coordinator

Approved *[Signature]*  
Name & Signature of DMU Officer

