

1 BUSINESS PLAN

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

by

Radhika -Self Help Group



SHG/CIG Name	::	Radhika
VFDS Name	::	Jeevan Jyoti Bakroa
Range	::	Ghumarwin
Division	::	Bilaspur

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	::	Radhika	
2	VFDS	::	Jeevan Jyoti Bakroa	
3	Range	::	Ghumarwin	
4	Division	::	Bilaspur	
5	Village	::	Bakroa	
6	Block	::	Ghumarwin	
7	District	::	Bilaspur	
8	Total No. of Members in SHG	::	9 - females	
9	Date of formation	::	18-09-2020	
10	Bank a/c No.	::	13510101681	
11	Bank Details	::	HP Coopreative bank Bhager	
12	SHG/CIG Monthly Saving	::	100/-	
13	Total saving	::	10,000	
14	Total inter-loaning	::	Nil	
15	Cash Credit Limit	::	Nil	
16	Repayment Status	::	Nil	

2. Beneficiaries Detail:

Sr.No	Name	Father/Husb and Name	Age	Category	Income Source	Address
1	Chanchla Devi	Manoj Kumar	30	Gen.	Agriculture	Vill.Bakroa P.O Bhager
2	Bandana Kumari	Rajesh Kumar	43	Gen.	Agriculture	Vill.Bakroa P.O Bhager
3	Sarita	Shashi	23	Gen.	Agriculture	Vill.Bakroa P.O Bhager
4	Manu Sharma	Dinesh Kumar	31	Gen.	Agriculture	Vill.Bakroa P.O Bhager
5	Kanta Devi	DeshRaj	45	Gen.	Agriculture	Vill.Bakroa P.O Bhager
6	Soma Devi	Lalman Chand	47	S.C	Agriculture	Vill.Bakroa P.O Bhager
7	Maya Devi	Naresh Kumar	26	S.C	Agriculture	Vill.Bakroa P.O Bhager
8	Ambika	Sunil Kumar	37	Gen.	Agriculture	Vill.Bakroa P.O Bhager
9	Sushila Devi	Prem Sagar	41	Gen.	Agriculture	Vill.Bakroa P.O Bhager

3. Geographical details of the Village

1	Distance from the District HQ	::	15 km
2	Distance from Main Road	::	50 mtr.
3	Name of local market & distance	::	Bhager 500 Km
4	Name of main market & distance	::	Ghumarwin, 7 Km
5	Name of main cities & distance	::	Bilaspur, 15 Km
6	Name of main cities where product will be sold/ marketed	::	Bilaspur, Ghumarwin

4. Executive Summary

Seera and Badi making income generation activity has been selected by Baba Kailu Self Help Group. This IGA will be carried out by all 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 there household use .Now the group want to make this activity as there 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, Danthal 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, Mashbadi ,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 (aripata) 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.

7. Description of Production Planning

1	Production Cycle (in days)	::	3 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

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	300	120	36,000	250
2	Masala	Kg	Monthly	50	200	10,000	
	Wheat seeds	Kg	Monthly	400	20	8,000	200

8. Description of Marketing/ Sale

1	Potential market places	::	Bilaspur, Ghumarwin , Bhager
2	Distance from the unit	::	15 km, 7 km and 500 mtr . 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 required branding at cluster level
7	Product "slogan"		"A product of SHG Radhika Bakrowa "

9.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

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 etc)
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing.

11. Description of Economics:

A. CAPITAL COST				
Sr.No	Particulars	Quantity	Unit Price	Total Amount (Rs.)
1	Wet Grinder Machine (2HP) with installation and Transportation up to site	2	20,000	40,000
2	Dry Grinder / Mixture (Heavy duty) 1 kg capacity	1	5,000	5000
3	Water tub (40-50 ltr)	4	500	2000
4	Drum for storage- water, daal raw material etc-(80-100ltr) – plastic	3	1000	3000
5	Plastic sheets (eg-40*60 inch)	3-4	LS	1000
6	Plastic Mugs	5	LS	500
7	Kitchen tools		LS	2000
8	Water strainer		LS	1500
9	Finished product storage almirah/racks	3-4	LS	3000
10	Digital Weighing Scale Machine	2	1000	2000
11	Poly Sealing Table Top Heat Sealer Pouch Plastic Packaging Machines	1	2000	2000
12	Apron, cap, plastic hand gloves etc	5	LS	1000
13	Chairs, Table		LS	3000
14	Mixer	1	6000	6000
15	Aata Chakki Machine	1	35000	35000
	Total Capital Cost (A) =			107000

11.B RECURRING COST					
Sr.no	Particulars	Unit	Quantity	Price	Total Amount (Rs)
1	Raw material (daal)	Kg/month	300	120	36,000
	Raw material (wheat seeds)	Kg/month	400	20	8000
2	Raw material (masala)	Kg/month	45	200	9,000
3	Rent	Month	1	500	500
4	Labour (will be done by SHG members)	5 hour	150	50	7500
5	Packaging material	Month	1	1500	1500
6	Transportation	Month	1	800	800
7	Other (stationary, electricity, water bill, machine repair)	Month	1	1000	1000
	Recurring Cost				
Total Recurring Cost B = (Recurring cost- Labour cost) as work/labour will be done by SHG members.					64,300 56,800

C. Cost of Production (Monthly)		
Sr. No	Particulars	Amount (Rs)
1	Total Recurring Cost	56,800
2	10% depreciation annually on capital cost	7200
	Total	64000

D. Selling Price calculation (per cycle)					
Sr.No	Particulars	Unit	Quantity	Amount (Rs)	
1	Cost of Production	Kg	1	50+190= 240	It will decrease as the quantity of production increase
2	Current market price	Kg	1	150-180 for Seera and 300 for Badi	
3	Expected Selling Price by SHG	Rs	1	180 for Seera and 260 for Badi	

12. Analysis of Income and Expenditure (Monthly):

Sr.No	Particulars	Amount (Rs)
1	10% depreciation annually on capital cost	7200
2	Total Recurring Cost	56,800
3	Total Production per month(Kg)	Seera 200 kg Badi 250 kg
4	Selling Price (per Kg)	Seera 180 per kg Badi 260 per kg
5	Income generation (200*180) for Seera and (250*260)for Badi	Seera 200kg@180per= 36000 Badi = 250kg@260= 65,000 Total =1,01,000
6	Net profit (101000-56800)	44,200
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:

Sr.No	Particulars	Total Amount (Rs)	Project Contribution	SHG Contribution
1	Total capital cost	72,000	54,000	18000
	Revised Buisness Plan	35000	26250	8750
2	Total Recurring Cost	56,800	0	56800
3	Trainings/capacity building/ skill up-gradation	40,000	40,000	0
	Total	1,68,800	94,000	74,800

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

14. Sources of fund:

Project support;	<ul style="list-style-type: none"> • 75% of capital cost will given by the project • Upto Rs1 lakh will be parked in the SHG bank account (as Revolving Fund). • Trainings/capacity building/ skill up-gradation cost will be born by the project. • 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. 	Procurement of machineries/equipment will be done by respective DMU/FCCU after following all codal formalities.
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SHG contribution	<ul style="list-style-type: none"> • 25% of capital cost to be borne by SHG • Recurring cost to be borne by SHG 	
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15. 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:

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

16. Computation of break-even Point

= Capital Expenditure/selling price (per kg)-cost of production (per kg)

=For Seera $72,000/(180-50)= 554$ kg

=For Badi $(72,000/(260-190)= 1028$ kg

In this process breakeven will be achieved after selling 554 Kg of Seera and 1028 kg Badi. Therefore, break even will be achieved in 4-5 months.

17. Other sources of income:

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

18. 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 have to pay the installments of the Principal amount on regular basis

19 .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.

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

Individual photo of each member:-



Kanta devi



Sarita Devi



Bandna



Manu Sharma



Maya



Susheela



Chanchala devi



Soma devi



Ambika

Group members photo



Bandna Kumari

हस्ताक्षर

सचिव स्वयं सहायता समूह के

President
Radhika Self Help Group
Bakroa, Distt Bilaspur (H.P.)

Chanchal

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President **Secy.**
Radhika Self Help Group
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हस्ताक्षर

सचिव ग्रामोप वन विकास समिति के

सचिव
जीवन ज्योति
ग्राम वन विकास समिति बकरोआ
तह. घुमारवीं जिला बिलासपुर (हि.प्र.)

हस्ताक्षर

प्रधान ग्रामीण वन विकास समिति के

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हस्ताक्षर

वन रक्षक के

हस्ताक्षर

वन रक्षक अधिकारी
वन संरक्षण अधिकारी घुमारवीं के
जिला बिलासपुर (हि.प्र.)

हस्ताक्षर

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