



BUSINESS PLAN

INCOME GENERATING ACTIVITY – (Mushroom Cultivation)

By

Bholenath - Self Help Group



SHG Name	Bholenath
VFDS Name	Nihari
Range	Dehra
Division	Dehra Division

Prepared Under –

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

Table of Contents

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

1. Description of SHG

1	SHG Name	Bholenath
2	VFDS	Nihari
3	Range	Dehra
4	Division	Dehra Division
5	Village	Nihari
6	Block	Pirsaluhi
7	District	Kangra
8	Total No. of Members in SHG	Female - 9
9	Date of formation	14/9/22
10	Bank a/c No.	50100590470615
11	Bank Details	HDFC Dehra
12	SHG Monthly Saving	100rs
13	Total saving	1000rs
14	Total inter-loaning	1%
15	Cash Credit Limit	--
16	Repayment Status	--

2. Beneficiaries Details:

Sr. No	Name of the beneficiaries	Designation	W/o	Age	Qualification	Mobile No.
1	Shivani Sharma	President	W/o Sh. Raman Kumar	38	12 th	8262013934
2	Suraksha Prabhakar	Secretary	W/o Sh. Madan Lal	64	10 th	8262013934
3	Sapna Devi	Cashier	W/o Sh. Lalit Kumar	34	10 th	8580691458
4	Swarna Devi	Member	W/o Sh. Tilak Raj	65	5 th	8262013934
5	Leela Devi	-do-	W/o Sh. Onkar Chand	75	5 th	8580666218
6	Surjeet Kumari	-do-	W/o Lt. Sh. Raja Ram	64	10 th	9816043480
7	Sonu Kumari	-do-	W/o Sh. Naresh Kumar	45	10 th	8580857792
8	Meenakshi	-do-	W/o Sh. Vijay Bharti	43	10 th	8580911973
9	Rimple Sharma	-do-	W/o Sh. Manohar Lal	48	10 th	8262013934

3. Geographical details of the Village

1	Distance from the District HQ	75 Km.
2	Distance from Main Road	1 Km.
3	Name of local market & distance	Rakkar & 18km
4	Name of main market & distance	Naduan & 20km
5	Name of main cities & distance	
6	Name of main cities where product will be sold/ marketed	Naduan, Kangra, Dehra

4. Executive Summary

Mushroom cultivation income generation activity has been selected by Bholenath Self Help Group. This IGA will be carried out by 09 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 K g of mushroom will be around 150/- per Kg. (200 grams packing of per packed)

5. Description of Product related to Income Generating Activity

1	Name of the Product	Bholenath 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	Manpower required per cycle (No.)	09 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)	3.5 Qtl. per 120 bags in four months.
6	Expected production per cycle (Kg)	220 kg

8. Requirement of raw material and expected production

Sr.no	Raw material	Unit	Time	Quantity (1 Cycles)	Amount per kg (Rs)	Total Amount in three cycles
1.	M. Bags	120 Kg	4 months	3.5 Qtl.	150	52500/-

9. Description of Marketing/ Sale

1	Potential market places	Kangra, Naduan, Dehra & 85, 25, 42
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 them 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 200- & 500-grams packaging.
6	Product branding	At SHG level product will be marketed by branding SHG. Later this IGA may require branding at cluster level
7	Product “slogan”	“A product of SHG Bholenath”

10. 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 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.

- 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.

12. Description of Economics:

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	Mushroom Bags	153	120	18360	
2	Packaging Sealing Machine	01	2500	2500	
3	Mushroom packaging container	LS	LS	2000	
4	Transporting M. Bags to the site	LS	LS	2340	
<u>Total capital costs</u>				Rs.	25200 /-
B. <u>RECURRING COST</u>					
<u>Sr.no</u>	<u>Particulars</u>	<u>Unit</u>	<u>Qty.</u>	<u>Price</u>	<u>Amount</u>
1	Packaging material	P/Bags	LS	-	5000
2	Mushroom Bags	M. Bag	150	120	18000
3	Miscellaneous	LS	LS	LS	3000
4	Recurring Cost				26000/-
<u>Total Recurring Cost B =26000/-</u> (Recurring cost- Labour cost) as work/labour will be done by SHG members.					

13. Cost of Production

C. <u>Cost of Production (per cycle)</u>		
<u>Sr. No</u>	<u>Particulars</u>	<u>Amount (Rs)</u>
1	Total Recurring Cost	26000/-
2	10% depreciation annually on capital cost	2520 /-
	Total: -	28520 /-

D. <u>Selling Price calculation (two cycle)</u>	
--	--

<u>Sr.no</u>	<u>Particulars</u>	<u>Unit</u>	<u>Quantity</u>	<u>Amount (Rs)</u>	
1	Cost of Production	2 Cycle	7 Qtl	105000/-	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	

14. Analysis of Income and Expenditure (Monthly)

<u>Sr.no.</u>	<u>Particulars</u>	<u>Amount (Rs)</u>
1	10% depreciation annually on capital cost	2520/-
2	Total Recurring Cost	26000/-
3	Total Production every four month (Qtl)	3.5 Qtl (7 Qtl. per year)
4	Selling Price (per Kg)	150
5	Income generation (150*7*100)	105000 annually
6	Net profit (105000-26000) (Income Generation – Recurring cost)	79000/-
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

15. 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	Rs. 25200/-	Rs. 18900/-	Rs. 6300/-
2	Total Recurring Cost	Rs. 26000/-	0	Rs. 26000/-
3	Trainings/capacity building/ skill up- gradation	Rs. 28375	Rs. 28375	0
	Total	Rs. 79575/-	Rs. 47275 /-	Rs. 32300 /-

Note-

- **Total capital Cost** - 75% of capital cost to be covered under the project as all the members except for one belongs to SC/ST category.
- **Recurring Cost** - To be borne by the SHG
- **Trainings/capacity building/ skill up-gradation** - To be borne by the Project

16. 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 equipment's.• Rs 1 lakh as 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/FCCU after following all nodal formalities.
SHG contribution	<ul style="list-style-type: none">• 25% of capital cost to be borne by SHG, this includes cost of materials/tools other than machineries.• Recurring cost to be borne by SHG	

17. 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:

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

18. Other sources of income:

The group another approach is to increase their value addition in the form of pickles & dried mushrooms.

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.

- 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.

20. 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

21. 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

Photos of SHG Bholenath Under VFDS Nihari



Prepared By: -

Mr. Madan Lal Sharma Retd. HPFS (Co-Ordinator JICA)

Mrs. Deeksha Devi (Subject Matter Specialist JICA)

Ms. Shivani (FTU Co-ordinator JICA)

Approval of Business Plan

BUSINESS PLAN APPROVAL BY VFDS & DMU

Bholenath....Group will undertake the ~~Mushkarm. Subvention~~ livelihood Income Generation Activity under the project for implementation of Himachal Pradesh Forest Ecosystem Management & livelihood (JICA assisted). In this regard business plan of amount Rs. ~~25200/-~~.....has been submitted by group on ~~09/06/2025~~ And the business plan has been approved by the VFDS....~~Nihari~~..

Business plan submitted through FTU for further action please.
Thank you

Shivani Sharma
Signature of Group President

शिवानी शर्मा
Signature of Group Secretary

Checked & Verified.
1) *Dehra@dmu (SHS/TCM)*

2) *Mej HPFS/CRetd*

(Signature)
Approved

DMU – CUM - Dehra

Resolution - cum - Group Consensus Form

It is decided in the General House meeting of the group*Bhole Nath*.... at
..*Nipari*..... that our group will undertake the ..*Nishkam*..
cultivation as Livelihood Income
Generation Activity under the Project for improvement of Himachal- Pradesh
Forest Ecosystem Management & Livelihoods (JICA Assisted).

Shivani Sharma
Signatures of Group Pradhan

सुरक्षा प्रभाकर
Signatures of Group Secretary

Submitted to DMU through FTU

~~Range Forest Officer~~
~~Dehra Dun Range~~
Name & Signature of FTU Officer
Range Forest Office,
Kangra (H.P)

Shivani Dhiman ~~Shivani Dhiman~~
Name & Signature of FTU Coordinator

Checked & Verified.

1)

2) Shivani Dhiman (H.P.F.S Retd.)

Approved

Name & Signature of DMU officer