



# Business Plan

Mushroom Farming

surbhi Self-Help Groups



**Biodiversity Conservation Committee**  
**Sub-Committee**  
**Panchayat**  
**Forest Technical Unit**  
**Forest Division**  
**Forest Circle**

**Kais**  
**Kais**  
**Kais**  
**Wildlife Division, Manali**  
**Kullu**  
**GHNP Shamshi**

"Himachal Pradesh Forest Ecosystem Management and Livelihood Improvement Project"

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## 1. Summary

Himachal Pradesh is a historically rich state, known for its serenity, culture, and religious heritage. The state is characterized by various geographical features, including mountains, valleys, and streams. It has a population of approximately 7.5 million, spread over 55,673 square kilometers, with altitudes ranging from 300 to 6816 meters above sea level. The state experiences diverse weather patterns, with perennial rivers flowing through the valleys. Nearly 90% of the population resides in rural areas, with agriculture, horticulture, water resources, and tourism being crucial for the state's economy.

The district discussed is located in Himachal Pradesh, positioned at the intersection of the Lahaul and Spiti districts, and connects various others such as Kullu, Mandi, and Kangra. The district is also home to ancient temples, traditional handlooms, and apple orchards. The Beas River serves as the main source of water for the region, and Kullu Valley is the largest and most famous valley.

The forests and biodiversity in this area are rich, playing a vital role in preserving the environment and providing livelihoods to the rural population. However, over-exploitation of resources like grazing, timber, non-timber forest products (NTFP), and firewood, along with challenges like drought, has led to diminishing resources.

To address these issues, the Himachal Pradesh Forest and Livelihood Improvement Project (JICA) has been launched in 6 out of the 12 districts, including Kullu. This project aims to improve livelihoods and promote sustainable forest resource management.

### **Project and Livelihood Improvement Initiatives**

Under this project, the formation of Self-Help Groups (SHGs) has been encouraged. One such group, "Surbhi Self-Help Group," was established on 01/07/2020, under the guidance of the Kais Forest Development Committee. The group, mainly composed of women from marginalized communities, aims to improve livelihoods through skills development and better utilization of forest resources.

The members of this SHG grow various cash crops like cauliflower, cabbage, peas, garlic, and tomatoes. However, they faced challenges in land availability and productivity. To increase their income, they decided to switch to growing mushrooms, which would yield better profits. The group consists of 8 members, each contributing ₹100 per month. The initiative aims to improve economic conditions and social empowerment for these marginalized women.

S.No	Member's Name	Address	Age	Caste	Contact Number
1	Urmila Hotam Ram	Kais Village	44	General	7876750785
2	Deepa Ramsah	Updhan	31	Scheduled Caste	8894681047
3	Reena Chakrakumar	Kota, Agra	30	General	8894574076
4	Chandrakala (D/O Goon Ram)	Kota, Agra	20	General	9805968562
5	Vimla Aile Ram	Kais Village	42	Scheduled Caste	9816677290
6	Vimla Karmasah	Kais Village	37	Scheduled Caste	----
7	Resi Chamanlal	Kais Village	34	Scheduled Caste	9816256311
8	Kala Niratam Ram	Kais Village	48	Scheduled Caste	7018811719
9	Tilaku Devi	Kais Village	50	General	8626876952
10	Bhagarathi Tara Chand	Kais Village	29	Scheduled Caste	8894496893
11	Namla Jodhgadhar	Kais Village	54	Scheduled Caste	9459323991
12	Sushma Mahenderpal	Kais Village	31	General	9816640867

## 2. Details of the Self-Help Group and its Functions

Sl. No.	Details	Information
1	Self-Help Group Name	Surbhi
2	Group Type	E-village, Livelihood Development Group
3	Biodiversity Linkage Committee	Kais
4	Block	Manali
5	Tehsil	Kullu
6	Village	Kais
7	Forest Range	Wildlife rang manali
8	District	Kullu
9	Number of Group Members	12
10	Formation Date	1/07/2020
11	Bank Name and Details	Seobag
12	Bank Account Number	243000010021193
13	Group Savings	100
14	Group Loan Amount	6000
15	Group's Monthly Savings	
16	Total Amount of Loan Given by Group	

## 3. Geographical location of the village

S.No	Detail	Information
3.1	Distance from District Headquarters	10 kilometers
3.2	Distance from Main Road	0 kilometers
3.3	Local Market Name and Distance	Bhuntar (25 km), Kullu (10 km), Manali (45 km approx.)
3.4	Name of Nearby Cities and Distance	Bhuru - 3 kilometers, Ku - 13 kilometers, Manali - approximately 63 kilometers
3.5	Cities Where Products Will Be Sold/Marketed	Bhuntar (25 km), Kullu (10 km), Manali (45 km approx.)
3.6	Backward and Forward Linkages Situation	Backward Linkage: Connected with Agricultural Research Center in Bajaur for research, and will be linked with the Horticulture Department for fertilizers. Forward Linkage: Markets in Bhuru, Ku, and Manali will be linked for product distribution.

#### 4. Details of the product related to the income generating activity

Sl. No.	Details	Information
1	<b>Product Name</b>	The group will be involved in the production of button mushrooms and peas.
2	<b>Product Identification Method</b>	While members currently grow cash crops, due to limited land availability, production has decreased. This decision was made to improve their income by cultivating mushrooms. In addition, they generally sell their cash crops in Bhuntar and Kullu markets.
3	<b>Market Accessibility</b>	The markets in Bhuntar and Kullu are easily accessible for the sale of crops. However, there is no additional spending required for mushroom sales.
4	<b>Group Decision</b>	The group has agreed to adopt mushroom farming as a way to increase their income. They are considering it as a key livelihood strategy.

#### 5. Mushroom Cultivation Training and Cost Details:

The full cost of the mushroom cultivation training will be covered by the project in Bajora. Initially, the group decided to start with low-cost mushroom production, which will be completed during February and March. The months of April/May and June/July will be more suitable for mushroom cultivation.

The group purchased 250 bags, and the setup will be done in rented rooms. Three wooden/bamboo racks will be installed, along with two exhaust fans: one for fresh air and the other to expel outside air from the room. To control the room's temperature, a ceiling fan will be used to increase the temperature, and a heat cooler will be

used to lower the temperature. A dry and wet thermometer will be installed in the hall to maintain the desired temperature. The room will be cleaned 2-3 times with formalin (5 ml per liter) before loading the bags.

After receiving technical input from the SMS Horticulture Department, a business plan was prepared for three crops of button mushrooms and one crop of Shiitake mushrooms. The ideal months for button mushrooms are from August to April, and for Shiitake mushrooms, the best time is from May to July.

The group members will work for 1 hour daily: half an hour in the morning and half an hour in the evening.

## 6. Production Plan

Sl. No.	Details	Information
1	<b>Production Cycle (75 days)</b>	Button mushrooms can be grown from September to April. After mixing compost bags, it takes 30-40 days for the mushrooms to be ready for harvest. Three cycles can be completed in 75 days. The four cycles in a year are as follows: 1st crop: September-November = 75 days 2nd crop: December-January = 75 days 3rd crop: February-April = 75 days 4th crop: May-July = 75 days
2	<b>Labor Requirement (Number)</b>	Initially, for setup, cleaning, and transportation of manure, workers will be engaged for 30 days in 2 shifts (1/2 shift morning and 1/2 shift evening) for cleaning, moisture, and temperature regulation. After 31-75 days, 4-5 workers will work 3 hours for crop harvesting, cleaning, weighing, and packaging. The total labor required is 706 hours (approximately 88 days). Labor cost for 88 days @ ₹30/day will be ₹30,800.
3	<b>Material Cost</b>	The horticulture department and Kullu, Palampur, and Solan districts in Himachal Pradesh provide the necessary resources. Most of the supplies are available in Kullu and Bajora markets.
4	<b>Other Resources</b>	The necessary materials are available in Kullu, Palampur, and Solan districts in Himachal Pradesh. Most supplies are available in Kullu and Bajora markets.
5	<b>Required Material for Button Mushrooms (75 days)</b>	250 compost bags, packaging materials (Polyethylene bags), 200ml formalin, 250 transparent polyethylene bags.
6	<b>Required Material for Peas (75 days)</b>	250 compost bags, 250 transparent polyethylene bags, 3-5 kg of polyethylene for fresh produce, and packaging for damaged bags.
7	<b>Expected Yield in 75 Days</b>	For Peas: Average yield per bag is 10 kg. For 250 bags, the total yield is 1000 kg. For Button Mushrooms: Average yield per bag is 2.5 kg. For 250 bags, the total yield is 625 kg.

## 7. Marketing & Sale details

Sl. No.	Details	Information
1	<b>Potential Market Locations</b>	Kullu, Manali, Bhuntar.
2	<b>Distance from Unit</b>	Bhuntar - 25 km, Kullu - 10 km, Manali - 45 km.
3	<b>Market Demand for Product</b>	Mushroom demand remains steady throughout the year.
4	<b>Market Identification</b>	The local market in Kullu city is well established for sales.
5	<b>Seasonal Impact on Market</b>	Mushrooms are sensitive to all seasons, with demand peaking during summer due to tourism and wedding events.
6	<b>Potential Buyers in Market</b>	Potential buyers include hospitals, hotels, shops, local residents, and wedding or other official event organizers.

Sl. No.	Details	Information
7	<b>Potential Consumers</b>	All age groups and conscious consumers, including households.
8	<b>Sales Model in Market</b>	Based on demand, the group will distribute mushrooms daily in local markets and nearby markets in Dhallpur and Kullu.
9	<b>Marketing Strategy</b>	Initially, the group will supply mushrooms to all retail outlets in Kullu city. As production increases, they will expand to Bhuntar and Manali, offering products on a commission or fixed-price basis to these markets.
10	<b>Slogan for Product</b>	"Eat Mushrooms, Build Health"

## 8. Fund Management and Daily Operations:

All members will be involved in the training and daily operations, marketing, maintaining relations with the department, and coordinating with VFDS (Village Financial Development Services).

## 9. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

Aspect	Description
<b>Strengths</b>	All group members are like-minded and adaptable to the local and social environment. The production cost is low, the quality of production is good, and demand is increasing. The production will be consistent throughout the year. The Horticulture Department in Bajora provides ready-made mushroom bags. SHG will also undertake training and awareness programs for financial support.
<b>Weaknesses</b>	The new Self-Help Group (SHG) lacks experience in mushroom production and farming.
<b>Opportunities</b>	There is high demand and significant profit potential.
<b>Threats</b>	Internal conflicts within the group, lack of transparency, and insufficient risk management capacity.

## 10. Risk Management and Mitigation Strategies:

Risk	Mitigation Measures
<b>1. Inconsistent or harmful crops</b>	To prevent contamination, first wash hands and legs with soap, and dip in disinfectant solutions to maintain cleanliness in the room. Only 2 to 3 workers (with caps, gloves, etc.) will enter the room. To avoid fungal attacks, regular cleaning is necessary.

Risk	Mitigation Measures
<b>2. Temperature control and regulation</b>	Using a thermometer, the temperature will be maintained as per the prescribed equipment.
<b>3. Market fluctuations</b>	Since the market is subject to ups and downs, it is essential for members to continuously seek new markets and buyers.
<b>4. Internal conflicts and lack of transparency within the group</b>	This issue must be addressed in the early stages. Equal risk-sharing and equal profit distribution must be ensured for all group members.
<b>5. Production</b>	Production will gradually increase based on market demand and the experience of the group members. In the following year, mushroom pickles, soups, and other products will be made, along with value-added or dried mushrooms.

## 11. Description of the economy of project

Description	Cost (INR)
<b>A. Personal Costs</b>	
1. Construction of three-tier wooden/bamboo rack	17,000
2. Ceiling fan (1 unit)	2,500
3. Exhaust fans (2 units)	3,000
4. Room heater/fan	3,500
5. Dry and wet thermometer (1 set)	1,000
6. Heavy electronic machine (1 unit)	1,000
7. Thermal pad road (1 unit)	800
8. Medium-sized pump (1 unit)	2,000
9. Chaff cutter set (1 set)	75
10. Crates (2 units)	400
11. Basket (7 units)	700
12. Tank (1,000 liters) with vehicle hire	8,000
13. Water and electricity fitting items & charges	5,000
14. Other miscellaneous expenses	3,000
<b>Total Personal Cost</b>	<b>50,375</b>
<b>B. Setup Costs (75 days)</b>	
1. Rental cost for rooms (Mushroom cultivation unit)	4,500
2. Fertilizers	600
3. Labor (88 days @ 350/day)	30,800
4. Compost bags (250 units @ 90 each) + transportation	22,500
5. Packaging items (packaging materials, etc.)	1,500
6. Other transportation expenses	2,000
7. Electricity and water usage charges @ 1,000/month (3 months)	3,000
8. Miscellaneous expenses (stationery, bills, receipts, etc.)	1,500
<b>Total Setup Cost</b>	<b>66,400</b>

<b>Description</b>	<b>Cost (INR)</b>
<b>Total Project Cost (A + B)</b>	<b>1,16,775</b>

### Cost benefit analysis first cycle

<b>Description</b>	<b>Unit</b>	<b>Rate (INR)</b>	<b>Amount (INR)</b>
<b>A. Capitalized Costs</b>			
1. Annual interest on capital at 10% for 3 months	Month	10%	1,260
<b>B. Operational Costs for 3 months</b>			
1. Rental cost for rooms (1 hall for mushroom cultivation unit)	Month	1,500	4,500
2. Fertilizer (250 units)	Bottle	300	600
3. Labor (88 days @ 350/day)	Day	350	30,800
4. Compost bags (250 units @ 90 each) + vehicle hire	Unit	90	22,500
5. Packaging (packaging materials, etc.)	Kilogram	600	1,500
6. Transportation	-	-	2,000
7. Electricity and water usage charges @ 1,000/month	Month	1,000	3,000
8. Miscellaneous expenses (stationery, bills, receipts, etc.)	Month	-	1,500
<b>Total Operational Cost</b>			<b>67,660</b>
<b>C. Total Production (in kilograms)</b>			
1. Button mushrooms production (625 kilograms)	Kilogram	-	93750
2. Compost production (1250 kilograms)	Kilogram	-	12,500
<b>Total Revenue</b>			<b>1,06,250</b>
<b>D. Total Profit</b>			<b>37,330</b>
<b>E. Gross Profit (Total Profit + Labor + Rental Costs)</b>			<b>72,630</b>
<b>F. Net Profit</b>			<b>36,860</b>
<b>G. Final Distribution of Profit for First Month</b>			<b>69,390</b>

### Cost benefit analysis 2nd cycle

<b>Description</b>	<b>Unit</b>	<b>Rate (INR)</b>	<b>Amount (INR)</b>
<b>A. Capitalized Costs</b>			
1. Annual interest on capital at 10% for 3 months	Month	10%	1,260
<b>B. Operational Costs for 3 months</b>			
1. Rental cost for rooms (1 hall for mushroom cultivation unit)	Month	1,500	4,500
2. Fertilizer (250 units)	Bottle	300	600
3. Labor (88 days @ 350/day)	Day	350	30,800
4. Compost bags (250 units @ 90 each) + vehicle hire	Unit	90	22,500
5. Packaging (packaging materials, etc.)	Kilogram	600	1,500
6. Transportation	-	-	2,000

Description	Unit	Rate (INR)	Amount (INR)
7. Electricity and water usage charges @ 1,000/month	Month	1,000	3,000
8. Miscellaneous expenses (stationery, bills, receipts, etc.)	Month	-	1,500
<b>Total Operational Cost</b>			<b>67,660</b>
<b>C. Total Production (in kilograms)</b>			
1. Button mushrooms production (625 kilograms)	Kilogram	-	93,750
2. Compost production (1250 kilograms)	Kilogram	-	12,500
<b>Total Revenue</b>			<b>1,06,250</b>
<b>D. Total Profit</b>			<b>37,330</b>
<b>E. Gross Profit (Total Profit + Labor + Rental Costs)</b>			<b>72,630</b>
<b>F. Net Profit</b>			<b>36,860</b>
<b>G. Final Distribution of Profit for Second Month</b>			<b>69,390</b>

### Cost benefit analysis 3rd cycle

Description	Unit	Rate (INR)	Amount (INR)
<b>A. Capitalized Costs</b>			
1. Annual interest on capital at 10% for 3 months	Month	10%	1,260
<b>B. Operational Costs for 3 months</b>			
1. Rental cost for rooms (1 hall for mushroom cultivation unit)	Month	1,500	4,500
2. Fertilizer (250 units)	Bottle	300	600
3. Labor (88 days @ 350/day)	Day	350	30,800
4. Compost bags (250 units @ 90 each) + vehicle hire	Unit	90	22,500
5. Packaging (packaging materials, etc.)	Kilogram	600	1,500
6. Transportation	-	-	2,000
7. Electricity and water usage charges @ 1,000/month	Month	1,000	3,000
8. Miscellaneous expenses (stationery, bills, receipts, etc.)	Month	-	1,500
<b>Total Operational Cost</b>			<b>67,660</b>
<b>C. Total Production (in kilograms)</b>			
1. Button mushrooms production (625 kilograms)	Kilogram	-	93,750
2. Compost production (1250 kilograms)	Kilogram	-	12,500
<b>Total Revenue</b>			<b>1,06,250</b>
<b>D. Total Profit</b>			<b>37,330</b>
<b>E. Gross Profit (Total Profit + Labor + Rental Costs)</b>			<b>72,630</b>
<b>F. Net Profit</b>			<b>36,860</b>
<b>G. Final Distribution of Profit for Third Month</b>			<b>69,390</b>

### Cost benefit analysis 4th cycle

Description	Unit	Rate (INR)	Amount (INR)
<b>A. Capitalized Costs</b>			
1. Annual interest on capital at 10% for 3 months	Month	10%	1,260
<b>B. Operational Costs for 3 months</b>			
1. Rental cost for rooms (1 hall for mushroom cultivation unit)	Month	1,500	4,500
2. Fertilizer (250 units)	Bottle	300	600
3. Labor (88 days @ 350/day)	Day	350	30,800
4. Compost bags (250 units @ 50 each) + vehicle hire	Unit	50	12,500
5. Packaging (packaging materials, etc.)	Kilogram	600	3,000
6. Transportation	-	-	2,000
7. Electricity and water usage charges @ 1,000/month	Month	1,000	3,000
8. Miscellaneous expenses (stationery, bills, receipts, etc.)	-	-	1,500
<b>Total Operational Cost</b>			<b>59,160</b>
<b>C. Total Production (in kilograms)</b>			
1. Button mushrooms production (1,000 kilograms)	Kilogram	-	200,000
2. Compost production (500 kilograms)	Kilogram	-	5,000
<b>Total Revenue</b>			<b>2,05,000</b>
<b>D. Total Profit</b>			<b>1,44,580</b>
<b>E. Gross Profit (Total Profit + Labor + Rental Costs)</b>			<b>1,79,880</b>
<b>F. Net Profit</b>			<b>28,360</b>
<b>G. Final Distribution of Profit for Fourth Month</b>			<b>1,76,640</b>

After the four phases mentioned above, the same phases will be repeated every year.

Here is the provided information in a table format for **Income** (आय):

Description	Phase 1	Phase 2	Phase 3	Phase 4	Total
<b>C. Income (आय)</b>					
<b>S.1 Main Income (मुख्य आय)</b>					<b>3,84,810</b>
(i) Button mushrooms	69,390	69,390	69,390	1,76,640	
<b>S.2 Additional Income (अतिरिक्त आय)</b>					<b>1,41,200</b>
<b>Labor Income (मजदूरी)</b>					<b>1,23,200</b>
(i) First phase (पहला च)	30,800				
(ii) Second phase (दूसरा च)		30,800			
(iii) Third phase (तीसरा च)			30,800		
(iv) Fourth phase (चौथा च)				30,800	
<b>Room Rent (कमरे का किराया)</b>					<b>18,000</b>
(i) First phase (पहला च)	4,500				
(ii) Second phase (दूसरा च)		4,500			

Description	Phase 1	Phase 2	Phase 3	Phase 4	Total
(iii) Third phase (तीसरा च)			4,500		
(iv) Fourth phase (चौथा च)				4,500	
<b>Total Income (कुल आय)</b>					<b>2,43,610</b>

## 12. Summary of economy

### (a) Cost of Production (for all four phases)

Description	Amount (in INR)
<b>1. Total Input Cost</b>	
(i) Phase 1 - Button Mushrooms	67,660
(ii) Phase 2 - Button Mushrooms	67,660
(iii) Phase 3 - Button Mushrooms	67,660
(iv) Phase 4 - Dhingri Mushrooms	59,160
<b>Total</b>	<b>2,62,140</b>
<b>2. 10% Annual Capital Cost</b>	5,040
<b>Total</b>	<b>2,67,180</b>

### (b) Summary of Production Cost

Description	Amount (in INR)
<b>1. Input Cost</b>	2,62,140
<b>2. 10% Annual Capital Cost</b>	5,040
<b>Total</b>	<b>2,67,180</b>

### (c) Per Unit Price Calculation

Description	Unit	Amount (in INR)
<b>1. Input Cost</b>	Per kilogram	91
<b>2. Profit (Fixed)</b>	Per kilogram	59

Description	Unit	Amount (in INR)
<b>Total</b>		<b>150</b>
<b>3. Market Price</b>	Per kilogram	150

### 13. Profit-Cost Analysis (Annual)

Description	Amount (in INR)
<b>1. Annual Capital Cost at 10%</b>	<b>5,040</b>
<b>2. Input Cost (Total)</b>	
2.1 Rent of Room	18,000
2.2 Wages	1,23,200
2.3 Cost of Bags	80,000
2.4 Foam & Fillers	2,400
2.5 Packaging (Materials etc.)	6,000
2.6 Transportation	8,000
2.7 Electricity & Water Usage	12,000
2.8 Miscellaneous (Stationery, Bills, Receipts, etc.)	6,000
<b>Total Input Cost</b>	<b>2,60,640</b>
<b>3. Total Production of Dhingri and Button Mushrooms</b>	<b>2,875 Kg</b>
<b>4. Sale Price of Dhingri and Button Mushrooms</b>	<b>523,750</b>
<b>5. Fertilizer Sale Price</b>	<b>42,500</b>
<b>Total Revenue</b>	<b>566,250</b>
<b>6. Total Profit</b> = Sale Revenue - (Capital + Input Cost)	566,250 - (5,040 + 2,62,140)
<b>7. Gross Profit</b> = Total Profit + Wages + Rent	299,070 + 1,23,200 + 18,000
<b>8. Profit Distribution among Group Members after Four Phases</b> = Total Profit - (Investment + Wages + Fifth Phase's Input Cost)	299,070 - (0 + 0 + 36,860)

#### Explanation:

- The **total annual input cost** is **2,60,640 INR**.
- The **total revenue** from both **Dhingri and Button Mushrooms** is **5,66,250 INR**.
- After deducting both the **capital cost (5,040 INR)** and the **input cost (2,62,140 INR)**, the **total profit** stands at **2,99,070 INR**.
- The **gross profit** (after adding wages and rent) amounts to **4,40,270 INR**.
- The **profit distribution** after all four phases, considering the group's members, totals to **2,62,210 INR**.

#### Note:

- This amount is excluding wages and room rent.
- The result indicates that if each member works **two hours daily**, the group will earn a profit of **₹21,850**.
- This work will be carried out as part of the **group's collective effort**.
- As a result, **the group members will earn an additional income** of **₹10,267** from the wages.
- Consequently, the **overall income** for the year will increase by **₹32,117**.

## 14. Fund Requirement

Particulars	Amount (in ₹)
1. Project Capital 75% Subsidy	37,781
2. Share of Profit (25% of Capital Cost)	12,594
3. Monthly Contribution So Far	6,000
4. Loan from Bank	-
<b>Total</b>	<b>44,375</b>

### Additional Information:

- A **loan of ₹1,00,000** will be provided to the group from the bank for the project.
- **75% of the capital cost** will be covered by the project subsidy.
- The remaining amount for **operational and capital expenses** will be deposited into the group's **cash reserves** for the members.

### 15. Break-even Point Calculation:

Break-even Point =  $\frac{\text{Selling Price per Kg} - \text{Variable Cost per Kg}}{\text{Capital Cost} - 91}$

=  $\frac{5950,375}{853} = 853 \text{ Kg}$

**853 Kg** of **Button Mushrooms** and **Dheegri Mushrooms** combined. After this point, the group will cover its costs, and profit will begin. The calculation is expected to be re-assessed after **six months** for performance evaluation.

### 17. Strategy:

The group's fourth **growth strategy** involves expanding into the production of value-added products such as **Pickled Mushrooms**, **Ready-made Soups**, and **Dried Mushrooms**. This will help increase their income and revenue generation.

### Health Benefits of Mushrooms:

1. **Mushrooms help keep you young** – Packed with antioxidants, mushrooms help combat oxidative stress and slow down the aging process.
2. **Mushrooms can boost brain function** – Mushrooms contain nutrients like B-vitamins that support cognitive health and can enhance mental clarity.
3. **Mushrooms can improve memory** – The high levels of antioxidants and vitamin D in mushrooms are known to improve memory and focus.
4. **Mushrooms can support heart health** – The potassium and antioxidants in mushrooms help regulate blood pressure, reducing the risk of cardiovascular diseases.
5. **Mushrooms strengthen immunity** – Mushrooms are rich in beta-glucans, which help strengthen the immune system.
6. **Mushrooms provide an energy boost** – With high levels of vitamins and minerals, mushrooms help maintain energy levels throughout the day.
7. **Mushrooms help fight cancer** – Certain mushrooms contain compounds that can help in cancer prevention and aid the body in fighting various types of cancer.

## **Nutritional Value:**

Mushrooms are rich in essential minerals and vitamins like **selenium, potassium, copper, iron, and phosphorus**, which are typically found in few other food items. Their inclusion in a balanced diet can lead to numerous health benefits, promoting both physical and mental wellness. This makes mushrooms not only an economically viable crop but also a highly beneficial product for the consumer market.

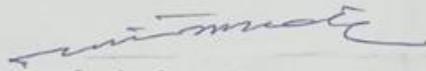
## **18. Rules and Regulations for the Members of the Suribh Group:**

1. **Group Name:** Suribh Self-Help Group for Plant Cultivation.
2. **Group Location:** Village Kais, Post Kais, Tehsil Kullu, District Kullu, Himachal Pradesh, India.
3. **Number of Group Members:** 12.
4. **Formation Date of the Group:** 23/02/2021.
5. **Working Hours:** 100 hours per month, 2 hours per day.
6. **Amount of Capital for Group:** 10 thousand rupees.
7. **Each Member's Responsibility:** Each member is responsible for their designated task as assigned by the group.
8. **Group Operations:** Members will work together for group activities with collective effort.
9. **Bank Account:** The group's bank account is with Punjab National Bank, Account number: 243000010021193.
10. **Group's Contribution to Market:** The group will contribute products to the market for sale as per the decision of the group's leadership.
11. **Market Performance:** The group will focus on improving its sales and marketing performance.
12. **Profit Distribution:** The group will follow the agreed formula for profit distribution among members based on their contributions.
13. **Group's Contribution to Social Causes:** The group will participate in community development and other social initiatives.
14. **Other Obligations:** Members must fulfill their duties as required for maintaining a functioning and profitable group.
15. **Transparency and Accountability:** Members will be held accountable for their responsibilities, ensuring transparency in all operations.
16. **Commitment to Excellence:** The group will continuously strive for excellence in all activities.
17. **Group's Marketing and Sales Plan:** The group will make a detailed plan to market their products effectively.
18. **Workforce Management:** Adequate training and skill development for members to improve productivity.
19. **Working Relationships with Local Markets:** The group will maintain good relationships with local and surrounding markets.
20. **Strategic Planning:** The group will keep a continuous strategy to improve its production, marketing, and sales.
21. **Product Development:** The group will focus on improving the quality of products produced.
22. **Sustainability:** The group will work towards long-term sustainability in terms of income generation and resource use.
23. **Technical Assistance:** The group will receive technical support from the Field Technical Unit (FTU) to help with best practices and improvements in mushroom cultivation.

समूह का सहमती पत्र

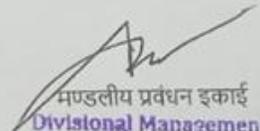
आज दिनांक 04-12-2020 को स्वयं सहायता समूह की बैठक हुई। बैठक प्रधान श्रीमती प्रेम लता की अध्यक्षता में हुई जिसमें समूह के सदस्यों ने सर्व सहमती से निर्णय लिया की आय बढ़ाने के लिए मशरूम की खेती का कार्य करने के लिए हिमाचल प्रदेश पन पारिस्थितिकी तन्त्र प्रबंधन और आजीविका सुधार परियोजना (जाईका) से जुड़ने की सहमती प्रदान करते हैं।

DeePA  
समूह के सचिव के हस्ताक्षर

  
फील्ड टेक्निकल यूनिट

समूह के प्रधान के हस्ताक्षर  
DeePA  
प्रधान प्रेम लता सचिव  
सुरभी स्वयं सहायता समूह  
काईस जिला कुल्लू (हि०प्र०)

स्वकृति

  
मण्डलीय प्रबंधन इकाई  
Divisional Management Unit Officer  
वनसम्पदा मंडल कुल्लू  
Wild Life Division

# Photographs of a Self-Help Group (SHG).



Smt. Pram Lata-President



Smt. Deepa-Secretary



Smt. Reena-Cashier



Smt. Chanderkala



Smt. Bimla

NA



Smt. Resi



Smt. Kala Devi



Smt. Tilku Devi



Smt. Bhagrathi



Smt. Nirmala



Smt. Sushma

## Add On Income Generation Activity

Vegetable farming



Surbhi - Self Help Group

<b>SHG/ Name</b>	<b>::</b>	<b>Surbhi</b>
<b>Bmc Sub committee Name</b>	<b>::</b>	<b>Kais</b>
<b>FTU/Range</b>	<b>::</b>	<b>WI Manali</b>
<b>DMU/Division</b>	<b>::</b>	<b>WI Kullu</b>
<b>FCCU/ Circle</b>	<b>::</b>	<b>GHNP Shamashi</b>

<b><i>Sponsored by</i></b> <b><i>PIHPFEM&amp;L</i></b>	<b><i>Prepared by</i></b> SMS WL Kullu – Priya Thakur FTU CO-ORIDNATOR – Shubham
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## 1. Introduction

Vegetable farming, also known as vegetable cultivation or horticulture, is the practice of growing various edible plants for human consumption. This type of farming can range from small-scale backyard gardens to large commercial operations. Vegetable farming plays a crucial role in providing a steady supply of fresh, nutritious produce to communities and markets.

## 2. Executive summary

**VFDS:** -BMC Sub Committee Kais falls under development block WL Kais , Mathikochar beat of WI Manali Range in WI forest Division Kullu .

## 3. Description of SHG

- The informal Shri Durga SHG group was formed in 29/06/2020 VFDS to provide Livelihoods Improvement Support by up gradating skill and capacities. The group consists of poor and marginal farmers.

Surbhi Self-Help Group (SHG)" is a community-based organization comprised of motivated individuals who have decided to embark on a new venture: vegetable farming as an income generation activity. This decision reflects their aspiration to improve their economic well-being and enhance their community's livelihoods. There are 10 members in this group and their monthly contribution is Rs100- per month, the detail of Group members is as under:-

### Detail of SHG Members along with Photos

Sr. No.	Name	Name of Father/ Husband	Designation	Cate gory	Age	Cont. No.
1	Prem Lata	Hotam Ram	President	Genral	48	7876750785
2	Deepa	Ram Singh	Vice president	SC	35	8894681047
3	Reena	Chandr kiran	Secretary / treasure	Gener al	34	8894574076
4	Chander Kala	D/o Gupt ram	Member	Gener al	24	9805968562
5	Bimla	Ele ram	Member	Sc	46	9816677290
6	Kala	Nirat Ram	Member	Sc	52	7018811719
7	Tilku Devi	Room Singh	Member	Gener al	54	8626876952
8	Bhagrathi	Tara Chand	Member	Sc	33	8894496893
9	Nirmla	Joginder Singh	Member	Sc	58	9459323991
10	Sushma	Mahendr Paul	Member	Gener al	35	9816640867

### 3.1 Laxmi SHG Group VFDS Bari .

3.1.	Name of SHG/	::	Surbhi
3.2	SHG/CIG MIS Code No	::	-
3.3	BMC Sub Committee	::	Kais
3.4	Range	::	W1 Manali
3.5	Division	::	W1 Kullu
3.6	Village	::	Kais
3.7	Block	::	Nagar
3.8	District	::	Kullu
3.9	Total no of members in SHG	::	10 females
3.10	Date of formation	::	01/07/2020
3.11	Bank Name and details	::	PNB Seobagh
3.12	Bank A/C No.	::	243000010021193
3.13	SHG/ monthly saving	::	1000
3.14	Total Saving	::	
3.15	Total inter- loaning	::	
3.16	Cash Credit limit	::	
3.17	Repayment status		

### 4. Geographical detail of the Village

4.1	Distant from District HQ	:	13 km
4.2	Distant from Main Road	:	13 km
4.3	Name of Local Market and distant	:	23 KM
4.4	Name of main Cities and distant	:	Patlikuhai, 23 KM
4.5	Name of the main cities where products will be sold/ marketed	:	Manali 41 KM, Kullu 15 KM approx.
4.6	Status of backward and forward link ages	:	Kullu, Manali, patluikull

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

5.1	Name of the Product	::	Vegetabile farming
5.2	Method of Product Identification	::	Some members are already have done Vegetabile farming.
5.3	Consent of SHG/ CIG/ Cluster	::	Yes (page no._____)

## 6. Production Processes.

First of SHG/CIG will be given training in vegetable farming after the training following process will be done by the members of group in preparing the product:

1. group will grow vegetables in 3 bigha. land.
2. Mostly Group will grow Broccoli & Iceberg .2 circle in year. other vegetables cud be grown according season & market demands.
2. 5 members will grow broccoli.
3. 5 Members will grow iceberg.
3. The members of the group will do the marketing in turn and also bring raw materials.

## 7. Description of Production Planning :

7.1	Production cycle (in month) 3 month	::	
7.2	Manpower required (No)	::	05 for Broccoli 05 for iceberg
7.3	Source of raw material	::	Patlikuhal/ Kullu/ Manali
7.4	Source of other resources.	::	Patlikuhal/ Kullu/ Manali

## 8. Description of Marketing / Sale

8.1	Potential Market Places	::	Patlikuhal, Manali, Kullu, solang nala
8.2	Distance from unit	::	1km to 55km
8.3	Demand of the Product in Market		Patlikuhal, Manali, Kullu, solang nala
8.4	Process of Identification of Market	::	Group based on its own capacity and local demand <ul style="list-style-type: none"> <li>• Listing of sellers</li> <li>• Contact with sellers</li> </ul>
8.5	Impact of seasonality on Market.	::	Higher demands in festival season.
8.6	Potential buyers of the Product.	::	Vegetable market.
8.7	Potential consumers in the area.	::	Tenants, job seekers, outsiders. Locals.
8.8	Marketing mechanism of the Product.	::	<ul style="list-style-type: none"> <li>• Contact with shopkeepers</li> <li>• Own sells center</li> <li>• Stall/exhibition in fairs</li> <li>• Various offices</li> <li>• Religious places</li> </ul>
8.9	Marketing strategy of the Product.	::	<ul style="list-style-type: none"> <li>• Wholesaler</li> <li>• Rental merchant</li> <li>• Agent 20-25 % subsidy</li> <li>• Local network promotion</li> <li>• Promotion in social media</li> </ul>
8.10	Product Branding.	::	
8.11.	Product Slogan	::	

## 9. SWOT Analyses

Sl.no	Detail/Items	:	Description
1.	Strength	::	<ul style="list-style-type: none"> <li>• Women have a passion for work.</li> <li>• Already some members are engaged in weaving.</li> <li>• The group also has experienced members</li> </ul>
2.	Weakness	::	<ul style="list-style-type: none"> <li>• Women also do the work of agriculture and animal husbandry.</li> <li>• Finding only 2 to 3 hours' time for work.</li> <li>• Working in group for the first time.</li> </ul>
3.	Opportunity	::	<ul style="list-style-type: none"> <li>• Support and funds will be available from the HP Forest Ecosystem Management and Livelihood Improvement Project.</li> <li>• Training will increase efficiency and capability.</li> <li>• There are women in the group.</li> <li>• There is a demand for the producers locally and in the cities. Kullu and Manali are tourist places.</li> </ul>
4.	Threats	::	<ul style="list-style-type: none"> <li>• Not producing good products.</li> <li>• Not understanding the situation (demand) of market.</li> <li>• Competition with other product centers.</li> <li>• Lack of coordination with consumers.</li> <li>• Engagement in other (agriculture, horticulture and animal husbandry) works</li> </ul>

## 10. Description of Potential risks and measures to mitigate them.

Sl.no	Potential risks	:	Measures to mitigate them.
1.	Not understanding the situation (demand)of market	:	Work As per the market demand from time to time
2.	Not producing good products	:	Creating customized products for the consumers
3.	Competition from other product centers	:	To make better products than other product centers and earn less profit initially
4.	Lack of coordination with consumers	:	Always be in touch with the consumers
5.	More engagement in agriculture, horticulture and animal husbandry	:	To pay attention to agriculture, horticulture and animal husbandry and weaving along with other household works

## 11. Description of Economics of the Project.

S. No	PROJECT COST	Quantity	Price	Amount in Rs.
<b>A</b>	<b>CAPTIAL COST</b>			
1.	.Petrol spray pump	1	10000	10000
	Electric spray pump	2	8000	16000
	Plastic Kilta	10	800	8000
	Hoe ( Kudali)	1	1000	1000
	Sprinkler	10	200	2000
	1 inch Raber pipe roll (30 mtr. )	3	3000	9000
	power sprayer	2	30000	60000
	Koi	2	300	600
	Pruning scissor	10	1500	15000
	Fawada	3	400	1200
	<b>Total</b>			<b>122800</b>

<b>B. RECURRING COST of First Cycle</b>					
Sr.no	Description	Unit	Amount	Rates	Amount
<b>1</b>	<b>Broccoli</b>				
<b>a</b>	<b>Seeds</b>	Packet	15	900	13500
<b>b</b>	<b>Pesticides</b>	No.	9	500	4500
	<b>Total</b>				18000
<b>2</b>	<b>Cauliflower</b>				
<b>a</b>	<b>Seeds</b>	Packet	15	900	13500
<b>b</b>	<b>Pesticides</b>	No.	9	500	4500
	<b>Total</b>				18000

	<b>Grand Total</b>				36000
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## 12. Cost Benefit Analysis First Cycle: -

Sr no	Particular	Unit	Quantity/no	Rate	Amount in (Rs)
A	<b>Depreciation 10% on Capital Cost</b>	Month	12	10%	<b>12280</b>
B	Recurring Cost				
1	<b>Broccoli</b>	Qtl .	15		18000
2	<b>Cauliflower</b>	Qtl.	15		18000
c.	<b>Product sells revenue</b>				
1	<b>Product sells revenue Broccoli</b>	Qtl.	15	5000/ Qtl.	75000
2	<b>Product sells revenue Lettuce Cauliflower</b>	Qtl.	15	5500/Qtl.	82500
	<b>Total</b>				<b>157500</b>
	<b>Total profit (c-a+b)( 157500-36000+12280=133780)</b>				<b>133780</b>

Note : vegetables rate are changing every day And this analysis is based on last year markets lowest rates last year .

## 13. Summary of Economics

Particulars	Total Amount (Rs.)	Project Contribution (75%)	SHG contribution (25%)
Total capital cost	<b>122800</b>	<b>92100</b>	<b>30700</b>
<b>Recurring cost</b>			
10% depreciation on capital cost	<b>12280</b>		<b>12280</b>
Other expenditure	36000	-nil-	36000

<b>Total</b>	<b>171080</b>	<b>92100</b>	<b>66700</b>
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**Note:** -This amount is excluding labour wages and room rent.

#### 14. Resources of Funds and Fund Requirement

Sr no	Detail of Resources	Amount in Rs.
1	Project share on Capital cost of <b>122800(75%)</b>	92100
2.	Monthly contribution till date	15000
3.	Loan from bank	0
	<b>Total</b>	107100

75% of Capital cost will be borne by Project.

#### 15. 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.

## 16. Training

The training will be done for 3 days (24 hours) 08 hours a day. 1500/- per lecture will be given to the master trainer for training.

<b>Sr .no.</b>	<b>Description</b>	<b>Training duration</b>	<b>Member</b>	<b>Rates</b>	<b>Amount in Rs</b>
<b>1</b>	<b>Master trainer</b>	<b>12 lectures</b>	<b>10</b>	<b>1500/- per lecture</b>	<b>18000</b>
<b>2</b>	<b>Break fast</b>	<b>3days</b>	<b>10</b>	<b>75/-per Person</b>	<b>2250</b>
<b>3</b>	<b>Lunch</b>	<b>3days</b>	<b>10</b>	<b>200/- per Person</b>	<b>6000</b>
<b>4</b>	<b>Dinner</b>	<b>3 Days</b>	<b>10</b>	<b>200/- per Person</b>	<b>6000</b>
<b>5</b>	<b>Saty</b>	<b>2 Night</b>	<b>10</b>	<b>80 /- per Person</b>	<b>2400</b>
<b>6</b>	<b>Traveling allowance</b>	<b>One time</b>	<b>10</b>	<b>6000</b>	<b>6000</b>
<b>Total</b>					<b>40650</b>

**Group member photos:-**

 <p>Smt. Pram Lata-President</p>	 <p>Smt. Deepa-Secretary</p>	 <p>Smt. Reena-Cashier</p>	 <p>Smt. Chanderkala</p>
 <p>Smt. Bimla</p>	 <p>Smt. Kala Devi</p>	 <p>Smt. Tilku Devi</p>	 <p>Smt. Bhagrathi</p>
 <p>Smt. Nirmala</p>	 <p>Smt. Sushma</p>		

**18. Remarks:**

## List of rules of SHG

1. Group work: Vegetable farming
2. Group address: village – Village & P.O- Kais Teh. Kullu Distt. Kullu H.P.
3. Total members of the group: **10 Nos.**
4. Date of the first meeting of the group : **01/07/2020**
5. For every Rs. 100 in the group, there will be an interest of Rs. 2%.
6. The monthly meeting of group held at **10<sup>th</sup>** of every month
7. All the members of the group will deposit the saved money of each month in the group
8. All members will have to attend the meeting of the Self-Help Group as and where called.
9. Self Help Group Account number is 243000010021193 at PNB Seobag.
11. The member who did not come to the meeting in three times they will be removed from the group.
12. The Pradhan and Secretary of the Self-Help Group shall be elected unanimously
13. Ensure that discussions within the self-help group remain confidential, fostering a safe and trusting environment for members to share their experiences
15. Encourage a culture of respect where all members are valued, and differing opinions are acknowledged without judgment.
16. Foster a supportive atmosphere by promoting active listening among members, allowing everyone to feel heard and understood.
17. Encourage active participation from all members, creating an inclusive environment where everyone feels comfortable sharing their thoughts and feelings.
18. Focus on empowering members to take control of their own well-being by sharing coping strategies, resources, and positive experiences.
19. The register of self-help groups shall be read and written in front of all members
20. Maintain a record of basic member information, including contact details, background, and reasons for joining the self-help group
21. Keep a record of member attendance at each meeting to monitor participation and identify any trends or patterns.
22. Maintain transparent financial records for any group-related expenses, ensuring accountability and responsible resource management.

23. Maintain clear and accurate documentation for all inter loans, including written agreements, repayment plans, and any relevant terms, to avoid misunderstandings and disputes
21. Loans should be given to all members in times of need.
22. If the member wants to leave the group without any reason, then the accumulated income of that member will be divided into the group.
23. Group has to submit their monthly report to the FTU Manali

Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Surbhi  
held on 10-10-2025 at Kais that our group will undertake the  
Foraging as Livelihood Income Generation Activity under the Project for  
Implementation of Himachal [Add on activity]  
Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

प्रधान [Signature] सचिव  
सुरभी स्वयं सहायता समूह  
काईस जिला कुल्लू (हि०प्र०)  
Signature of Group President

प्रधान [Signature]  
BMC सब कमेटी, काईस  
जिला कुल्लू (हि०प्र०)  
Signature of President BMC

प्रधान [Signature] सचिव  
सुरभी स्वयं सहायता समूह  
काईस जिला कुल्लू (हि०प्र०)  
Signature of Group Secretary

[Signature]  
Signature of FTU-Cum-RFO

Approved

[Signature]  
Divisional Management Unit Officer-Cum-  
Divisional Forest Officer, Wild Life Division,  
Kullu, District Kullu.