

**Income Generation Activity**  
**Business Plan Pattal**  
**Making2023**



<b>SHG/Name</b>	<b>:</b>	Kunjar Mahadev
<b>VFDS Name</b>	<b>:</b>	Haathidhar
<b>FTU/Range</b>	<b>:</b>	Nurpur
<b>DMU/Division</b>	<b>:</b>	Nurpur
<b>FCCU/Circle</b>	<b>:</b>	Dharamshala

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## **1. Introduction**

### **Kunjar mahadev: VFDS:-**

Haathidhar VFDS falls under development block Khanni, Khanni Beat of Nurpur Range in Nurpur Forest Division. This VFDS was formed during 2022 under PIHPFEM&L (JICA funded) with the objective manage and enhance forest area ecosystem in the project area by sustainable forest ecosystem management biodiversity. Kher Nalaand Dukiye revenue villages (wards No.1and2) of Haathidhar panchyat. Under component Livelihood improvement two SHG have been formed under this VFDS one of them is Hare Krishna for which this business plan is prepared after detailed discussion held with the group in a series of meetings. Out of 24 total members of this group. The demand of such pattal is very high in the locality as well as in the nearby market.

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## 2. Description of SHG/CIG

2.1.	Name of SHG	::	Kunjar Mahadev
2.2	VFDS	::	Haathidhar
2.3	Range	::	Nurpur
2.4	Division	::	Nurpur
2.5	Village	::	Haathidhar
2.6	Block	::	Jounta
2.7	District	::	Kangra
2.8	Total no of members in SHG	::	10
2.9	Date of formation	::	
2.10	Bank Name and details	::	KCC Bank
2.11	Bank A/C No.	::	50075993464
2.12	SHG/monthly saving	::	50
2.13	Total Saving	::	
2.14	Total inter-loaning	::	--
2.15	Cash Credit limit	::	--

### 3 Beneficiaries Detail

Sr. No.	Name	Designation	Category	Age
1.	Monika devi w/o Tajbeej singh	President	Gen	21
2.	Manorma devi w/o Ravi singh	Secretary	Gen	24
3.	Anuradha devi w/o Beer singh	Treasurer	Gen	40
4.	Nisha devi w/o Tajbeej singh	Member	Gen	39
5.	Sawarna devi w/o Kebal singh	Member	Gen	37
6	Kurmila devi w/o Gagan singh	Member	Gen	31
7	Sushma devi w/o Mahinder singh	Member	Gen	32
8	Satya devi w/o Puran singh	Member	Gen	46
9	Kamlesh kumari w/o Kebal singh	Member	Gen	42
10	Rano devi w/o Satpal singh	Member	Gen	57

### 4 Geographical detail of the Village

4.1	Distance from District HQ	:	90 km
4.2	Distance from Main Road	:	15 km
4.3	Name of Local Market and distance	:	Nurpur- 20 km
4.4	Name of main Cities and distance	:	Pathankot-45km
4.5	Name of the main cities where Products will be sold/marketed	:	Nurpur- 20 km Pathankot-45km
4.6	Status of backward and forward linkages	:	Backward linkages many members of the group are belongs to the families who are making pattal from their forefathers manually and having good skill of this activities however in future they will do this work by modern machine which will we purchased with the assistance of project and on spot training will be given by the supplier.

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

5.1	Name of the Product	::	The Group will be involved in Making Pattal on Machine.
5.2	Method of Product Identification	::	Though the entire Group member grows seasonal vegetable crops. As their land holding is very small, has reached in saturation point of production, so they are not able to meet out their financial requirements so these have been decided by the group member that Pattal Making on Machine will enhance their income. Further they usually go to sell their products in the Market Nurpur and Pathankot.

## **6. Production Processes.**

The training of pattal making on machine will be arranged by JICA project through the supplier on spot training on machine to the group members. The full cost of training with spot demonstration will be born by the JICA Project.

The Group is already making handmade pattal, as soon as the machine is installed in place the group will start making pattal after attaining on spot training by the pattal making machine supplier. At present the ladies goes to forest to collect taur leaves from DPF Haathidhar and from the nearby forests of Haathidhar in a bundle of 20 kg in weight which requires five hours to collect these leaves and carrying to the road side on foot takes 02 Hours, hence almost 07 Hours spent to bring this bundle to road side and from road side to their homes / workplace by Vehicle take around 02 hours, thus around 09 hours a day are spent to bring a 20 kg of leaves bundle. This 20 kg of bundle gives 600 Pattals by deploying three persons, hence four man-days are involve for making 600 pattle of cost @Rs.150,comes out to be 900, thus getting a wage of Rs. 225/day.

With installation of Pattal Making Machine, the group has suggested labour division as under:-

- Running of Machine: -01Members
- Making of Pattal on spot:-03Members
- Collection and carriage of Pattal (Manual and Vehicle):-05Members
- Sale of Product :-Jointly

## 7 .Description of Production Planning:

7.1	Production Cycle	::	In Kangra District the taur pattal demand is generally in all the villages and urban area and usually the people purchase pattal for use in marriages and other religious function and parties from pattal makers or the retailers in Nurpur, and other market .The major forests of Taur are in DPF Haathidhar and other forest of Jounta Block which is adjacent to the other village .The Pattal making and availability of Taur leaves in the forest are for 10 Month and these Leaves are not available in June or July.
7.2	Man power required (No)	::	Initially whole group will work together as they are working in past for collection of leaves making of Pattals and their sale. After the installation of Pattal making Machine there will be division of labour amongst the group members as under:- 1.Five members will collect the leaves for fifteen days during the month including carriage up to site. 2. Three members will stitch the pattal for fifteen days. 3 one member will makes the pattal on the machine for another fifteen days. 4.The sale will be done jointly by the group members for Which for Thirty days are required?
7.3	Source of raw material	::	The main source of raw material is the forests of Taur are in DPF Haathidhar.
7.4	Source of other Resources.	::	Private land of Haathidhar village.
7.5	(i)Quantity required for Pattal Making for On Month	::	30 qtl for one month
7.6	Expected production in a month	::	Machine made Pattal @30 no. per kg=90,000 no.



## 8. Description of Marketing/Sale

8.1	Potential Market Places	::	Nurpur and Pathankot
8.2	Distance from unit	::	Nurpur-20km Pathankot-45km
8.3	Demand of the Product in Market		Pattals are always in demand through out the year.
8.4	Process of Identification of Market	::	The market for Pattal selling is well established in Nurpur.
8.5	Impact of seasonality on Market.	::	Pattal is popular for use in all-weather as the Pattals are Biodegradable and to the common Man reach. However, during marriage, festivals demand rises high.
8.6	Potential buyers of the Product.	::	Potential Market Buyers are Hotels, Hostels, Shops, Local residents/Marriage and other ceremonial occasions etc.
8.7	Potential consumers in the area.	::	All eco friendly citizens/Households.
8.8	Marketing mechanism of the Product.	::	Supply of the Pattal is demand based to the Market and group will also sell these in open Market of Nurpur.
8.9	Marketing strategy of the Product.	::	Initially group will continue to sell their product as per their past practice and local order received in and around Nurpur but as and when their production increases, they will sell their product online also. .
8.10	Product Branding.	::	“Group Branding” With JICA Logo
8.11.	Product Slogan	::	<b>“Eco-friendly product of Kunjar Mahadev SHG.”</b>

## 9. SWOT Analysis

SI.no	Detail/Items	:	Description
9.1.	Strength	::	All Group members are like minded, well adapted to local and social environment. Production cost is less, Produce is of high Demand, and the production cycles are daily based, throughout the year. For SHG Financial support and on spot Trainings will be organized by JICA Forestry Project through Supplier
9.2.	Weakness	::	New self-help Group, lack of experience in Machine Making Pattals.
9.3.	Opportunity	::	Demand is high and return is high.
9.4.	Threats	::	Internal Conflict in Group, lack of Transparency, lack high Risk bearing capacity and lack of leadership in Distribution of labour amongst the group member.

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

Sr. No	Potential risks	:	Measures to mitigate them.
10.1.	Internal Conflict in Group, Transparency	: :	Conflicts to be dealt with in the initial stage, to eradicate the cause. Equal exposure to all Group members, equal benefits haring needed Give Respect, and honor to every member.
10.2.	Market		Market is always fluctuating; Demand and supply are always at variance. So members to keep on searching new markets and buyers. And entering into agreement with corporates
10.3.	Production	: :	Production will be increased slowly as per the market Demand and members' experience.

## 11. Description of Economics of the Project.

1<sup>st</sup> Cycle

Sr. No	PROJECT COST			
A	Capital cost	Rate/Unit	Units	Amount in rs.
a	Paper plate making machine with dye	Rs.1 lakh	01	100000
	<b>Total Capital Cost</b>			<b>1,00,000</b>

B.	RECURRING COST of One Month(30days)	
B.1	Labour wages 270 man days=( @Rs300/day)	81,000
B.2	Packaging (packaging material etc.)	3000
B.3	Rent, Electricity and water usage charges @Rs1000 per month	1000
B.4	Miscellaneous expenditure (stationery, Bill book, receipt etc.)	1500
	<b>Recurring Cost of one cycle = B1+B2+B3+B4</b>	<b>86,500</b>
	<b>Total Project cost (A+B)=1,35,000+86,500=2,21,500</b>	<b>2,21,500</b>

## 12 Cost Benefit Analysis for Month:-

Sr. No	Particular	Unit	Quantity/no	Rate	Amount in (Rs)
12a.(1)	<b>Depreciation 10% annually On Capital Cost 100000/12 = 8334</b>	Month	1	10%	<b>10000</b>
12a.(2)	Recurring Cost for 1 Month	Month	1	--	86,500
	<b>Total</b>				<b>96500</b>
12b (1)	Total Production in Kg.	Pattals			90,000No/ Month
12b (2).	Sale of Production in no..	Machine Pattals 90,000 No. @Rs1.50			1,35,000
12b (3)	Total Benefit	1,35,000-87,625 = 47,375			47,375
12 b.(4)	Gross profit	Total Profit + Labour wages 47,375+81000 =1,28,375			1,28,375

12C.	INCOME FOR ONE YEAR	
12C.1	Direct income	
	(i) First Month	1,28,375
	(ii) For1 Year(10month working period) 1,28,375 *10 months = 12,83,750	12,83,750

### 13. Fund requirement : and resources of fund

Sr. No	Particulars	Total Amount (Rs)	Project Contribution	SHG Contribution
1	Total capital cost	1,00,000	75000	25000
2	Total Recurring Cost	86,500	0	86,500
3	Trainings/capacity building/ skill up-gradation	18420	18420	0
	<b>Total</b>	204920	93420	111500

#### Note-

- **Capital Cost**-75% of capital cost to be covered under the Project
  - **Recurring Cost** – To be borne by the SHG/CIG.
  - Rs. One Lac will be provided to SHG as a revolving fund to take the loan from bank.
  - **Trainings/capacity building/skill up - gradation**-To be borne by the Project
- . In case SHG take loan from bank, the subsidy of 5% interest rate will be deposited directly to the bank by DMU and this facility will be only three year.

#### 14. Computation of Break-even Point

capital cost=1,35,000

Production cost per no.=0.97

Selling price per no.=1.50

Profit in one no.=0.53

Break-even point = three months

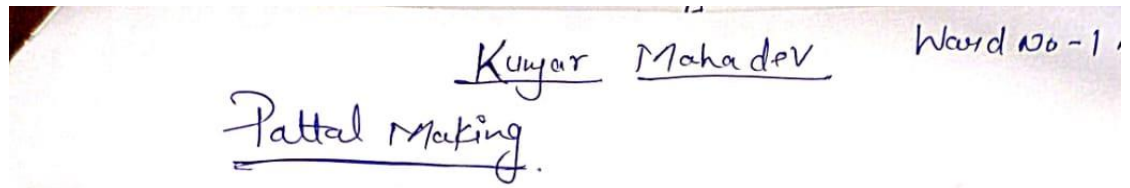
After sales of 2,54,716 Nos. Patal break-even point can be achieved after three months.

#### Remarks:

The forth coming vision of the Group is to enhance their income by value addition in the form of Machine Patal instead of Handmade Pattals and Dunas with the help of Dyes etc.

**Taur Pattals are eco friendly and Biodegradable.**

**Individual Photo of each member**



Manorama devi  
[President]



Monica devi  
[Secretary]



Sawarna devi  
[Treasurer]



Kamlesh  
Kumari



Lushma  
devi



Satya  
devi



Nisha devi



Kurnila devi



Anuradha  
devi



Rano devi

## Resolution cum Group Consensus Form

It is decided in the general house meeting of the group Kunja Mahadev held on 25-01-2023 at Haathidhar that our group will undertake the Pattal Making as livelihood income generation activity Under the project for implementation of Himachal Pradesh forest ecosystem Management and livelihood (JICA assisted).

ग्रुप सचिव  
कुंजर महादेव वार्ड नं 1 A  
ग्राम पंचायत हाथो धार  
मनो रमा देवी  
Signature of Group President

प्रधान सचिव  
कुंजर महादेव वार्ड नं 1 A  
ग्राम पंचायत हाथो धार  
मनिका देवी  
Signature of Group Secretary

## Business Plan Approval by VFDS & DMU

Vandana Group will undertake the Pickle Making 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. 227800/- has been submitted by group on 15/09/2022 and the business plan has been approved by the VFDS Minjgrah

Business plan is submitted through FTU for further action please.

Thank you.

Chandni Devi  
प्रधान सचिव कोषाध्यक्ष  
बन्दना (JICA) स्वयं सहायता समूह  
वार्ड नं. 4, मिजगाँव, तह. नूरपुर  
Signature of Group President

Medant Devi  
प्रधान सचिव कोषाध्यक्ष  
बन्दना (JICA) स्वयं सहायता समूह  
वार्ड नं. 4, मिजगाँव, तह. नूरपुर  
Signature of Group Secretary

Pratish  
President  
VFDS Minjgrah  
Signature of President VFDS

Chandni  
DMU - cum - DFO  
Nurpur Forest Division  
Nurpur

Approved

DMU cum Nurpur





