



Buissness Plan (Bee Keeping) Income Generation Activity



**VFDS
Gram Panchayat
FTU
Division
Forest Circle**

**Shat
Shat
Jari
Parvati
Kullu**

**Project for improvement of Himachal Pradesh
Forest Ecosystem Management & Livelihoods**

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1. Executive Summary

Himachal Pradesh is located in the western Himalayas. This state is full of natural beauty and rich cultural and religious heritage. The state has diverse ecosystem, rivers, valleys. Its population is around 70 lakh. Geographical area is 55673 square kms. Himachal Pradesh has high altitude and cold zone areas ranging from Shivalik hills to the middle Himalayas. The main occupation of the people of the state is agriculture. Project for Improvement Himachal Pradesh Forest Ecosystem Management and Livelihood being impement in 6 out of 12 districts of Himachal Pradesh with funding of JICA. Out these 7 districts this project is also being implemented in Kullu district.

Under Project for Improvement Himachal Pradesh Forest Ecosystem Management and Livelihood , a micro plan of Van Vikas Samiti Talpini has been prepared. The main occupation of the people of Van Vikas Samiti is agriculture and horticulture Due to lack of irrigation facilities, people are not able to get the expected increase in their income The people here mainly cultivate wheat, maize, barley and pulses along with horticultural crops like apple, plum, apricot etc. But most of people of VFDS are having small land due to this reason holding due to this reason they are unable to meet their livelihood properly. To over come this problem women wants to increase their income by alternate source by be keeping. To enhance their livelihood. Two SHG have been formed . Out of these Astha SHG has been formed on 18 May 2022. There are 12 women members in this group. Group members can collectively increase their livelihood by producing large quantity of honey . Apart from this, Rs. 1,00,000/- will be given as revolving fund. So that they can get loan n from bank. The group

Aastha SHGs business plan has been prepared by Sh. Padam Singh Chauhan (Retd HPFS), Sh. Rahul Verma SMS, Smt Babita Thakur (**FTU coordinator**), and Roshan Lal forest guard after holding meeting with SHG members number of times. Detail members in group is as under:

Lakshami SHGs business plan has been prepared by Sh. Padam Singh Chauhan (Retd HPFS), Sh. Rahul Verma SMS, Smt Babita Thakur (**FTU coordinator**), and Sanjay forest guard after holding meeting with SHG members number of time Additionally, **Dr. Ramesh Lal from Krishi Vigyan Kendra, Bajaura (Agricultural Expert)** was consulted, and the business plan was developed based on his recommendations.. Detail members in group is as under:-

Sr. No.	Name and Address SHGs Members	Designation	Village	Age	Gender	Qualification	Category	Contact
1	Smt. Savitri D/o Sh. Khor Singh	Pradhan	shat	54	Female	10 th	General	9816630098
2	Ms. Pushpa Devi D/o Sh. Ram Singh	Secretary	shat	53	Female	10th	SC	8219459528
3	Smt. Dayawanti W/o Sh. Dharm Chand	Cashier	shat	45	Female	12th	General	6230607248
4	Smt. Gyansarni W/o Sh. Goverdhan	Member	shat	45	Female	12 th	General	7876642105
5	Smt. Hira Devi W/o Sh. Om Chand	Member	shat	49	Female	10 th	General	7831954003
6	Smt. Sunita W/o Sh. Rakesh Kumar	Member	shat	56	Female	12 th	General	9816794928
7	Smt. Seva Rani W/o Sh. Sanjay Sharma	Member	shat	57	Female	12 th	BPL	8628862941
8	Smt. Radha Devi W/o Sh. Chaman Lal	Member	shat	40	Female	----	General	9805273388

9	Smt.Meera DeviW/o Sh.Tirth Ram Negi	Member	shat	41	Female	12 th	General	9816648090
10	Smt.Vidya DeviW/o Sh.DevRaj	Member	shat	45	Female	12 th	General	9816515333
11	Smt.Peni DeviW/o Sh.Ramesh Chand	Member	shat	26	Female	10 th	SC	7876165868
12	Smt.SitaDevi W/o Sh.DesRaj	Member	shat	27	Female	10 th	SC	7876307106



Members of Aastha SHG

2. Detail of SHG

2-1	Name of common interest group	Aastha
2-2	MIS Code of common Interest Group	&
2-3	Village Forest Development Society	Shat
2-4	Forest Range	Jari
2-5	Forest Division	DMU Parvati
2-6	Village	Shat
2-7	Development Block	Kullu
2-8	District	Kullu
2-9	Total Number of members of SHGs	12
2-10	Date of formation of the group	18.05.2022
2-11	Monthly saving of SHGs	100
2-12	Name of Bank and Branch Saving account opened	HP Gramin bank Sarsari
2-13	Bank account no.	88321300000424
2-14	Total saving of SHGs	6000 /-
2-15	Interloaning by the SHGs Members	Yet to be done.
2-16	Status of loan repayment in cash credit limit by SHGs members	&

3. Geographical detail of the village

3-1	Distance from district headquarters	Kullu 25 Km
3-2	Distance from main road	1 Km
3-3	Name and distance of local market	Jari 7 Km Kasol 10Km Shat 200 Km
3-4	Name and distance of main market	Bhunter 16 Km, Kasol 10Km, Kullu 25 Km , Manali 64 Km
3-5	Distance from other major cities and towns	Bhunter 16 Km 0, Kasol 10 Km Kullu 25Km , Manali 64Km
3-6	Distance from the market where the product will be sold	Bhunter 16 Km , Kasol 10 Km, Kullu 25 Km , 64 Km
	Any other specialty regarding the village as selected by the SHGs related to the income generation activity	--

4- Description of the product related to the income generating activity

4-1	Product Name	Honey
4-2	Product identification Method	Some members are already doing bee keeping works.
4-3	Consent of SHGs members	Yes ¹ / ₄ Consent from is attached on page

5- Production process

First of all, the members of SHGs will be trained by the project for bee keeping.

Thereafter every member of group will work 1 hour each day on their turn. So estimated 365 hours they will work in a year. Main work will be extraction of honey, cleaning of bee hives packaging and marketing. Process details is as under.

- The members of the group will extract honey from the Italian bee (*Apis mellifera*) three times a year during the 90-day cycle.
- No honey will be extracted in the fourth cycle, as there is no flowering in the Hurla region from November to January during the winter.
- During the rainy season, winter, and spring, when the bees are not active and there is no flowering, a sugar solution will be prepared to feed the bees through a feeder. The ratio will be: 1:1 at the beginning of spring, 1:2 in winter, and 1:1 during the rainy season.
- In summer, to maintain the temperature of the bee colony, water will also be provided to the bees.
- During the winter, to maintain the required temperature in the bee colony, insulation will be provided.
- Periodic cleaning of the bee colony will also be required.
- The honey extracted during the above cycles will be marketed with proper labeling (stickers) on the containers.

6- Production planning

6-1	Production cycle.	1 year
6-2	Number of working person required in year.	12
6-3	Source of raw material	Kullu , Bhunter
6-4	Other source of raw material	Kullu , Bhunter

7-Description of sales/ marketing

7.1	Name of possible marketing places	Bhuntar, Kullu, Manali
7.2	Distance from Village to marketing place.	Kullu 25 Kms, Manali 65 Kms Bhunter 15 Kms
7.3	Estimate demand of products in market.	Demand is more than production
7.4	Process of identification of market	The group members will contact local retail/wholesale shopkeepers for marketing based on production. In case of higher production, marketing will be carried out by contacting shopkeepers in Kullu and Manali.
7.5	Impact of seasonality on market	The demands of product increases in summer
7.6	Potential buyer of products	Indian, foreign tourist and local residents.
7.7	Potential consumer of products in the area.	Local residents of Bhuntar, Kullu, Manali, Kasol and near by area
7.8	Marketing mechanism of products	<ul style="list-style-type: none">• Contacting wholesalers.• Opening your own sales center.• Setting up stalls in fairs.
7.9	Strategy for marketing of product	<ul style="list-style-type: none">• Contacting small retailer• Contacting traditional retailers.• Advertising in local networks.• Advertising on social media.
7.10	Brand name of product	"Astha Group Honey, Shat"
7.11	slogan	"Sweet, sweet herbal honey to eat, with hope and intention, ensuring good health for all."

8- Management among group members

- Specific rules will be established for effective management.
- Tasks will be assigned with mutual agreement among all group members.
- Work distribution will be based on efficiency and capability of the members.
- The distribution of profits will be determined based on work quality, efficiency, and dedication.
- Supply Management: Four experienced members will be responsible for marketing.
- The President and Secretary will regularly monitor and evaluate the management process.

9. SWOT Analysis

Strength

1. All group members have similar and compatible thinking.
2. Some members of the SHGs are already doing this work of manufacturing and marketing of above products on a small scale. This will make it easier for other members of the SHGs to weave and market above product.
3. Production cost is low where as demand is high.

Weakness: -

1. SHG is new group.
2. No experience of working in a group

Opportunity

1. Large scale production can be done by working in Groups
2. Demand for Jacket, topi, pattu and stoles etc. is high in the local markets due to its being a tourist area.
3. 75% of the capital cost for purchasing Khaddi and charkha etc. will be borne by the project.
4. The project will provide handloom training

Risk

1. If there are internal conflicts in the group, the work of the group may be affected.
2. In the absence of demand and transparency there may be a possibility of group breakdown.

10- Description of potential risks & measures to mitigate them

Sr. No.	Potential risk	Measures to reduce risk
10-1	During winter swarm of bee faces shortage of honey stock, pollen and queen bee in that available proportion lays eggs and rear broodes.	Sugar syrup will have to be fed to the bees in winter so that broodes rate may increased and during honey season sufficient number of worker bees are in bee haives and amount honey could be extracted and collected.
10-2	Sometimes, in rainy broodes numbers increases and worker bees do not bring food as per requirement this will result in blance of bees sarm.	This way Inartificial diet is needed otherwise swarm will become weak and ultimately vanish .
10.3	Honey production process is hampered due to natural climatic reasons such as prolonged dry weather, less than normal or heavy rainfall, damage to flowers due to storm, etc.	Artificial diet has to be given to save the swarm species,
10.4	During rainy season, the rearing rate increases due to availability of corn pollen , shortage of nectar sources .	reduction in nectar sources but artificial is necessary feeding is to be given

11- Description of economics of Business plan

A. Capital Costs

Capital Costs						
Sr. No	Description	Qty	Unit Rate	Amount in Rs	Project Share (75 %)	Beneficiary Share (25 %)
1	(Long Strooth)(11 frames)	40	1300	52000	39000	13000
2	Bee swarm (7frames)	40	2200	88000	66000	22000
3	Honey extractor machine	1	3500	3500	2625	875
4	Smoker	1	1200	1200	900	300
5	Main guard net, knife, tray, sieve, feeder, hieve tool, gloves	1	1000	1000	750	250
6	weighing machine	1	2000	2000	1500	500
7	Transportation Expenses	1	8000	8000	6000	2000
Total				155700	116775	38925

(B) Recurring Charges					
SNo.	Description	Unit	Qty	Rate(Rs)	Amount (Rs)
1	Wages	Day	45	350	16100
2	Room Rent	month	12	1200	14400
3	waxy honeycombsheet	No.	400	20	8000
4	Sugar	Kilogram	480	45	21600
5	Medicines / Chemical	-	L/S	1000	1000
	Other Expenses (Packing Material, stickers, stationery, electricity, water bill, machine repair etc.)	-	L/S	15000	15000
Total					76100

- The average wages have been estimated only for cost benefit analysis. In reality this work will be done by members of the same interest group in their turns for 4 hours per day for cleaning and other works.
- 500 gms of sugar is prepared as syrup per beehive and is to be fed to the bees during rains in week or when flowers are not available. Its quantity may increase or decrease depending upon the weather.
- Capital cost share will be paid by beneficiary in cash.

12. Summary of the Economics of business plan

Cost of Production

S. NO	Description	Amount
1	Total Recurring Cost	76100
2	10% depreciation on capital cost.	15570
	Total	91670

13. Assessment of sale value per cycle.

Sr. No	Description	Unit	Amount in Rs
1	Cost of production	Kg	105.69
2	Fixation of profit (in Percentage)	Kg	394.31
3	Total $\frac{1}{4} \times \$2\frac{1}{2}$	Kg	500
4	Market Sale price of Products	Kg	600
5	Income from sale of product		500

14. Cost benefit analysis for one cycle (one year)

Sr.no	Item	Amount in Rs
1	10% annual return on capital expenditure Depreciation (A)	15570
2	Recurring cost (B)-	
2-1	Wages	16100
2-2	Room Rent	14400
2-3	waxy honeycomb Sheets	8000
2-4	Sugar	21600
2-5	Medicines / Chemical	1000
2-6	Other Expenses (Packing Material, stickers, stationery, electricity, water bill etc.)	15000
	Total (B)	76100

3	Total Production	720 Kgs
4	Selling rate of production (Rs.)	500
5	Income from sale of product (c)	360000
6	Total profit S-(A+B)= 360000-(15570+76100)	268330
7	Gross profit from product sales = Total profit + Average wages + Room rent= 268330+16100+ 14400	298,830

- During flowering, the gardeners hire bees for pollination process at the rate of Rs. 2000 to Rs. 2400 per hives. This income will be additional to the above income. This income has not been analysed on a cost-benefit basis as it will depend on the demand of the apiary.
- After 1 year, if at least 2 more colonies are created from the parent colonies, the group's income will double in the following year.
- In the first cycle, recurring expenses will be managed from the initial savings, and afterward, they will be covered through the earned income.

15. Fund requirement

(a) Requirement funds for group

Sr. No.	Item	Amount (Rs)
1	Capital expenditure	155700
2	Recurring Charges	60000
	Total	215700

(b) Financial resources of the group

Sr. No.	Description of the resource	Amount (Rs)
1	75% project share	116775
2	Beneficery share in cash.	38925
3	Internal savings of the group	6000
	Total	161700

- Under the project, the group will be provided with a revolving fund of ₹1,00,000. For recurring expenses, savings of ₹6,000 in the first month will be used, and thereafter, expenses will be covered through profits from honey sales. In the upcoming year, to double the bee colonies, capital expenditure will be required for items like beehives, wax sheets, etc. This expenditure will be managed by using the revolving fund as seed money, taking a loan from the bank, or through the profits earned. In case of taking a loan from the bank, the 5% interest rate will also be covered by the project.

16 .Calculation of Break-Even Point

Break-Even Point (BEP) = Capital Expenditure / (Sales Revenue – Recurring Expenses)
= ₹1,55,700 / (₹3,60,000 – ₹76,100) = ₹1,55,700 / ₹2,83,900. Therefore, the Break-Even Point = $0.55 \times 365 = 200$ days. The estimated quantity of profit in stationary beekeeping can be achieved by generating the above sales within 200 days.

Training expenses

Sr. No.	Particulars	Period	Rate in Rs	Amount in Rs
1	Rent charges of hall	2 days	@2000/day	4000
2	Training expenses of 12 trainee(Lunch,)	3days	@250/Trainee/day	9000
3	Refreshment for 12 trainees (tea & snacks etc)	3 days	@50/ Trainee/day	1800
4	Other expenses (Stationary & bus fair)	3 days	L/S	4800
	Total			19600

- Above Training expenses will be born by project

17. Comments

Group will earn profit of Rs.283900 annually and wages Rs. 16100. In this way every member after working one hour in each day on their turn will earn Rs.1342 as a wages & Rs. 23658 as a profit. In addition to this on renting be-hieves for pollination they will also earn additional income Rs. 2000-2400 per box in horticulture purpose.

18. By – laws Self-Help Group (SHG)

1. **Group Work:** Bee keeping
2. **Group Address:** Village Shat . P.O Shat Teh. Bhunter district Kullu.
3. **Number of Members** 12
4. **Date of Establishment:** 18-05-2022
5. **Intrest on interloaning:** 2% interest will be applied to every ₹100
6. **Meeting Schedule:** The group's monthly meeting will be held on the 5th of every month.
7. **Member Contribution:** All members will deposit their monthly savings into the group.
8. **Meeting Participation:** Attendance at group meetings is mandatory for all members
9. **Group Account Details Bank:** H.P Grami Bank Sarsadi, **Account Number** 88321300000424
10. **Absence Notification:** If a member is absent from a meeting, they must seek permission from the President and Secretary
11. **AGroup Expulsion Rules:** A member who fails to deposit their savings for 3 consecutive meetings or remains absent will be expelled from the group
12. **Account Number** If a member does not attend a meeting without informing , the next meeting will be conducted at their home and expenses will born by her if there were two members expenditure will divided among them .
13. **Election President and Secretary:** Election President and Secretary elected by consensus.
14. **Tenure of President and Secretary:** The tenure of the President and Secretary will be 1 year.
15. **Utilization of Group Funds:** Group funds will only be used for the welfare of the members. Any member will not do any such work which is not in the interest of group.
16. **Rules for Leaving the Group:** If a member wishes to leave the group and has an outstanding loan, they must repay the loan first.
17. **Loan Process:** Loan distribution, repayment, and interest rate determination will be decided during meetings.
18. **Emergency Fund:** The group should maintain a minimum fund of ₹1,000 for emergencies.

19. **Record-Keeping:** The group's register will be read and signed in front of all members.
20. **Large Loan Notification:** For large loan requirements, a notice must be given one week in advance.
21. Every member should be given loan on their requirement
22. **Membership Termination:** If a member leaves the group without valid reason, their deposited amount will be forfeited and distributed among members.
23. **Monthly Reporting::** The group must submit its monthly report to the Field Technical Unit (FTU).

Approval of VFDS

Date: / / 20

आज दिनांक 15/09/2022 को ग्राम वन विकास समिति की कार्यकारिणी की बैठक का आयोजन प्रधान श्री विक्रम राम की अध्यक्षता में की गई। बैठक में स्वयं सहायता समूह सदस्यों की पालन (आस्था व ग्रामी) स्वयं सहायता समूह के हथ करघा की व्यवसायी योजना के प्रधान श्री मोती सवित्रि श्रीमती कुमारी ने कार्यकारिणी में व्यवसायी योजना को प्रस्तुत किया गया तथा कार्यकारिणी में विस्तार से चर्चा करने पर उपरोक्त व्यवसायी योजना को सर्व सहमति से पारित किया गया तथा आगामी कार्यवाही हेतु F.T.U. जरी को प्रेषित किया गया। बैठक में जायका परियोजना का कार्यकारिणी के निम्न लिखित सदस्यों ने भाग लिया: -

	पद	हस्ताक्षर
1. विक्रम राम	अध्यक्ष	Tulkarn Ram
2. विद्या देवी	उपप्रधान	[Signature]
3. लाल राम	सचिव	[Signature]
4. सोनिया कुमारी	सहसचिव	[Signature]
5. सख्खा देवी	वार्ड पंच	[Signature]
6. धनना देवी	वार्ड पंच	[Signature]
7. रीना देवी	सदस्य	Dhamadri
8. सुनीता देवी	सदस्य	[Signature]
9. कृष्णा देवी	सदस्य	[Signature]
10. प्रमोद चन्द	"	Bhim Chand
11. मोती राम	"	[Signature]

समूह का सहमती पत्र

आज दिनांक 15/09/22 को 'आस्था' समान रुची समूह शाट की बैठक प्रधान श्रीमती सावित्री की अध्यक्षता में हुई जिसमें समूह के सदस्यों ने सर्व सहमती से निर्णय लिया की आय बढ़ाने के लिए मधुमखी पालन की व्यवसाय योजना का कार्य करने के लिए हिमाचल प्रदेश वन पारिस्थितिकी तन्त्र प्रबंधन और आजीविका सुधार परियोजना (जाईका) के अंतर्गत सहमती प्रदान करते हैं।

सचिव 
समूह के सचिव के रूप में
आस्था समूह के सचिव के रूप में
शाट डा० जलपुड़ा जिला कुल्लू (हिमाचल)

प्रधान 
आस्था समूह के प्रधान के रूप में
शाट डा० जलपुड़ा जिला कुल्लू (हिमाचल)

Recommended for approval


FTU cum Range Forest Officer
Jari


Deputy Conservator of Forest,
Parvati Forest Division, Shamshi

Photographs of member of SHG



Smt. Savitri Devi
(President)



Smt. Pushpa Devi
(Secretary)



Smt. Daya Vanti
(Cashier)



Smt. Hira Devi
(Member)



Smt. Meera Devi
(Member)



Smt. Sunita
Member



Smt. Sita Devi
(Member)



Smt. Vidya
Devi (Member)



Smt. Radha Devi
(Member)



Smt. Seva Rani
(Member)



Smt. Peni Devi
(Member)



Smt. Gyansarni
(Member)