

**SAIRAM SHG**

Pathrud , Osmanabad

Date : 14.5.2018

Mentor: \_\_\_\_\_.

# SAIRAM SHG

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# SAIRAM SHG

## PHOTOS



## SAIRAM SHG

### Members' Details:

Address: Pathrud village

Block: Bhum

Dist: Osmanabad

Year of Establishment: 14.5.2018

SAIRAM SHG : Member's List			
No.	Names	Designations	
1	Prerna B Pawar	President	
2	Savita T Borade	Secretary	
3	Kokila B Borade		
4	Nanda M Pigale		
5	Usha Borade		
6	Seema Borade		
7	Sarika Rode		
8	Vijay Tikte		
9	Manisha Borade		
10	Ashiwini Paul		
11	Pooja Borade		

## **SAIRAM SHG:**

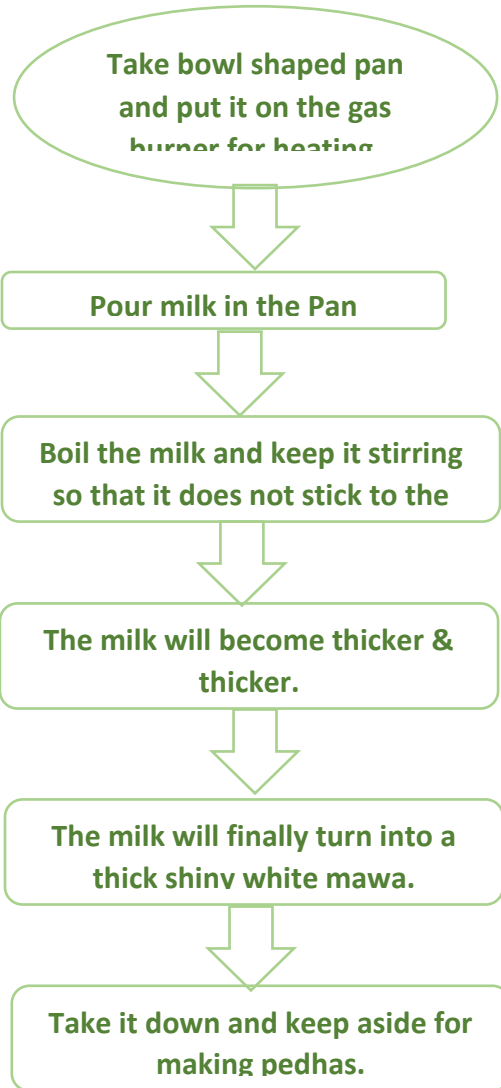
### **Introduction:**

The Khava peda is a popular sweetmeat in both rural and urban areas. It is made of Mawa or sweet yogurt. This is sold in the block level temples, sweetmarts and wholesale market of nearby areas and districts. However only one member is active and handles the making and all the other activities. The activity goes around the whole year. No proper records are kept. Though the product is in demand and delicious it has limited sales because it is made by all and there is lots of competition around including the commercial sweetmeat vendors.

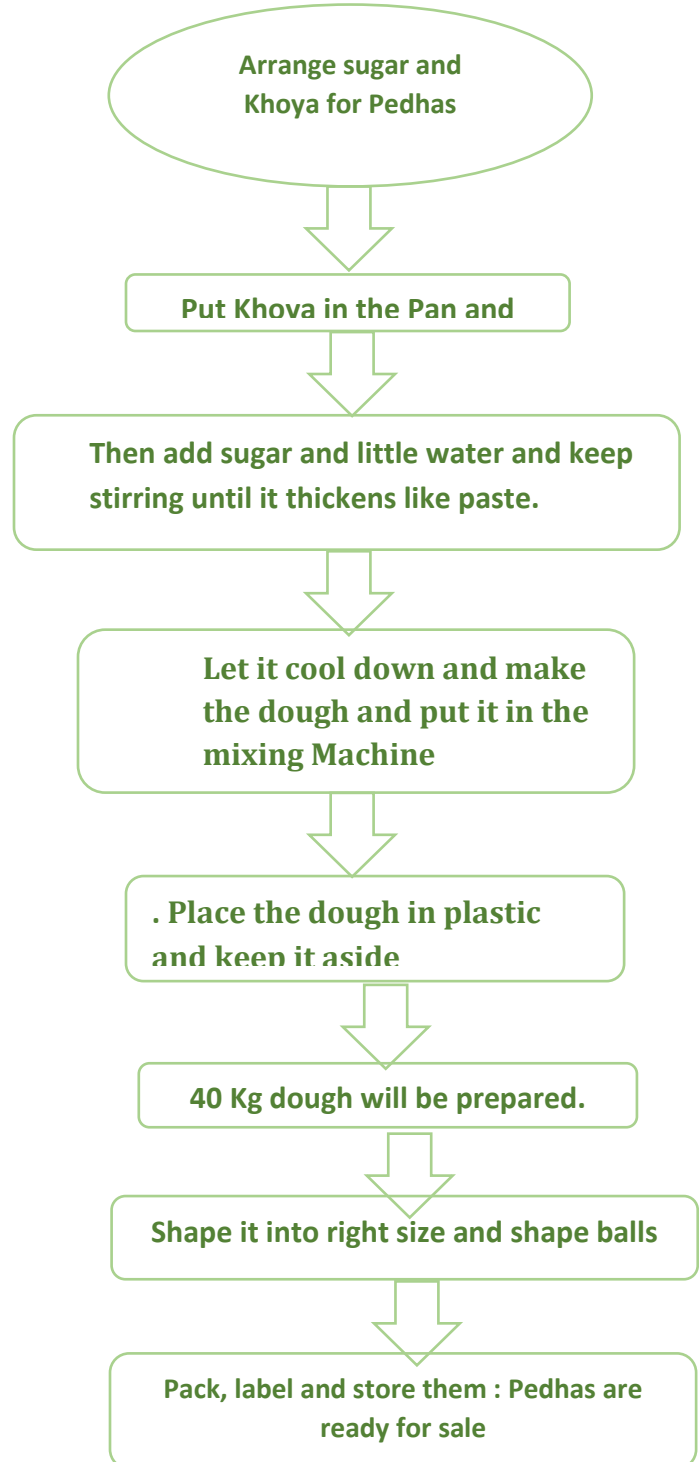
## SAIRAM SHG :

### Production Process flow chart.

#### The process for making Mawa.



#### The process for making Pedha.



## SAIRAM SHG:

### Raw materials report:

SAIRAM SHG Raw materials		
No.	Item	Details
1	Milk	
2	Sugar	
3	mawa	Prepared
4	Packing materials	
5	Labels	
6	Packing tapes	

### Pedhas proportions

SAIRAM SHG					
Ratio	Khoya	Sugar	Output	Quality	Sweetness
	Kg	Kg	Kg		
<b>30;10</b>	30	10	40	<b>Best</b>	<b>Least</b>
<b>25;15</b>	25	15	40	<b>medium</b>	<b>More</b>
<b>20;20</b>	20	20	40	<b>Lower</b>	<b>Higher</b>
<b>18;22</b>	18	22	40	<b>Lowest</b>	<b>Highest</b>

## SAIRAM SHG

### Plant , machinery and fixed assets:

SAIRAM SHG Machinery & fixed assets						
No.	Item	Cost	Nos	Value	Depreciation @10%	Annual
1	Machine	100000	1	100000	10000	90000
2	Mixer	55000	2	110000	11000	99000
Total				210000	21000	189000



## **SAIRAM SHG:**

### **Challenges :**

- **The product has limited market exposure.**
- **Also limited flavours and the same thing available in the market elsewhere does not speak much for the product.**
- **The answer lies obviously in making other varieties, branding, attractive packing etc.**
- **All the members are not participating in the project so that growth is limited to the limitations of the one member doing all the work.**

### **Interventions:**

- **Training has been given by Milap and resulted in increased turnover.**
- **Training given on packaging, sales and IT.**
- **Also trained to approach other sales avenues like for example temples, marriages etc.**
- **Training also given in record keeping.**

## **SAIRAM SHG: SWOT ANALYSIS:**

### **STRENGTHS:**

**Personal business with a long history of success.**

**Khava pada is a popular item with the common people.**

### **WEAKNESSES;**

**Single member participation not enough to make the marketing effective.**

### **OPPORTUNITIES:**

**Large market in entire Maharashtra and India if properly marketed and branded.**

### **THREATS:**

**Competition at the local level.**

**Though item is popular needs be certified and with more shelf life.**

## SAIRAM SHG:

### Documentation:

SAIRAM SHG Documentation		
No.	Item	Details
1	Date	14.05.2018
2	Place	Pathrud, Osmanabad
3	Members active	11/1
4	PAN no.	NA
5	GST	NA
6	FSSAI	NA
7	Shop Act	NA
9	VOC Name	Vighnaharta
10	NIC	425195
11	CLF	NA
12	Product	Khava Pedhas

# SAIRAM SHG

## SALES:

SAIRAM SHG 2018 - 2019	
Month	Sales
18-Apr	
18-May	
18-Jun	
18-Jul	35700
18-Aug	38200
18-Sep	29500
18-Oct	35700
18-Nov	28200
18-Dec	34400
19-Jan	52140
19-Feb	54000
19-Mar	52380
	<b>360220</b>

# SAIRAM SHG:

## Costs :

COST OF PRODUCTION SAIRAM SHG 2018 - 2019													
Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Annual
<b>Variable Cost (A)</b>													
Khava	750	750	750	750	750	750	750	750	750	750	750	750	9,000
Sugar	417	417	417	417	417	417	417	417	417	417	417	417	5,000
0	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL Variable Cost</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>1,167</b>	<b>14,000</b>
													-
													-
													-
<b>Fixed Cost (B)</b>													-
Electricity	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Water bill	500	500	500	500	500	500	500	500	500	500	500	500	6,000
0	-	-	-	-	-	-	-	-	-	-	-	-	-
Transport	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Telephone, Internet	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Miscellaneous	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Skilled Labour	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	240,000
<b>Sub Total</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>346,800</b>
<b>Total Depreciation</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Fixed Cost</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>28,900</b>	<b>346,800</b>
Depreciation	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	99,000
	37,150	37,150	37,150	37,150	37,150	37,150	37,150	37,150	37,150	37,150	37,150	37,150	445,800
<b>Grand Total (A+B)</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>38,317</b>	<b>459,800</b>

## SAIRAM SHG: Profit & Loss Statement:

SAIRAM SHG 2018 - 2019 P & Loss statement						
	SALES	COSTS				
		Fixed	Variable	Total	Profit/loss	%age of profit
Months						
<b>1</b>	39000	37150	1,167	38,317	683	1.751282051
<b>2</b>	44000	37150	1,167	38,317	5,683	12.91590909
<b>3</b>	42000	37150	1,167	38,317	3,683	8.769047619
<b>4</b>	35700	37150	1,167	38,317	-2,617	-7.330532213
<b>5</b>	38200	37150	1,167	38,317	-117	-0.306282723
<b>6</b>	29500	37150	1,167	38,317	-8,817	-29.88813559
<b>7</b>	35700	37150	1,167	38,317	-2,617	-7.330532213
<b>8</b>	28200	37150	1,167	38,317	-10,117	-35.87588652
<b>9</b>	34400	37150	1,167	38,317	-3,917	-11.38662791
<b>10</b>	52140	37150	1,167	38,317	13,823	26.51131569
<b>11</b>	54000	37150	1,167	38,317	15,683	29.04259259
<b>12</b>	52380	37150	1,167	38,317	14,063	26.8480336
	<b>485220</b>	<b>445800</b>	<b>14,004</b>	<b>459,804</b>	<b>25,416</b>	<b>13.72018347</b>

## SAIRAM SHG: 5 Year's Projections:

SAIRAM SHG 5 Years Projections 2018 - 2023						
	1	2	3	4	5	
<b>Profit c/fd</b>		25416	53373.6	84126.96	117955.7	
<b>Sales</b>	485220	533742	587116.2	645827.8	710410.6	
<b>Exps</b>	459804	505784.4	556362.8	611999.1	673199	
<b>Profit</b>	<b>25416</b>	<b>53373.6</b>	<b>84126.96</b>	<b>117955.7</b>	<b>155167.3</b>	
<b>Profit %age</b>	<b>5.238036</b>	<b>9.999888</b>	<b>14.32884</b>	<b>18.26426</b>	<b>21.84191</b>	

## **SAIRAM SHG:**

### **Marketing Report:**

- **Sales only done to the local areas and temples, needs to grow horizontally.**
- **The packing and branding needs to be thoroughly to improve the situation.**
- **Also required that there should be diversification in the sense that pedha flavours need to be improved and new ones added.**
- **Better linkages and sources of growth to be explored.**



# SAIRAM SHG : ANNEXURES

## **SAIRAM SHG : SOURCES**