



SUCCESS STORIES

HIMACHAL
PRADESH
STATE
RURAL
LIVELIHOOD
MISSION



MISSION
LIVELIHOOD



PMFME SUCCESS STORIES HPRSRLM

HIMACHAL
PRADESH
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SUCCESS STORIES

Beneficiary Prem Lata from Laxmi SHG

“A positive mind brings positive things”

Mrs. Prem Lata belongs to a very poverty-stricken rustic household, residing in the beautiful sub tropical village of Panjgain, district Bilaspur surrounded by shiwaliks on all the four directions. Mrs. Prem lata learned making the local Bilaspuri delicacies from her grandmother, her Bilaspuri delicacies like Sheera and Nutri were so famous locally that many villagers ordered them specially for the local festivities. She always wanted to start a small food processing business that would help her in meeting the demands of her family and alleviate her financial status. The earnings she earned till date were just hand to mouth for her family and there was no sufficient savings. Mrs. Prem Lata came to know about the Self Help Groups program under NRLM from her block office and she joined Laxmi SHG with the assistance of the block representatives. The Block representatives helped her in marketing her local Bilaspuri delicacies at the block level through weekly HIMIRA markets and other local fairs, but still her production capacity was small scale. In FY 2021-22 the block staff made Mrs Prem Lata aware about the benefits and financial assistance provided under the PMFME scheme and it helped her to buy new equipments for her small food processing business and helped increased her production three times. Her annual income was increased three times after getting aid under the PMFME scheme.

Name of the Enterprise	Laxmi Enterprise
Name of the Entrepreneur	Mrs. Prem Lata
Location of the Enterprise	V.P.O Panjgain, Tehsil Bilaspur Sadar, District Bilaspur, (H.P.)-174012
Date of Establishment	01-09-2007
Ideas to start Enterprise	The idea to sell the food processing products locally was conceptualised by Mrs. Prem Lata herself with the help of block staff who helped her become a part of Laxmi SHG and sell her products in the local HIMIRA markets and local fairs.
Challenges faces in starting the Enterprise	In earlier stages Mrs. Prem Lata had scarcity of funds and did not have my machinery for bulk production and packaging material for the products. Due to which it was difficult and time consuming for her to make these products.
Product developed by the Enterprise	Local Made Haldi (Turmeric Powder), Sheera (wheat Based Product), Jamun Powder, Coriander (Dry & Powdered Form), Local Nutri (Mah Vadi , Mungi Vadi, Sepu Vadi)
Marketing channels (regions where product are being sold)	Near Panjgain, Him Ira Weekly market ,Him Ira Permanent shop and Fair Etc.
Use of Social Media/ e-commerce platforms (if any)	No
State	Himachal Pradesh
District	Bilaspur
ODOP/ Non-ODOP	Non-ODOP



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Beneficiary Prem Lata from Laxmi SHG

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LIVELIHOOD



Location of the Unit	VPO Panjgain
Size of unit	-
Loan received on	13-02-2023
Amount Received	40,000/-
FSSAI License/ Registration No.	Applied
FSSAI License (Soft copy)	No
Financial turnover of the Enterprise/SHG for FY 2022-23	3,20,000/-
Loan/Seed Capital amount received	40,000/-
Machinery purchased (if any)	Grinding Machine
In-depth detail of how the purchased machinery is helpful in food processing?	It helps to reduce the time of grinding the Raw material and helps to increase the quantity and quality of product in less time.
Training received under the Scheme (if any):	Yes
Any other way in which the Seed Capital Amount is being utilized by the SHG/additional:	No
Future Vision of the Enterprise	Focusing on Quality and Packaging of Products which helps her to sell her products out side district and state also.



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National Rural Livelihood Mission

SUCCESS STORIES

Beneficiary Prem Lata from Laxmi SHG

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SUCCESS STORIES

Beneficiary Rita Devi from Astha SHG



“Nothing succeeds like success”

Bhandarka is a small village located in the loveliest valley of Himachal in Chamba along the banks of the Ravi river. The area is blessed with luscious greenery and Himalayan scenic beauty at its peak. Most of the villagers earn their livelihood through agriculture and mulching of the cattle practices. With the gradual expansion of the Chamba city, the nearby panchayats are also rapidly urbanising and as a result the consumer behaviour of the local residents is changing and there is a rapid increase in the demand for the local products like Chamba Chukh and pickle items. Belonging to a poor household in from an agricultural family of Bhandarka village, Smt. Rita Devi earned extra economic profit by selling Chamba chukh and pickles to the families in the Chamba city. However, initially she started it alone with a few limited means and her returns were not sufficient to expand the operations. Due to the paucity of funds she was unable to purchase the raw material, packaging material and basic tools required for making the food processing items. With the help and support of HPSRLM, Rita Devi formed Aastha Self Help Group in 2014. She received training under HPSRLM to enhance her skills to make food processing items i.e. Chamba Chukh and Pickles. After this, she got to know about the PMFME scheme and got an amount of Rs.40,000/- as seed capital. Now she purchased, Jars, Oven and Grinder.

Name of the Enterprise	Astha
Name of the Entrepreneur	Mrs. Rita Devi
Location of the Enterprise	Village Bhandarka, P.O. Sarol, District Chamba, H.P.-176310
Date of Establishment	01-04-2021
Ideas to start Enterprise	The idea to sell the food processing products locally was conceptualised by Mrs. Rita Devi herself with the help of HPSRLM she was able to expand and grow her business.
Challenges faces in starting the Enterprise	Rita Devi lacked financial and technical support to convert the production of Chamba Chukh and Pickles into a full-fledged profitable business.
Product developed by the Enterprise	Products developed by the Enterprise Chamba Chukh & Pickle
Marketing channels (regions where product are being sold)	all over state
Use of Social Media/ e-commerce platforms (if any)	Facebook, WhatsApp and Instagram
State	Himachal Pradesh
District	Chamba
ODOP/ Non-ODOP	Non-ODOP



SUCCESS STORIES

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PRADESH
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Beneficiary Rita Devi from Astha SHG

MISSION
RURAL
LIVELIHOOD



Location of the Unit	Chamba
Size of unit	-
Loan received on	21-08-2021
Amount Received	40,000/-
FSSAI License/ Registration No.	20919002001311
FSSAI License (Soft copy)	Yes
Financial turnover of the Enterprise/SHG for FY 2022-23	3,45,000/-
Loan/Seed Capital amount received	40,000/-
Machinery purchased (if any)	Grinding Machine
In-depth detail of how the purchased machinery is helpful in food processing?	It helps to reduce the time of grinding the Raw material and helps to increase the quantity and quality of product in less time.
Training received under the Scheme (if any):	Yes
Any other way in which the Seed Capital Amount is being utilized by the SHG/additional:	No
Future Vision of the Enterprise	Focusing on Quality and Packaging of Products which helps her to sell her products out side district and state also.



SUCCESS STORIES



Beneficiary Rita Devi from Astha SHG





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मिशन
जीवनिका

मिशन
जीवनिका

मिशन
जीवनिका

SUCCESS STORIES

Beneficiary Rita Devi from Astha SHG

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MISSION
LIVELIHOOD

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DEPARTMENT OF HEALTH SAFETY AND REGULATIONS
Himachal Pradesh
Certificate of Registration
Under
Food Safety and Standards act 2006
(See Regulation 2.1.1(5))

Jssai

खाद्य व्यापार ऑपरेटर का नाम और स्थायी पता
Name and permanent address of Food Business
Operator (FBO)

स्थान का पता जहां खाद्य व्यापार / परिसर हे
Address of location where food business is to be
conducted / premises

कारोबार का प्रकार / Kind of Business

फोटो पहचान पत्र (विवरण) / Photo Identity Card

पंजीकरण संख्या / Registration No. **20919002001311**

REETA DEVI S/O RAKESH KUMAR
VILL BHANDARKA P.O.SAROL TEHSIL
CHAMBA DISTT CHAMBA H.P., Chamba Town,
Chamba (Himachal Pradesh), - 176310

VILL BHANDARKA P.O.SAROL TEHSIL
CHAMBA DISTT CHAMBA H.P., Chamba Town,
Chamba (Himachal Pradesh), - 176310

Retailer
EKTA MAHILA SANGTHAN
Aadhaar Card



यह पंजीकरण खाद्य संरक्षा और मानक अधिनियम, 2006 के अधीन अनुदत्त की गई और वह अधिनियम के उपबंधों के अध्यादीन है जिनका अनुज्ञापिधारी
इस अर्थ में पालन किया जाना चाहिए / This Registration Certificate is issued under and is subject to the provisions of FSS
Act, 2006 all of which must be complied with by the petty food business.

स्थान / Place : Chamba
दिनांक / Date : 01/10/2019
वैधता अवधि /
Period of Validity 30/09/2024

[Signature]
Assistant Commissioner (Food Safety)
Cum Licensing Authority Chamba
District Chamba (H.P.) Pin -176310

विधिमान्यता और नवीनीकरण / Validation And Renewal

Registration Certificate/Renewal Date	Period of Validity/Renewal	Registration Fee Paid (In Rs.)	Items of food Manufactured handled	Signature of Registering Authority
01/10/2019	5 Year(s)	500	Please refer to annexure for details.	<i>[Signature]</i>

Disclaimer : 1 - This Registration Certificate is only to commence or carry on the food businesses and not for any other purpose.

SUCCESS STORIES

Beneficiary Komal Devi from Saraswati SHG



“ There is no substitute for hard work”

Komal Devi was searching for avenues where she could seek financial support in order to meet the working capital requirement for her Namkeen & Snacks making enterprise and purchase small tools for food processing. Through SRLM she came to know about the Seed Capital support being provided to Self Help Group members under the PM Formalisation of Micro food processing Enterprises (PMFME) Scheme for working capital and purchase of small tools. With the support of block, she received a Seed Capital amount of Rs. 40,000 under the PMFME Scheme. With the amount, she purchased Milling machine (Atta Chhakki) with the working capital of Rs.40,000. After the installation of the machinery, the per day production capacity of the enterprise has increased from 150 (Pkt) to 250 (Pkt). The increase witnessed in the production capacity has also resulted in an increment in the daily profit generation of the enterprise from Rs.7500 to Rs. 12500 The Seed Capital amount is also being utilised by Komal Devi to meet the working capital requirement of the Saraswati SHG Namkeen & Snacks making enterprise. The products are being marketed via Him-Ira shops, retail outlets, Saras Mela, various exhibitions, also through local market in Himachal and other states.

Name of the Enterprise	Saraswati
Name of the Entrepreneur	Mrs. Komal Devi
Location of the Enterprise	Village Bhattanwali, GP Bhattanwali, Block Poanta Sahib, District Sirmaur, State- Himachal Pradesh
Date of Establishment	01-12-2021
Ideas to start Enterprise	The idea to sell the food processing products locally was conceptualised by Mrs. komal devi herself with the help of HPSRLM she was able to expand and grow her business.
Challenges faces in starting the Enterprise	Komal Devi lacked financial and technical support to convert the production of namkeen and snacks to a full-fledged profitable business.
Product developed by the Enterprise	Products developed by the Enterprise Namkeens and Snacks
Marketing channels (regions where product are being sold)	all over state
Use of Social Media/ e-commerce platforms (if any)	Facebook, WhatsApp and Instagram
State	Himachal Pradesh
District	Sirmaur
ODOP/ Non-ODOP	Non-ODOP



SUCCESS STORIES

HIMACHAL
PRADESH
STATE
RURAL
LIVELIHOOD
MISSION



Beneficiary Komal Devi from Saraswati SHG

MISSION
LIVELIHOOD



Location of the Unit	Sirmaur
Size of unit	-
Loan received on	21-08-2021
Amount Received	40,000/-
FSSAI License/ Registration No.	Yes
FSSAI License (Soft copy)	-
Financial turnover of the Enterprise/SHG for FY 2022-23	3,75,000/-
Loan/Seed Capital amount received	40,000/-
Machinery purchased (if any)	Grinding Machine
In-depth detail of how the purchased machinery is helpful in food processing?	It helps to reduce the time of grinding the Raw material and helps to increase the quantity and quality of product in less time.
Training received under the Scheme (if any):	Yes
Any other way in which the Seed Capital Amount is being utilized by the SHG/additional:	No
Future Vision of the Enterprise	Focusing on Quality and Packaging of Products which helps her to sell her products out side district and state also.



SUCCESS STORIES



Beneficiary Komal Devi from Saraswati SHG



SUCCESS STORIES



Beneficiary Ranjana Devi from Ekta SHG

Great things come from hard and perseverance”

Nestled in the lap of the Himalayas, at an altitude of 2246 m, Mashobra is a quaint little hill retreat located in the Shimla district of Himachal Pradesh. Bestowed with an alluring beauty peppered with gurgling streams, captivating fruit orchards and lush oak forests, it counts amongst the most idyllic destinations to spend some peaceful time soaking in the tranquil environs of Mother Nature. Being a resident of Mashobra Ranjana Devi was always interested in starting a confectionary of her own. The demand of the confectionary products in the neighbouring areas of Mashobra and Shimla due to the inflow of lot of tourists in the area, but Rajana Devi did not have enough working capital to start her business. Mrs. Prem Lata came to know about the Self Help Groups program under NRLM from her block office and she joined Ekta SHG with the assistance of the block representatives and helped her sell her bakery products in the HIMIRA weekly markets and local fairs in Mashobra. In FY 2021-22 the block staff made Mrs Prem Lata aware about the benefits and financial assistance provided under the PMFME scheme and it helped her to buy new equipments for her small food processing business and helped increased her production four times. Her annual income was increased four times after getting aid under the PMFME scheme.

Name of the Enterprise	Ekta
Name of the Entrepreneur	Ranjana Devi
Location of the Enterprise	Mashobra, Shimla, H.P.
Date of Establishment	01-07-2021
Ideas to start Enterprise	The idea to sell the food processing products locally was conceptualised by Mrs. Ranjana devi herself with the help of HPSRLM she was able to expand and grow her business.
Challenges faces in starting the Enterprise	Ranjana Devi lacked financial and technical support to convert the production of bakery products to a full-fledged profitable business.
Product developed by the Enterprise	Cake, Pastry, Cookies, Donut, Chocolate,
Marketing channels (regions where product are being sold)	all over state
Use of Social Media/ e-commerce platforms (if any)	Facebook, WhatsApp and Instagram
State	Himachal Pradesh
District	Shimla
ODOP/ Non-ODOP	Non-ODOP



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राष्ट्रीय ग्रामीण
जीविकोपार्जन मिशन

राष्ट्रीय ग्रामीण
जीविकोपार्जन मिशन

सूक्ष्म उद्यमों का संकलन

SUCCESS STORIES

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PRADESH
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LIVELIHOOD
MISSION



Beneficiary Ranjana Devi from Ekta SHG

MISSION
LIVELIHOOD

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50th Anniversary

Location of the Unit	Shimla
Size of unit	-
Loan received on	21-08-2021
Amount Received	40,000/-
FSSAI License/ Registration No.	Yes
FSSAI License (Soft copy)	20922009000124
Financial turnover of the Enterprise/SHG for FY 2022-23	4,50,000/-
Loan/Seed Capital amount received	40,000/-
Machinery purchased (if any)	Refrigerator and Oven
In-depth detail of how the purchased machinery is helpful in food processing?	Helps in the baking process
Training received under the Scheme (if any):	Yes
Any other way in which the Seed Capital Amount is being utilized by the SHG/additional:	No
Future Vision of the Enterprise	to open a confectionary shop



SUCCESS STORIES



Beneficiary Ranjana Devi from Ekta SHG



Registration Certificate
Government of Himachal Pradesh
Department Of Health Safety and Regulations
Food Safety and Standards Authority of India
Registration Certificate under FSS Act, 2006




पंजीकरण संख्या / Registration Number: 20922009000124

1. Name and permanent address of Food Business Operator (FBO) / खाद्य व्यापार ऑपरेटर का नाम और स्थायी पता: Ranjna Verma / Mother's Hand Bakery Vill Navog PO Bhount Naog, BHONT, Mashobra, Shimla, Himachal Pradesh-171003

2. Address of location where food business is to be conducted / premises / स्थान का पता जहां खाद्य व्यापार / परिसर है: Thakur Lodge, Village Badesh PO A.G Shimla-3, PAGOG, Mashobra, Shimla, Himachal Pradesh - 171003

3. Kind of Business / कारोबार का प्रकार: Retailer

4. Photo Identity Card / फोटो पहचान पत्र (विवरण): N/A


SUCCESS STORIES



HIMACHAL
PRADESH
STATE
RURAL
LIVELIHOOD
MISSION



Beneficiary Radha Devi from Anshika SHG

Radha Devi was searching for avenues where she could seek financial support in order to meet the working capital requirement of her Pickle making enterprise and purchase small tools for food processing. Through SRLM she came to know about the Seed Capital support being provided to Self Help Group members under the PM Formalisation of Micro food processing Enterprises (PMFME) Scheme for working capital and purchase of small tools. With the support of block, she received a Seed Capital amount of Rs. 40,000 under the PMFME Scheme. With the amount, she purchased Pickle Box Packing machine with the working capital of Rs.40,000. After the installation of the machinery, the per day production capacity of the enterprise has increased from 100 (kg/l) to 180 (kg/l). The increase witnessed in the production capacity has also resulted in an increment in the daily profit generation of the enterprise from Rs. 8000 to Rs. 10000. The Seed Capital amount is also being utilised by Radha Devi to meet the working capital requirement of the Anshika SHG Pickle making enterprise. The products are being marketed via Him-Ira shops, retail outlets, Saras Mela, various exhibitions, also through local market in Himachal and other states.

Name of the Enterprise	Anshika
Name of the Entrepreneur	Radha Devi
Location of the Enterprise	Village Guruwala, GP Guruwala Singhpura, block Poanta Sahib, District Sirmaur, Himachal Pradesh
Date of Establishment	01-12-2016
Ideas to start Enterprise	The idea to sell the food processing products locally was conceptualised by Mrs. Radha devi herself with the help of HPSRLM she was able to expand and grow her business.
Challenges faces in starting the Enterprise	Ranjana Devi lacked financial and technical support to convert the production of bakery pickles to a full-fledged profitable business.
Product developed by the Enterprise	pickles
Marketing channels (regions where product are being sold)	all over state
Use of Social Media/ e-commerce platforms (if any)	Facebook, WhatsApp and Instagram
State	Himachal Pradesh
District	Sirmaur
ODOP/ Non-ODOP	Non-ODOP



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राष्ट्रीय ग्रामीण
जीविकोपार्जन मिशन

सूक्ष्म उद्यमों का संकलन

SUCCESS STORIES

HIMACHAL
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RURAL
LIVELIHOOD
MISSION



Beneficiary Radha Devi from Anshika SHG

MISSION
LIVELIHOOD



Location of the Unit	Sirmaur
Size of unit	-
Loan received on	21-08-2021
Amount Received	40,000/-
FSSAI License/ Registration No.	Yes
FSSAI License (Soft copy)	-
Financial turnover of the Enterprise/SHG for FY 2022-23	3,20,000/-
Loan/Seed Capital amount received	40,000/-
Machinery purchased (if any)	Pickle box packaging machines
In-depth detail of how the purchased machinery is helpful in food processing?	Helps in the pickle packaging process
Training received under the Scheme (if any):	Yes
Any other way in which the Seed Capital Amount is being utilized by the SHG/additional:	No
Future Vision of the Enterprise	to open a pickle shop



SUCCESS STORIES



Beneficiary Radha Devi from Anshika SHG

