



HIMACHAL PRADESH STATE LIVELIHOOD MISSION

SUCCESS STORIES OF

PMFME
BENEFICIARIES
HIMIRA



HIMACHAL PRADESH STATE RURAL LIVELIHOOD MISSION




MISSION 1 2 3 4

“The best preparation for tomorrow is doing your best today” - H.Jackson Brown

Two years ago, Mrs. Usha Devi used to live in a Kutcha house with her family, her husband was the sole bread earner in the family. The family demands were not met by the meagre earnings of his husband, so Usha Devi decided to become a dynamic part of NRLM by joining SHIV PARVATI SHG actively in her Village Jaroh. The prime objective of Usha Devi was to become financially independent to meet her family's needs. Usha Devi was a pioneer in

making local delicacies called 'SEPU BADIYA', fried lentil cakes. These are used locally in Himachal Dham for festive foods, especially at ceremonial occasions. The women of the SHIV SHAKTI SHG group were actively engaged in food processing work like making of Nutri, vermicelli, etc. This SHG was provided a revolving fund of Rs 10,000 in 2017, which the group used to buy raw materials. SHG has also taken loans from the bank twice up to Rs 3.5 lakhs. Moreover, Group now has taken a loan of Rs 10 lakh under PM Mudra Yojana, from which they have bought a vermicelli-making machine. The average monthly income of the SHG was Rs 20,000 which went up to Rs 30,000 after the installation of Grinding and Vermicelli Making Machine under PMFME scheme

Name of the SHG	ShivParvati
Name of the Enterprise	Umesh Food Products
Name of the Entrepreneur	Mrs. Usha Devi
Location of the Enterprise	Village Jaroh, PO Bhareri, Tehsil Bhoranj, District Hamirpur, H.P.,
Block	Bhoranj
Date of start of Enterprise	15 July 2019 the enterprise was initially conceptualised by Usha Devi's husband, who was into the local catering business. Their efforts eventually transpired into a full-fledged entrepreneurial venture by the sincere and envisioning
Challenges faced in starting the Enterprise	The biggest challenge faced was getting the loan as the working capital for setting up the business. Initially, another challenge was mechanising the vermicelli making process. The enterprise was hesitant to compromise on the taste of the SEPU VADIYA, which were prepared authentically with traditional practices. Hence, mechanising this process was done very carefully and systematically without compromising the taste.
Products developed by the Enterprise	Sepu Vadiya, Vermicelli, Haldi and Pickle.
Marketing Channels (regions where products are being sold)	Directly to customers in Hamirpur and Solan, Wholesalers, Himlirashop and SARAS Fairs.
Use of Social Media/e-commerce platforms (if any)	only Whatsapp

Village Jaroh, PO Bhareri, Tehsil Bhoranj,
District Hamirpur, H.P.,

State:	HimachalPradesh
District:	Hamirpur
ODOP/Non-ODOP	Non-ODOP
Size oftheUnit	15*20feet
Locationoftheunit	Jadoh
Loan received on	15-11-2021
Amountreceived	Rs.40000/-
FSSAI License/Registration No.	20917003000140
FSSAIlcense(softcopy)	Yes
FinancialturnoveroftheEnterprise/SHGforFY2020-21	Rs.1,20,000/-

BenefitsreceivedfromPMFMEScheme

Loan/SeedCapitalamountreceived	Rs.40000/-
Date of delivery	15-11-2021
Machinerypurchased(ifany)	GrindingandVermicelliMachine
In-depthdetailofhowthepurchasedmachineryishelpfulinfood processing?	TheVermicellimakingmachinehasmechanizedtheprocess of producing the end product with minimal useofmanuallabour,thusreducingthetimetakentoproduce the end product as well as cutting down theoverhead costs
TrainingreceivedundertheScheme(ifany):	Yes
AnyotherwayinwhichtheSeedCapitalAmountisbeingNoutilizedby the SHG/additional:	
FutureVisionoftheEnterprise	Theenterprisehasplannedtodiversifyintoediblepac kagedsnacksanddriedspicesinthefuture.Thesnacksinclu ded arenamkeens, chips,bhelpuri etc.



Success Stories

SHIVPARVATI

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Photos of the machinery/tools purchased under the PMFME Scheme and Usha Devi working with it



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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))

पंजीकरण संख्या / Registration No. **20917003000390**

1. खाद्य व्यापार ऑपरेटर का नाम और स्थायी पता
Name and permanent address of Food Business Operator (FBO) M/S. UMESH FOOD PRODUCTS
VILL- JAROH, P.O. HANOH TEH - BHORANJ ,
Bhoranj, Hamirpur (Himachal Pradesh), -
177024

2. स्थान का पता जहाँ खाद्य व्यापार / परिसर है
Address of location where food business is to be conducted / premises VILL- JAROH, P.O. HANOH TEH - BHORANJ ,
Bhoranj, Hamirpur (Himachal Pradesh), -
177024

3. कारोबार का प्रकार / Kind of Business Food vending establishment

4. फोटो पहचान पत्र (चिह्न) / Photo Identity Card Aadhaar Card

5. यह पंजीकरण खाद्य संरक्षा और मानक अधिनियम, 2006 के अधीन अनुदत्त की गई है और वह अधिनियम के उपबंधों के अध्यादेशों के तहत अमूर्तपद्धति द्वारा अवश्य 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 : Hamirpur

दिनांक / Date : 14/11/2017

वैधता अवधि / Period of Validity 13/11/2022

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
14/11/2017	5 Year(s)	500	Please refer to annexure for details.	

Disclaimer : 1 - This Registration Certificate is only to commence or carry on the food businesses and no any other purpose.

This is an electronically generated Registration Certificate and does not require any signature.



SuccessStories



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THANKYOU
