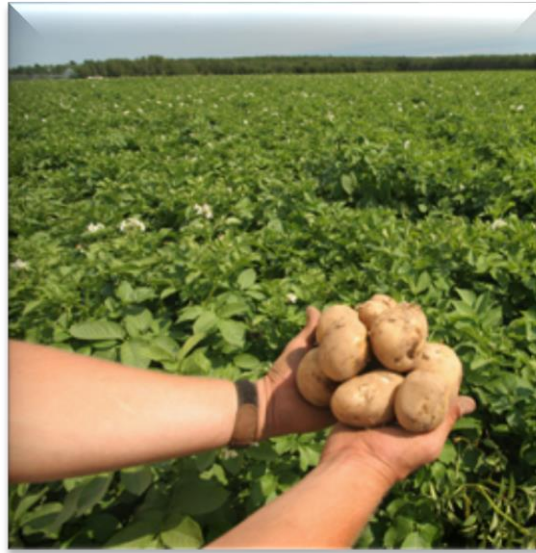


BIHAR SEED COMPANY PVT LTD

**VENTURE- POTATO SEED PRODUCTION
& MARKETING**



SRI BANARSI PRASAD MSC (AG)

1. Introduction

Potato is an important Food Crop ranking fourth after Rice, Wheat, &Maize in the world.

Potato is one of the major food crop of India. Potato Seed is a ripened ovule containing on embryo in arrested state of development usually with a food reserve and a protective skin. High quality tuber seed is considered as important tool for increasing Productivity. Quality seed tuber gives more production. Quality seed tuber production can contribute to food security via-Increasing productivity. Location is suitable environ mint for potato seed production, sorting, grading, storing (4 cold stores are in the locality) & marketing. Foundation seed is progeny of Breeder seed

Certified seed is Progeny of foundation seed produced by seed company under supervision of state seed certification agency (SCA) gives blue colour certificate.

Seed tuber processed (sorting, grading) UNDER THE OBSERVATION OF SEED INSPECTOR. The company get Foundation & Breeder seed from Central Potato Research Institute PATNA, SAU or other Research institution. Our production will be start in sowing season oct 2019 in 8 acres of land

Gradually each year approx. 10 percent increased

Area increased under production. In this way company will be sound &comes in profit, fully established. Potato seed stored in hired cold store after that in sowing season sent to dealers, retailers, seller for marketing

2. BACKGROUND OF PROMOTERS – my Back ground is Agriculture having approx. 20 acres of cultivable land. As regard my qualification & experience to start this venture that I am MSC (AG) 2 Years working experience in seed production (Bihar Rajya Beej Nigam, Patna & own farm) my son is also MSC (AG)

Director & member

1. Sri Banarsi Prasad Msc (AG) 2 two years experience in Bihar Rajya Beej Nigam Patna	60%
2. - smt Pallavi Rani; B.C.A, MBA(IT) Vill & P.O- Bishunpura P. S.- Jagdishpur , Bettiah Distt: West Champaran (Bihar)	20%
3-Smt Seema kumari B A (Hons)Home Science	20%

Location Of Business –At & P.O –Bishunpura

VIA- Jagdishpur Distt-West Champaran
BIHAR On SH-54

so we are best suited To carry out the proposal idea

3. BUSINESS IDEA – Quality seed play important role in increasing productivity 20-25% production increased, Disease & Pest attack less, High sprouting vigour (4-8)

Food crop (potato) required in India

Potato	1999-2001	2015	2030
	25 Mill/tonne.	37 mill. /tonne	46 mill/tonne

Area under potato cultivation and productivity in Bihar

	Area	production	productivity	target productivity
2014-15	318.99 lakh/ hac	6345.56Mt	19.89 tone/ hac	
2015- 16	319131.02/ hac	634516.2Mt	19.89/hac	
2021-22				41.00 tone / hac

Distribution of certified potato seed in Bihar

Needs (Quantity)	Supply ((Quantity)	Short fall
6382620 Quintal	3191310 Quintal	50%

Location, Land, Environment and other condition is very favourable human resources skilled, unskilled easily available. Market need is very high and availability is low.so no marketing problem as a new player.

My product quality will be high than others, free from seed borne diseases and pests.not be mixed with other varieties. A tuber weight will be 20-50 gm for minimize infection by the use of cut potato. Seed, will be healthy, and free of wrinkle and no disease symptoms. Seed produce in the supervision of technical and experienced persons and state seed certification inspector. SCA gives blue colour certificate.

I will start seed production from sowing season October 2019, in 8 acres of own land

1 year –potato seed production in 8 acres of land

2nd year-9 acres of area

3rd year -10 acres area under potato seed production

4. FINANCIAL ANALYSIS

Foundation seed will be procured from, CPRI Patna, SAU or other research institutes.

(A) Fixed Cost of production

Sl. no	Cost of production 1 st year	Cost/acre	for 8 acres
1.	Preparation of land 3-4 tillage	1920	15360
2.	Cost of manure (farm yard manure) 150 q @80/q	4800	38400
3.	Cost of fertilizer NPK	3845	30760
4.	Cost of foundation seed@3500/q	28000	224000
5.	Irrigation cost for 5 irrigation	3000	24000
6.	pesticides	1600	12800
7.	Labour charge, sowing, earthing, irrigation, spraying, dehauling etc	35000	280000
	Total	₹ 7, 8165	₹62, 5320

(B) Overhead Costs

Sl. No	Particulars	Amount
1	SCA* certification charge 350/ha	1050
2	SCA* Tag cost @4 for 2016	8064
3	Labour charge- sorting, grading, packaging of 1120q (55 labour@250/day)	13750
4	Cost of gunny bag 2016 @30/bag	60480
5	Transportation cost to cold store	30000
6	labour- charge at cold storage	10000
7	Cold store hiring charge for 1008q seed @300/q	302400
8	Employee (staff) skilled-2, unskilled-1 salary	200000
9	Label, stationary weighing charge, sutali etc.	40000
	Total	₹ 66, 5744

*SCA: State Seed Certification Agency, Mithapur, PATNA.

Total Sales amount = ₹ 24, 30, 400(C) Total production cost

(A+B)= 625320 + 665744 = ₹ 12, 91, 064

(D) Sales Quantity & Amount (Projected – 3 years)

- 14000 Kg/ acre for 8 acres – 112000 Kg.
- Under size, over size, cut, and rotten (non seed) -11200 Kg
- Seed size (certified seed) – 100800 Kg

1. Non seed –11200 Kg@₹1, 000 =₹ 1,12,000

2. Certified potato seed 100800 Kg @₹ 2, 300 = ₹ 23, 18, 400

(E) Interest on working capital

(A+B) = ₹ (625320+665744)= ₹ 12, 91, 064 @ 12% FOR 1 YR= ₹ **1,54,928**

(F) Construction charge -

Site: Bihsunpura, Bettiah, west champaran Bihar,

Plot size 80ft x 2010 ft. - -16080 sq. fits

Construction of office room & storage room

- Office room & veranda size 15ft x15ft= 225sq ft. @1500/sq. ft. = ₹337500
- Construction of storage room 20ft x 20ft= 400sqft @1000/soft = ₹400000

Total- 737500

5. Key Financial figures

Sl. No	Year	1 st year	2 nd year	3 rd year
1	Area under production	8 acre	9 acre	10 acre
2	cost 78165/acre	625320	703485	781650
4	Other cost/expenses	665744	671070	677109
	Total cost	₹ 12,91,064	₹ 13,74,555	₹ 14,58,759

6. Projected sale

Sl. No	Seeds sale	1 st year		2 nd yr		3 rd year	
		Production quantity	income	Production quantity	income	Production quantity	income
1	certified seed (2300/q)	1008q	2318400	1134q	2608200	1260	2898000
2	non seed (1000/q)	112q	112000	126q	126000	140	140000
	Total	1120q	2430400	1260q	2734200	1400	3038000
	Net Profit		₹ 4,01,836		₹ 13,59,645		₹ 15,79,241

4. MARKET ANALYSIS

As per the market survey done beforehand we have set following Wholesaler, Retailers and end consumers (Small, Marginal & Large farmers). There is a total plantation of about 9270 acres of Potato, most of whose seeds are purchased from suppliers outside (Source: Director, HO: Patna). A locally producing facility would thus give the same quality seeds in a low cost thus more marketability of the same.

We aim to sale seeds in our radius of reach of 40 kms, district which come under these are Bettiah, Chanpatia, Manjhaulia, Nautan & Narkatiaganj. Aiming for 80, 225 & 18 Large, Small & Marginal farmers, 25 retailers & 9 Wholesalers.

We aim to increase the numbers as per the sale targets, hence acquiring more retailers, wholesalers and farmers in Sales channels.

7. Conclude-It is the time period required for transformation of resources or inputs in to product or output-every year oct to following cultivation season oct to November

I will organize & operates the seed business and bears responsibility of the business. Persons appointed by me to manage and supervise marketing seed business and paid for his service I have to decide as to when the seed are to be sold and how many transportation vehicle will be needed, what will be spread over marketing cost. What portion of the seeds will get from the price taken from farmers and what will be profit margins of intermediaries.

Besides Influential Government rules

Technology components like production of high yielding varieties of potato seeds, Post-harvest Technology practices, sorting, Grading & storing etc. will be followed

Project have better distribution effect, which increased benefits rapidly. Project in area are relatively less developed, benefit the most vulnerable sections of the community having greater employment potential.

Whether the sector of the economy in which project falls and the project itself is of high Priority for development and recognized as such in the Governments developmental plan.

Bihar Government- (3rd agriculture Road Map 2017-22)

The Government is willing to support the project by financial and other means.