

Submitted to



Proposal for Dhoop Agarbatti Production and Manufacturing

MEDP

(Micro Enterprise Development Programme)

In

MALIKANPUR, BIRBHANPUR, JAUNPUR, 222109

submitted by

GURUKSHETRA FOUNDATION



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ANNEXURE

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Project Proposal for Dhoop Agarbatti Manufacturing and Production

Introduction

The production of Dhoop Agarbatti (incense sticks) is a promising business venture combining cultural significance with economic potential. Dhoop Agarbatti is widely used in households, temples, and various ceremonies for its aromatic and spiritual properties. This project proposal outlines a comprehensive plan for establishing a Dhoop Agarbatti manufacturing and production unit, leveraging traditional craftsmanship and modern techniques to deliver high-quality products.

Objectives

- To establish a sustainable and profitable Dhoop Agarbatti manufacturing unit.
- To promote traditional craftsmanship and local employment.
- To provide eco-friendly and aromatic products catering to domestic and international markets.
- To create a recognizable brand associated with quality and cultural heritage.

Project Scope

The project will focus on:

- Production of different varieties of Dhoop Agarbatti, including scented, herbal, and custom-made products.
- Employment generation for women and marginalized communities.
- Establishing a local supply chain for raw materials and finished products.
- Targeting local and regional markets for distribution.

Market Analysis

Industry Overview:

The incense industry has seen steady growth, driven by increasing consumer preference for aromatic products in religious and wellness practices.

Target Market:

- Domestic households.
- Religious institutions and temples.
- Export markets focusing on the USA, Europe, and Middle East regions.

Competitive Advantage:

- High-quality raw materials and eco-friendly production techniques.
- Unique fragrances catering to diverse cultural preferences.
- Affordable pricing with superior product quality.

Project Location

The manufacturing unit will be established in Jaunpur, Uttar Pradesh. The selected site offers:

- Easy access to raw materials.
- Proximity to transportation hubs for distribution.
- Availability of skilled and semi-skilled labor.

Project Activities**a. Setting up the Manufacturing Unit**

Renting/renovating a small manufacturing facility (approx. 500 sq. ft.).

Procuring and installing basic machinery such as Dhoop Agarbatti-making machines, drying racks, and packaging tools.

b. Raw Material Procurement

Sourcing raw materials like charcoal powder, wood powder, essential oils, and binding agents from local suppliers.

c. Training and Skill Development

Conducting training programs for workers in the preparation, rolling, drying, and packaging processes.

d. Production and Packaging

Initial production capacity of 500 kg per month with plans to scale up.

Designing eco-friendly packaging to attract customers.

e. Marketing and Distribution

Promoting products through local markets, fairs, and digital platforms.

Establishing distribution channels with local retailers.

Project Outcomes

- Direct employment for 10-15 individuals, with a focus on women and marginalized communities.
- Production of approximately 500 kg of Dhoop Agarbatti per month, generating a revenue of ₹50,000-₹60,000.
- Enhanced skills and livelihoods for local artisans.
- Increased awareness and availability of eco-friendly incense products in the market.

Sustainability Plan

The project is designed to be self-sustaining after the initial grant. Revenue generated from product sales will cover operational costs and support future expansion. Partnerships with local retailers and online platforms will ensure a consistent customer base.

Monitoring and Evaluation

The progress of the project will be evaluated based on:

- Monthly production and sales reports.
- Employment generated and skills enhanced.
- Customer feedback on product quality and packaging.

Financial Plan

Project Cost:

Expense Head	Estimated Cost (₹)
Machinery and Equipment	60,000
Raw Materials (initial stock)	30,000
Training and Skill Development	15,000
Facility Setup (Rent/Renovation)	22,500
Packaging and Branding	10,000
Marketing and Distribution	12,500
Total	1,50,000

Revenue Model:

Sales Channels: Retail, wholesale, online platforms, and exports.

Projected Sales: Estimations based on market demand and production capacity.

Funding Requirements:

Total project cost: 1,50,000.00

Proposed funding sources: Self-financing, bank loans, government subsidies, or grants.

Marketing and Branding Strategy

Product Differentiation: Focus on eco-friendly, hand-crafted products with unique fragrances.

Packaging: Attractive and biodegradable packaging to appeal to environmentally conscious consumers.

Promotional Activities:

- Social media campaigns.
- Participation in trade fairs and exhibitions.
- Collaborations with wellness centers and religious institutions.

Distribution Network: Local distributors, e-commerce platforms, and export channels.

Employment Generation

The project aims to create direct and indirect employment opportunities:

Direct Employment: Skilled and semi-skilled workers for manufacturing and packaging.

Indirect Employment: Supply chain roles, such as transportation and raw material suppliers.

Sustainability and Environmental Impact

- Use of natural and eco-friendly raw materials.
- Minimal waste generation and proper disposal practices.
- Encouraging sustainable livelihoods in local communities.

Risk Analysis and Mitigation

Potential Risks:

- Fluctuation in raw material prices.
- Competition from established players.
- Delays in production due to equipment breakdown.

Mitigation Strategies:

- Long-term contracts with suppliers to stabilize costs.
- Continuous product innovation.
- Regular maintenance of machinery.

About Gurukshetra Foundation

Gurukshetra Foundation is a non-profit organization established in Jaunpur, Uttar Pradesh, by Shri Alok Kumar Upadhyay, registered under the Indian Trust Act, 1882; we are dedicated to promoting social welfare and sustainable development in rural communities.

Our Mission

We envision a future where rural communities in Jaunpur are empowered, self-sufficient, and have equitable access to essential resources and opportunities. We strive to achieve this by:

- **Enhancing livelihoods:** We focus on initiatives that create sustainable income generation opportunities for rural populations, particularly focusing on agriculture, skill development, and entrepreneurship.
- **Promoting health and well-being:** We organize awareness campaigns and programs to improve access to healthcare, sanitation, and nutrition in rural areas.
- **Fostering education:** We believe education is the foundation for progress. We support educational initiatives for children and adults, promoting literacy and skill development.
- **Championing social justice:** We advocate for the rights and upliftment of marginalized communities, including Dalits, to ensure equal opportunities for all.

Our Core Areas of Focus:

- **Social Welfare & Health:** We address critical social issues like poverty, illiteracy, and lack of access to healthcare. We also organize health awareness campaigns and promote preventive healthcare measures.
- **Education:** We believe education is the key to breaking the cycle of poverty. We support children's education through scholarships, bridge courses, and vocational training programs.
- **Charity:** **Gurukshetra Foundation** actively participates in charitable activities to support the underprivileged and vulnerable sections of society. We provide food assistance, disaster relief, and other forms of aid.
- **Agriculture & Nutrition:** We promote sustainable agricultural practices, encourage crop diversification (including millets), and work towards improving nutritional outcomes in the community.
- **Dalit Upliftment:** We work towards empowering Dalit communities by providing educational opportunities, promoting social inclusion, and advocating for their rights.
- **Disaster Relief:** In times of natural disasters, we provide emergency relief and support communities in rebuilding their lives.

Our Impact

Since our inception, **Gurukshetra Foundation** has made a significant impact on the lives of people in Jaunpur. We have:

- Established self-help groups for women, enabling them to start income-generating ventures.
- Supported farmers in adopting sustainable agricultural practices and improving crop yields.
- Organized health awareness campaigns and provided access to basic healthcare services in rural areas.
- Promoted educational opportunities for children and adults, particularly focusing on girls' education.
- Advocated for the rights of Dalit communities and supported their socio-economic development.

Looking Ahead

Gurukshetra Foundation remains committed to empowering rural communities in Jaunpur. We are constantly seeking innovative solutions and collaborating with stakeholders to address the challenges faced by these communities. We believe that by working together, we can create a more just, equitable, and prosperous future for all.

Our NGO Profile-

S. No.	Subject	Details
1	Name of the NGO	M/S GURUKSHETRA FOUNDATION
2	Complete Address	Regd Address: Gram Malikanpur, Post Birbhanpur, Distt. Jaunpur, Uttar Pradesh, India 222109
3	NGO Contact no.	Contact: +91-7498261755 Email: gurukshetrafoundation@gmail.com
4	Single point of contact (Name & contact no.)	ALOK KUMAR UPADYAY (MANAGER) VIMLESH UPADHYAY (PRESIDENT) Mobile: +91-7498261755, +91-7355751014
5	Permanent Account No.	AADTG8780G
6	Legal Status	TRUST
7	Registration Details	1) Registration Granted By: Sub Registrar, Sadar Jaunpur, U.P Registration No: 04/107-2021 Registration Date: 14-06-2021 (Registered under Indian Trust Act 1882) 2) Registered u/s 12A & 80G of Income Tax 3) NITI Ayog (NGO Darpan): UP/2021/0287043 as on 30-06-2021 4) CSR1 Registration: CSR00068743

8	Bank Details	Bank: STATE BANK OF INDIA Account: 00000040304311877 IFSC: SBIN0012500 Branch: BRAHMANPUR, BARKHANDI, JAUNPUR 222109
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S.No	Name & Address	Designation
1	VIMLESH UPADHYAY S/O INDRA DAMAN UPADHYAY	PRESIDENT
2	ALOK KUMAR UPADHYAY S/O INDRA DAMAN UPADHYAY	MANAGER
3	SHUBHAM CHATURVEDI S/O HARI NATH	SECRETARY
4	GYANTI DEVI W/O HARI NATH	TREASURER

Governing Body of Gurukshetra Foundation

The Gurukshetra Foundation in Jaunpur is managed by a dedicated and diverse team of individuals committed to the organization's mission of promoting sustainable agriculture and improving community health through the cultivation and consumption of millets. The Governing Body oversees the strategic direction, administration, and implementation of various programs and initiatives.

Thanking You

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