

BUSINESS PLAN

INCOME GENERATING ACTIVITY –Pickle Making and Value Addition

by

Sheetla- Self Help Group



SHG/CIG Name	::	Sheetla
VFDS Name	::	Rohin
Range	::	Ghumarwin
Division	::	Bilaspur

Prepared Under–



**Project for Improvement of Himachal Pradesh Forest Ecosystems
Management & Livelihoods (JICA Assisted)**

Table of Contents

Sl. No.	Particulars	Page/s
1	Description of SHG/CIG	3
2	Beneficiaries Detail	4
3	Geographical details of the Village	4
4	Executive Summary	4
5	Description of product related to Income Generating Activity	5
6	Production Processes	5
7	Production Planning	5
8	Sale & Marketing	6
9	SWOT Analysis	6
10	Description of Management among members	7
11	Description of Economics	8
12	Analysis of Income and Expenditure	9
13	Fund Requirement	9
14	Sources of Fund	10
15	Trainings/capacity building/ skill up gradation	10
16	Computation of break-even Point	10
17	Other sources of income	10
18	Bank Loan Repayment	11
19	Monitoring Method	11
20	Remarks	11

1. Description of SHG/CIG

1	SHG/CIG Name	::	Sheetla SHG
2	VFDS	::	Baba SidhGodriya
3	Range	::	Ghumarwin
4	Division	::	Bilaspur
5	Village	::	Rohin
6	Block	::	Ghumarwin
7	District	::	Bilaspur
8	Total No. of Members in SHG	::	9
9	Date of formation	::	(05-01-2020)
10	Bank a/c No.	::	2135000102053873
11	Bank Details	::	PNB Bank Harlog
12	SHG/CIG Monthly Saving	::	50
13	Total saving	::	8000
14	Total inter-loaning	::	-
15	Cash Credit Limit	::	-
16	Repayment Status	::	-

2. Beneficiaries Detail:

Sr. No	Name	Father/Husband Name	Age	Category	Income Source	Address
1	Meena Devi	Suneelkumar	47	S.C	Agriculture	V.P.O Rohin
2	Pinki Devi	Karam Chand	39	Gen.	Agriculture	V.P.O Rohin
3	Nisha Devi	Pawan Kumar	32	S.C	Agriculture	V.P.O Rohin
4	Satya Devi	Gurdev Singh	41	S.C	Agriculture	V.P.O Rohin
5	Mangla Devi	Lal Singh	46	S.C	Agriculture	V.P.O Rohin
6	Sheela Devi	Sukh Ram	56	Gen.	Agriculture	V.P.O Rohin
7	Radha Devi	Gyan Chand	45	Gen.	Agriculture	V.P.O Rohin
8	Jagtamba Devi	Mahendersingh	46	S.C	Agriculture	V.P.O Rohin
9	Ratni Devi	Prakash	53	S.C	Agriculture	V.P.O Rohin

3. Geographical details of the Village

1	Distance from the District HQ	::	22 km
2	Distance from Main Road	::	500 mtr.
3	Name of local market & distance	::	Kandrou 5 km
4	Name of main market & distance	::	Ghumarwin 15 km
5	Name of main cities & distance	::	Bilaspur 22 km
6	Name of main cities where product will be sold/ marketed	::	Ghumarwin, Bilaspur

4. Executive Summary

Picklemaking income generation activity has been selected by this Self Help Group. This IGA will be carried out by all ladies of this SHG. Pickle of Mango, Amla etc and powder of Mango/Amla will be made by this group initially. This activity is being already done by some ladies of this group. This business activity will be carried out seasonally by group members. The process of making Pickletakes around 3-7 days. Production process includes process like cleaning, washing, grinding, mixing, drying etc. Initially group will manufacture Pickle of Mango and Amla but in future, group will manufacture other products which follow same process. Product will be sold directly by group or indirectly through retailers and wholesalers of near market initially.

5. Description of Product related to Income Generating Activity

1	Name of the Product	::	Pickle and Powder (amchur)
---	---------------------	----	----------------------------

2	Method of product identification	::	This activity is being already done by some SHG ladies. Has been decided by group members
3	Consent of SHG/ CIG / cluster members	::	Yes

6. Description of Production Processes

- Group will make Pickle and powder of Mango, Amla etc. This business activity will be carried out seasonally by group members.
- The process of making pickle takes around 3-7 days.
- Production process includes process like cleaning, washing, grinding, mixing, drying etc.
- Initially group will manufacture 800 kg Pickle per month and in future, group will manufacture as per demand and will also make other products which follow same production process.

7. Description of Production Planning

1.	Production Cycle for Mango Pickle (in days)	::	3 days
2.	Production Cycle for Amla Pickle (in days)		7 days
3.	Manpower required per cycle (No.)	::	all ladies
4.	Source of raw materials	::	Local market/ Main market
5.	Source of other resources	::	Local market/ Main market
6.	Quantity required per cycle for Mango Pickle (Kg)	::	For 50 Kg mango pickle require 40 kg mango and 10 Kg masala
7.	Quantity required per cycle for Amla (Kg)		For 50 Kg Amla pickle require 35 kg Amla and 15 Kg masala
8.	Expected production per cycle (Kg)	::	50 kg each

Requirement of raw material and expected production

Sr.no	Raw material	unit	Time	Quantity (approx)	Amount per kg (Rs)	Total amount	Expected production Monthly (Kg)
1	Mango	Kg	Monthly	400	50	20000	500
2	Masala	Kg	Monthly	100	150	15000	
1	Amla	Kg	Monthly	200	30	6000	300
2	Masala	Kg	Monthly	100	150	15000	

8. Description of Marketing/ Sale

1	Potential market places	::	Ghumarwin and Bilaspur
2	Distance from the unit	::	15 and 22 km respectively

3	Demand of the product in market place/s	::	Daily demand
4	Process of identification of market	::	Group members, according to their production potential and demand in market, will select/list retailer/wholesaler. Initially product will be sold in near markets.
5	Marketing Strategy of the product		SHG members will directly sell their product through village shops and from manufacturing place/shop. Also by retailer, wholesaler of near markets. Initially product will be sold in .5 -1 Kg packaging.
6	Product branding		At CIG/SHG level product will be marketed by branding CIG/SHG. Later this IGA may required branding at cluster level
7	Product "slogan"		"A product of Sheetla"

9. SWOT Analysis

❖ Strength–

- Activity is being already done by some SHG members
- Raw material easily available
- Manufacturing process is simple
- Proper packing and easy to transport
- Product shelf life is long
- Homemade, lower cost

❖ Weakness–

- Effect of temperature, humidity, moisture on manufacturing process/product.
- Highly labor intensive work.
- Compete with other old and well known products

❖ Opportunity–

- There are good opportunities of profits as product cost is lower than other same categories products
- High demand in – Shops – Fast food stalls – Retailers – Wholesalers – Canteen – Restaurants – Chefs and cooks – Housewives
- There are opportunities of expansion with production at a larger scale.
- Daily/weekly consumption and consume by all buyers in all seasons

❖ Threats/Risks–

- Effect of temperature, moisture at time of manufacturing and packaging particularly in winter and rainy season.
- Suddenly increase in price of raw material
- Competitive market

10. Description of Management among members

By mutual consent SHG group members will decide their role and responsibility to carry out the work. Work will be divided among members according to their mental and physical capabilities.

- Some group members will involve in Pre-Production process (i.e- procuring of raw material etc)
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing.

11. Description of Economics:

A. CAPITAL COST				
Sr.No	Particulars	Quantity	Unit Price	Total Amount (Rs.)
1	Grinder Machine (1-2 HP)	1	18000	18,000
2	Mixer	2	4000	8,000
3	Vegetable dehydrator	1	40000	40,000
4	weighing machine	1	2000	2,000
5	Kitchen tools		LS	8000
6	Finished product storage almirah/racks		LS	8000
7	Hand Operated Jar Sealing Machine	1	15000	15000
8	Apron, cap, plastic hand gloves etc	5	LS	1000
Total Capital Cost (A) =				1,00,000

B. RECURRING COST					
Sr.no	Particulars	Unit	Quantity	Price	Total Amount (Rs)
1	Mango	Kg/month	400	50	20,000
2	Raw material (masala)	Kg/month	200	150	30,000
3	Amla	Kg/month	200	30	6,000
4	Packaging material	Month	LS	5000	5000
5	Transportation	Month	1	1000	1000
6	Other (stationary, electricity, water bill, machine repair)	Month	1	1000	1000
Recurring Cost					63,000

Note – As labour work will be done by SHG members themselves, therefore, labour cost will be zero.

C Cost of Production (Monthly)		
Sr. No	Particulars	Amount (Rs)
1	Total recurring cost	63,000
2	10% depreciation annually on capital cost	833
	Total	63,833

D Selling Price calculation for Mango Pickle(per cycle)			
Sr.No	Particulars	Unit	Amount (Rs)
1	Cost of Production	Kg	114
2	current market price	Kg	300-400
3	Expected Selling Price	Rs	250

E	Selling Price calculation for Amla Pickle (per cycle)		
Sr.No	Particulars	Unit	Amount (Rs)
1	Cost of Production	Kg	143
2	current market price	Kg	200-300
3	Expected Selling Price	Rs	240

12. Analysis of Income and Expenditure (Monthly):

Sr.No	Particulars	Amount (Rs)
1	10% depreciation annually on capital cost	833
2	Total Recurring Cost	63,000
	Total Production per month mango Pickle (Kg)	500
3	Selling Price (per Kg)	250
4	Income generation (250*500)	1,25,000
5	Total Production per month Amla pickle(Kg)	300
6	Selling Price (per Kg)	240
7	Income generation (240*300)	72,000
8	Net profit	1,33,167
9	Distribution of net profit	<ul style="list-style-type: none"> Profit will be distributed equally among members monthly/yearly basis. Profit will be utilized to meet recurring cost. Profit will be used for further investment in IGA

13. Fundrequirement:

Sr.No	Particulars	Total Amount (Rs)	Project Contribution	SHG Contribution
1	Total capital cost	100000	75000	25000
2	Total Recurring Cost	63,000	0	63,000
3	Trainings/capacity building/ skill up-gradation	50,000	50,000	0
	Total	213,000		

Note-

- **Capital Cost** - 75% of capital cost to be covered under the Project and 25% by the SHG themselves
- **Recurring Cost** - To be borne by the SHG/CIG.
- **Trainings/capacity building/ skill up-gradation** - To be borne by the Project

14. Sources of fund:

Project support	<ul style="list-style-type: none">• 75% of capital cost will be provided by project• Upto Rs1 lakh will be parked in the SHG bank account.• Trainings/capacity building/ skill up-gradation cost.• In case SHG takes loan from bank the subsidy of 5% interest rate will be deposited directly to the Bank/Financial Institution by DMU and this facility will be only for three years. SHG have to pay the installments of the Principal amount on regular basis.	Procurement of machineries/equipment will be done by respective DMU/FCCU after following all codal formalities.
SHG contribution	<ul style="list-style-type: none">• 25% of capital cost to be borne by SHG• Recurring cost to be borne by SHG	

15. Trainings/capacity building/skill up-gradation

Trainings/capacity building/ skill up-gradation cost will be borne by project.

Following are some trainings/capacity building/ skill up-gradation proposed/needed:

- Cost effective procurement of raw material
- Quality control
- Packaging and Marketing
- Financial Management

16. Computation of break-even Point

= Capital Expenditure/selling price (per kg)-cost of production (per kg)

= 100000/(250-140)

=909 Kg

In this process breakeven will be achieved after selling 909kg achaar.

17. Other sources of income:

Income from grinding Mango, Amla, Daal, wheat, maize etc of villagers/local people.

18. Bank Loan Repayment- If the loan is availed from bank it will be in the form of cash credit limit and for CCL there is not repayment schedule; however, the monthly saving and repayment receipt from members should be routed through CCL.

- In CCL, the principal loan outstanding of the SHG must be fully paid to the banks once a year. The interest amount should be paid on a monthly basis.
- In term loans, the repayment must be made as per the repayment schedule in the banks.
- Project support - The subsidy of 5% interest rate will be deposited directly to the Bank/Financial Institution by DMU and this facility will be only for three years. SHG/CIG have to pay the installments of the Principal amount on regular basis

19. Monitoring Method –

- Social Audit Committee of the VFDS will monitor the progress and performance of the IGA and suggest corrective action if need be to ensure operation of the unit as per projection.
- SHG should also review the progress and performance of the IGA of each member and suggest corrective action if need be to ensure operation of the unit as per projection.

Some key indicators for the monitoring are as:

- Size of the group
- Fund management
- Investment
- Income generation
- Quality of product

20. Remarks

Group members Photos-



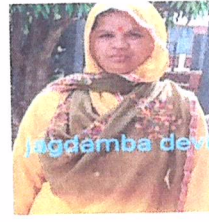
Individual Photo Of each member:-



SatyaDevi



Sheela Devi



Jagtamba Devi



Rattni Devi



Nisha Devi



Radha Devi



Meena Devi



Mangla Devi



Pinki Devi

Resolution-cum-Group Consensus Form

It is decided in the General House meeting of the group.....Sheetla Singh.....held on 10/02/2019 at Rohini.....that our group will undertake the Pickle Making & Sales as Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted).

Signature of Group Pradhan

Sheetla Singh

प्रधान
शीतला सिंह, 10/02/2019
रॉहिनी, जिला खलसा

Signature of Group Secretary

Pooja Devi

Business Plan Approval by VFDS

.....Sheetla SHG..... group will undertake the.....Pickle Making & Value Addition..... as Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted). In this regard Business Plan of amount (Rs).....2,13,000..... has been submitted by this group on dated 05/07/2021 and this business plan has been approved byBaba Sidh Gochhayat..... VFDS.

Business Plan with SHG resolution is being submitted to DMU through FTU for further action, please.

Thank you

Signature of VFDS Pradhan

महाराष्ट्र राज्य सरकार
वन विभाग
वन विभाग, पुणे (म.प्र.)

Signature of VFDS Secretary

महाराष्ट्र राज्य सरकार
वन विभाग
वन विभाग, पुणे (म.प्र.)

(Sant)
Suresh
FTU Coordinator

Divisional Management & Livelihoods
Officer JICA Forestry Project,
D. S. Shinde (M.P.)