

BUSINESSPLAN

INCOME GENERATING ACTIVITY-Achar Chutney/Pickle Making

By

NARI NIKETAN -Self Help Group



SHG/CIG Name	::	SHG NARI NIKETAN
VFDS Name	::	BALEHRA
Range	::	JAWALAMUKHI
Division	::	DEHRA DIVISON

Prepared Under–



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

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1. Introduction

Achar/Pickles are very important ingredient of dining table across the globe and more often Ly used in the Asia Pacific region. A wide range of variety is used in Achar/pickle and varies from region to region depending upon the locally available raw material, taste and food habit of the people.

The most lucrative aspect of the pickle making business is that it can be started as per the financial capacity of the group and later on at any given time when the financial portfolio of the SHG improves the business can be scaled up to any level. Once your product and its taste are liked by the customers the business will flourish like anything. However, the SHG has considered different aspects very carefully before getting into this IGA (income generation activity). The SHG has therefore crafted a detailed business plan according to its investment capacity, marketing & promotional strategy and the detailed action plan will be discussed hereunder:

2. Description of SHG/CIG

1	SHG/CIG Name	::	SHG Nari Niketan
2	VFDS	::	Balehra
3	Range	::	Jawalamukhi
4	Division	::	Dehra Division
5	Village	::	Balehra
6	Block	::	Surani
7	District	::	Kangra (H.P)
8	Total No. of Members in SHG	::	15
9	Date of formation	::	09-09-2022
10	Bank A/C no.	::	50100530476871
11	Bank Details	::	HDFC Bank
12	SHG/CIG Monthly Saving	::	100rs
13	Total saving	::	1500rs
14	Total inter-loaning	::	-
15	Cash Credit Limit	::	-
16	Repayment Status	::	-
17	Interest rate	::	1%

3. Beneficiaries Detail:

Sr. No	Name	Father/Husband Name	Age	Education	Category	Income Source	Address	Contact no.
1	Anjana Devi	(President)/W/O Kripal Singh	48	8th	General	Agriculture	Vill. -Balehra	8894918062
2	Anjana Kumari	(Secretary)W/O Subhash Singh/	40	10th	SC	Agriculture	Vill-Balehra	8891113379
3	Kanta Devi	(Treasurer)/W/O Fateh Singh	54	5th	General	Agriculture	Vill- Balehra	7876585014
4	Poonam Kumari	W/o Devender Singh	35	12 th	General	Agriculture	Vill- Balehra	-
5	Kismati Devi	W/O Vinod Singh	38	8th	General	Agriculture	Vill- Balehra	945941975
6	Sumana Devi	W/O Rakesh Kumar	40	8th	General	Agriculture	Vill- Balehra	9816833429
7	Kunta Devi	W/O Pardeep Kumar	60	5th	SC	Agriculture	Vill- Balehra	8894619993
8	Indu Bala	W/O Ashok Singh	48	10th	General	Agriculture	Vill- Balehra	8894537486
9	Onkari Devi	W/O Swaroop Chand	60	5th	General	Agriculture	Vill-Balehra	9805425352
10	Kamlesh Kumari	W/O Kamal Singh	53	5th	General	Agriculture	Vill-Balehra	9816878462
11	Pawana Kumari	W/O Sanjeev Singh	48	10th	General	Agriculture	Vill -Balehra	9805566343
12	Hemlata	W/o Anil Kumar	40	BA	General	Agriculture	Vill- Balehra	-
13	Rekha Devi	W/O Surender Singh	47	8th	General	Agriculture	Vill -Balehra	9816740865
14	Maya Devi	W/O Gagan Singh	55	8th	General	Agriculture	Vill -Balehra	6230651618
15	Saroj Bala	W/o Pawan Kumar	30	12 th	General	Agriculture	Vill- Balehra	-

4. Geographical details of the Village

1	Distance from the District HQ	::	80km
2	Distance from Main Road	::	50mtr
3	Name of local market distance	::	Surani & 2.5km
4	Name of main market distance	::	Jawalamukhi & 15km
5	Name of main cities & distance	::	Jawalamukhi & ,15km
6	Name of main cities where product will be sold/marketed	::	Jawalamukhi, Kangra, Naduan

5. Selection of raw material and market potential

The members of SHG after detailed discussion and thoughtful process were of the consensus that this IGA of Achar chutney/pickle making will be suitable for them. People consume different pickles with meal and it serve as taste enhancer. Pickles are also used as a stopping for food such as sandwiches, hamburgers, hot dogs, parathas and pulao etc.

Mango and lemon pickles are the most popular variety across the globe. Here particularly in this SHG we will focus mainly on the locally and easily available raw materials such as garlic, ginger, Gal-Gal (hill lemon), ligand, mango, lemon, mushroom, green chilies, fish, chicken and mutton etc.

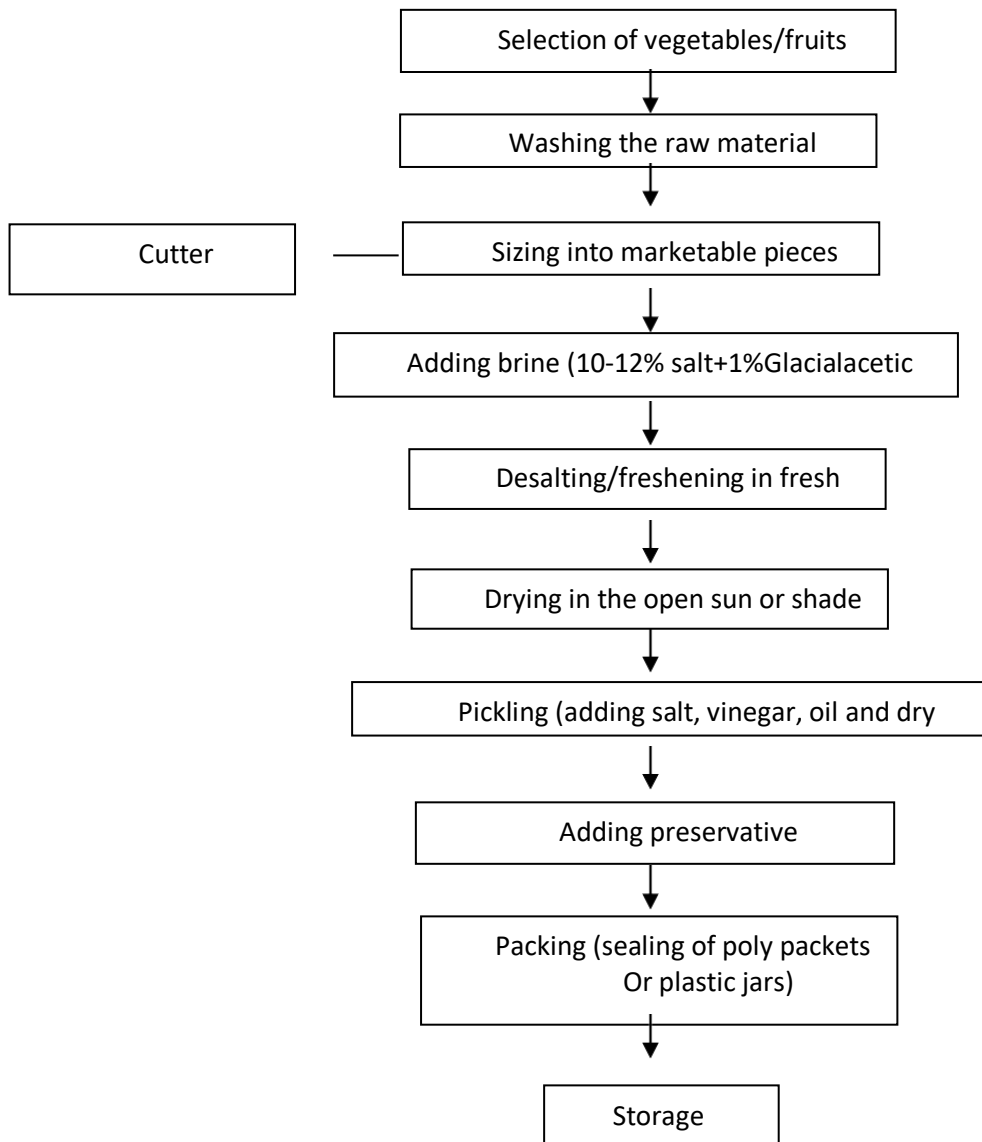
The pickle market is highly fragmented because of the presence of several large and small vendors and the competition is on the basis of factors such as price, quality, innovation, reputation, service, distribution and promotion to grab lion share in the market. Pickle making is an ideal business on the small scale and mainly for the housewives and other women work force. In this case it was felt when the sellers of pickles from Jawalamukhi, Palampur, Dehra can sell their pickles in command area then this SHG can do it more vigorously and briskly and compete with such outsiders.

6. Achar chutney/pickle making business plan

Before starting any IGA (Income generation activity) it is very essential to craft a customized business plan with detailed and structured discussion. The business plan helps to get the clear conception of investment, operational activities, marketing and net income/return. The scope of scale up the business is also envisaged clearly and in addition it helps in arranging finance from the banks. It is advisable to have market survey prior to returning upon the business and plus point is that the group members of this SHG are well aware of the market study. Primarily the SHG studied the demand for the specific type of pickles in their area and mainly the local market was kept as target. The members of SHG have shortlisted the IGA a carefully by making the study of nearby markets and the taste of the people at large and have seen potential to venture upon this activity as IGA.

Most of the raw material is locally available and ligand is naturally growing fern spp. Free of cost in the nearby moist areas and nalla has. People of the small townships around this group has inherent liking towards this lingad pickle which otherwise is not available in the open markets.

Flow chart of the Achar chutney making process



7. Achar chutney/pickle making business compliance

Pickle is a food item therefore different regulation of the state government need to be followed. Since the IGA is being taken up initially on small scale therefore these legal issues will be address locally by the SHG members by obtaining a food handling license from the local authorities. The business is being operated from home therefore the tax regulations for self-employed groups will be taken care asper the rules.

8. Different types of Achar/pickles

As discussed in earlier chapter mostly the locally and easily available raw material for pickle making will be used. Pickles are of numerous taste and flavors whereas, the SHG will focus mainly on the traditional and more commonly used pickle in the area and market for which this SHG intends to cater for. Once the business of the SHG picks up the demand driven quality pickle will be prepared and customized as per the taste of the customers.

Some of the most popular and commonly used pickles are mango, bamboo shoot, mushroom, garlic, ginger, lingad, fish and chicken etc. Sometimes the mixed pickles such as garlic - Arbi (Ghindyali) mango - green chilies, mix veg. etc. will also be prepared as per the taste and demand of the targeted customers.

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 others same categories products
- High demand in—Shops—Fast food stalls—Retailers—Wholesalers—Canteen—Restaurants — Chefs and cooks—House wives
- There are opportunities of expansion with production at a large-scale.
- Daily/weekly consumption and consume by all buyers 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. Achar chutney/Pickle making equipment's

The requirement of equipment or machinery basically depends upon our mode of operation and size of the plan. In this case the SHG will start initially on small and manageable scale. Therefore, the appliances and accessories used in kitchen are enough to meet the demand apart from this some of the machinery will have to be purchased to make the plan viable and therefore some of the basic equipment's will also be included for procurement which will help the SHG to scale of its activities at larger level. The following equipment's will be procured initially to start the plan:

A.				
Sr.No.	Equipment	Quantity	Unit cost	Total Amount
1	Grinder machine	1	5000	5000
2	Almirah/Racks	1	12000	12000
3	(Commercial Gas cylinder with Chullah)	1	4000	4000
4	Clinical gloves, head cover and aprons etc.	LS	5000	5000
5	Steamer	1	3000	3000
6	Weighing scale/ machines	1	2500	2500
7	Packaging/sealing unit	1	15000	15000
8	Transportation charges	LS	5000	5000
9	Pattila & Kadahi	LS	6000	6000
10	Chopping Board	3	1500	3000
11	Vegetable Cutter with stand	5	1000	5000
12	Knife	10	50	500
13	Other Kitchen Tools (Vegetable Peeler, Ladle, whisk etc.& Plastic Tub)	LS	5000	5000
14	Chairs & Table	2 & 1	7000	7000
	Total Capital Cost – 78000			78000 Rs.

11. Achar chutney pickle making raw material

The detail of raw material will depend upon the essential availability of different fruits, vegetables and non-veg. articles. However, the main raw material will remain mango, ginger, garlic, chili, lingad, fish, mutton, mushroom, gal-gal, lemon, pear, apricot etc. In addition to these different spices, salt, cooking oil, vinegar etc. will be procured. Apart from this packaging material such as plastic jars, pouches, labels and cartons will be procured. As per the market demand the packaging will be done in 500g, 1 kg and 2 kg containers/pouches.

In addition to this SHG will hire a spacious room which will be used for operational activities, temporary storage and the command area being in village. The rent per month is presumed to be Rs. 2000 per month. Electricity and water charges have been estimated Rs.1500 per month. The cost of fruits and vegetables on an average have been estimated at the Rs. 50 per kg and keeping in view the manpower available at our disposal at least 200 kg of Achar will be produced in one week and it amounts to be 800 kg in one month. Accordingly, therefore recurring cost for 800kg of Achar is calculated as under:

B. RECURRING COST					
Sr. No.	Particulars	Unit	Quantity	Unit cost	Total amount
1.	Room rent	Per month	1	2000	2000
2.	Water electricity charges	Per month	1	1500	1500
3.	Raw material	kg	500	50	25000
4.	Spices etc.	kg	90	200	18000
5.	Sarson(mustard)oil	kg	50	200	10000
6.	Packaging material	kg	14	300	4200
Total recurring cost					60700

Note: The group members will do the work themselves and therefore Labour cost has not been included and the members will manage between them the working schedule to be followed.

12. Cost of production (monthly)

Sr.No.	Particulars	Amount
1.	Total recurring cost	60700
2.	10% depreciation monthly on capital cost (72800)	7800
	Total	68500

Average income monthly by way of sale of achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Sale of pickles	800kg	200Kg	160000

13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	60700
2.	Total sale amount	160000
3.	Net profit	99300
4.	Distribution of net profit	1. Out of total sale of Rs.99300 in 1 st month fifty thousand rupees will be kept for further investment in IGA 2. Rs. 50000 the remaining out of total sale will be kept as emergency fund in the SHG Account for the 1 st month

14. Fund flow arrangement in the SHG

Sr. No.	Particulars	Total amount	Project Contribution 75%	SHG Contribution 25%
1.	Total capital cost	78000	58500	19500
2	Recurring cost	60700	-	60700
3	Training	20800	20800	-
	Total	159500/-	79300/-	80200/-

*Note: I) Capital cost-75% capital cost will be borne by the project and 25% by the SHG
ii) Recurring cost-to be borne by the SHG
iii) Training and capacity building/ skill up gradation to be borne by the project*

15. Training capacity building skill up gradation

The cost of training/ capacity building and skill up-gradation will entirely be borne by the project. These are some of the areas which are proposed to be taken care of under this component:

- i) Cost effective procurement of raw material
- ii) Quality control
- iii) Packaging and marketing practices
- iv) Financial management and resource mobilization

16. Other sources of income

Other sources of income can also be explored by the SHG such as grinding mango, amla, pulses, wheat, maize, etc. of the villagers and the local people in the vicinity. It will be additionality in the IGA and later on the same can be scaled up.

17. Monitoring method

- Social Audit Committee of the VFDS will monitor the progress and performance of the IGA and suggest corrective action if needed 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 needed to ensure operation of the unit as per projection.

Some key indicators for the monitoring areas:

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

Group Photos of members -



Prepared by: Mr. Madan Lal Sharma (Retd. HPFS)

Miss Deeksha Devi (SMS)

Miss Savita (FTU Co-Ordinator)

Approval of DMU

Resolution –CUM-Group Consensus Form

It is decided in the General House meeting of the group, Nahi Niketan
held on 09-09-2022 at Balensa.....that our group will undertake
the Pickle making..... as Livelihood Income Generation Activity
under the Project for Improvement of Himachal Pradesh Forest
Ecosystems Management & Livelihoods (JICA Assisted).

अंजना देवी
Signature of Group President

भाया देवी
Signature of Group Secretary

Business Plan Approval By VFDS & DMU

Nari Niketan.....Group will undertaken the Pickle making as livelihood income Generation Activity under the project for implementation of Himachal Pradesh forest ecosystem Management and livelihood (JICA assisted). In this regard business plan of amount Rs. 78000/- has been submitted by group on 14/12/2022 and the business plan has been approved by the VFDS Balerna.....

Business plan is submitted through FTU for further action please.

Thank you

अंशु देवी
Signature of Group President

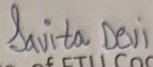
अंशु देवी
Signature of Group Secretary

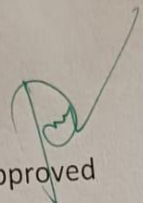
Vinod Kumar
Signature of President VFDS
President
V.F.D.S. Balerna

Approved
DMU-CUM-Dehra

Submitted to DMU through FTU


Range Forest officer
Jawalankhi Forest Range
Distt Kangra (H.P.)-176031
Name & Signature of FTU Officer


Savita Devi
Name & Signature of FTU Coordinator


Approved

Name & Signature of DMU Officer