



business plan

Income Generating Activity -Pickle Chutney/ pickle

By

Jai Jalpa Mata - Self Help Groups



| | | |
|-----------------------|---|--------------------|
| SHGs/ Name of the CIG | , | SHG jai Jalpa Mata |
| VFDSName | , | Torjajar |
| Range | , | Dharampur |
| Division | , | Joginder Nagar |

**HimachalProject for State Forest Ecosystem Management and
Livelihood Improvement (JICA Assisted)**

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1. Introduction

Pickles/ Pickles are very important components of the dining table around the world and are more frequently used in the Asia Pacific region. A wide range of variations are used in achar / pickles and vary from region to region depending on the locally available raw materials, taste and food habit of the people.

The most attractive aspect of pickle making business is that it can be started according to the financial capacity of the group and can be started at any time later when The business can be scaled up to any level if the financial portfolio of the SHG improves. Once your product and its taste is liked by the customers then the business flourishes like anything else. However, the SHG has considered various aspects very carefully before getting involved in this IGA (income generating activity). Hence the SHG has prepared a detailed business plan as per its investment capacity; the marketing and promotional strategy and the detailed action plan will be discussed below:

2. Details of SHG / CIG

| | | | |
|----|--------------------------------------|---|------------------------------|
| 1 | SHGs/ Name of the CIG | , | Self Help GroupsMother Jalpa |
| 2 | VFDS | , | Torjajar |
| 3 | Category | , | Dharampur |
| 4 | Division | , | Joginder Nagar |
| 5 | Village | , | Torjarjar |
| 6 | Section | , | Dharampur |
| 7 | District | , | Market |
| 8 | Total NumberNumber of members in SHG | , | 10 women |
| 9 | Date of formation | , | January2020 |
| 10 | Bank A/C No. | , | 2454000100244356 |
| 11 | Bank Details | , | PNB Baroti |
| 12 | SHGs/ CIG Monthly Savings | , | 50/- |
| 13 | Total savings | , | , |
| 14 | Total Difference-Loan | , | , |
| 15 | cash credit limit | , | , |
| 16 | Repayment Status | , | , |
| 17 | interest rate | , | 2% |

3. Beneficiary Details,

| Serial Number | Name of the candidate | Name of the Ward | Age | Category | Contact Number | Post |
|---------------|--|------------------|-----|----------|----------------|----------------|
| 1 | S/ Smt. Salochana Devi w/o Shri Hans Raj | Torrajajaro | 49 | Mango | 9857697494 | Pradhan |
| 2 | Dolma Devi W/o Shri Ramesh Kumar | Torrajajaro | 42 | Mango | 8580869012 | Secretary |
| 3 | Rita Devi W/o sh, Satish Kumar | Torrajajaro | 38 | Mango | 9882740242 | Member |
| 4 | Rajkumar W/o Shri Harish Kumar | Torrajajaro | 37 | Mango | 8628835274 | Vice President |
| 5 | Sonam W/o Shri Raj Kumar | Torrajajaro | 36 | Mango | 8988356998 | Member |
| 6 | Nisha W/o Shri Kamlesh Kumar | Torrajajaro | 31 | Mango | 985774903 | Cashier |
| 7 | Shilpa W/o Shri Rakesh Kumar | Torrajajaro | 28 | Mango | 8278879378 | Member |
| 8 | Meena Devi W/o Shri Laskari Ram | Torrajajaro | 43 | Mango | 9418765216 | Member |
| 9 | Urmila Devi W/o Late Shri Roop Lal | Torrajajaro | 56 | Mango | 9459049137 | Member |
| 10 | Rita Devi W/o Shri Desh Raj | Torrajajaro | 37 | Mango | 8679708218 | Member |

4. Geographical description of the village

| | | | |
|---|--|---|---|
| 1 | Distance from District Headquarters | , | 115 km |
| 2 | Distance from main road | , | 50 meters |
| 3 | Name and distance of the local market | , | Dharampur12 Km, Sarkaghat 30 Km, Mandi 115 Km |
| 4 | Name of main market and its distance | , | Dharampur12 Km, Sarkaghat 30 Km, Mandi 115 Km |
| 5 | Names and distances of main cities | , | Market115 km, |
| 6 | Name of main cities where the product will be sold/can be marketed | , | Dharampur12 km, |

5. Selection of raw materials and market capacity

The SHG members after detailed discussions and thoughtful process agreed that Achar Chutney/ This recipe of pickle making will be suitable for them. People eat different

types of pickles with their food and it enhances the taste. Pickles are also used as toppings for food like sandwiches, hamburgers, hot dogs, parathas and pulao etc.

Mango and lemon pickle is the most popular variety across the world. Here in this SHG in particular we mainly use local and easily available raw materials like garlic, will focus on ginger, gal-gal (hill lemon), lingad, mango, lemon, mushroom, green chilli, fish, chicken and mutton etc.

The pickles market is highly fragmented due to the presence of many large and small sellers and the competition is strong on the price side to gain lion share in the market., based on factors such as quality, innovation, reputation, service, distribution and promotion. Pickle making is an ideal business for small scale and mainly housewives and other women workers. It was felt that when the pickle sellers of Sarkaghat, Mandi and Kangra could sell their pickles in the command area, this SHG could do it more efficiently and at a faster pace and compete with such outsiders.

6. Pickle sauce/ Pickle making business plan

any of theIt is very essential to prepare a customized business plan with detailed and structured discussion before starting the IGA (Income Generating Activity). The business plan helps in getting a clear concept of investment, operational activities, marketing and net income/return. The scope of scaling up the business is also clearly envisaged and moreover it helps in arranging finance from banks. It is advised to conduct a market survey before returning to the business and the plus point is that the group members of this SHG are well versed with the market study. Mainly the SHG studied the demand of the specific type of pickles in their area and mainly the local market was kept as the target.

Most of the raw materials are locally available and Lingad is naturally growing fern spp.-Free in nearby damp areas and drains. People of the small settlement around this cluster have a natural liking for this lingad pickle which is otherwise not available in open markets.

Mango and Ambala are found abandoned in the wild and can be used as raw material which is available at no cost requiring only labour for collection and will be cheaper as there is no procurement cost involved for the raw material.

7. Pickle Chutney/ Pickle Making Business Compliance

Pickles are a food item so various rules of the state government need to be followed. Since the IGA is being taken up on a small scale initially these legal issues will be addressed locally by the SHG members by obtaining food handling license from the local authorities. The business is being operated from home so tax rules for self-employed groups will be taken care of as per the rules.

8. different types of pickles/ pickles

As discussed in the earlier chapter, Mostly local and easily available raw materials will be used for making pickles. Pickles are of many tastes and flavors whereas the SHG will mainly focus on traditional and more used pickles in the region and market this SHG intends to cater to. Once the business of the SHG starts then quality pickles will be prepared driven by the demand and customized as per the taste of the customers.

Some of the most popular and commonly used pickles are Ambala, mango, bamboo

shoot, mushroom, garlic, ginger, lingad, fish and chicken etc. Sometimes mixed pickles like garlic-arbi (ghindayali) mango-green chilli, mix veg. etc. will also be prepared as per the taste and demand of the targeted customers.

9. **SWOT analysis**

❖ Strength,

- The activity is already being carried out by some SHG members
- Raw materials easily available
- The manufacturing process is simple
- Proper packing and easy to transport
- Product shelf life is long
- home make, Less cost

❖ Weakness,

- Manufacturing Process/Effect of temperature, humidity, moisture on the product.
- Extremely laborious work.
- Compete with other old and famous products

❖ Opportunity,

- There are good opportunities for profits as the cost of the product is lower than other similar categories of products
- Highly in demand among shops, fast food stalls, retailers, wholesalers
Canteen Restaurant Cooks and Chefs Housewives
- There are opportunities for expansion with large-scale production.
- daily by all buyers in all seasons/ Weekly consumption and consumption

❖ Threat/ risk-

- Temperature during manufacturing and packaging especially in winter and rainy season, effect of humidity.
- Sudden increase in the price of raw materials
- competitive market

10. **Pickle sauce/ Pickling Equipment**

The requirement of equipment or machinery basically depends on our mode of operation and the size of the scheme. In this case the SHG will initially start on a small and manageable scale. So, appliances and accessories used in the kitchen are sufficient to meet the demand. Apart from this some machinery has to be purchased to make the scheme viable and hence some basic equipment will also be included for purchase which will help the SHG to carry out its activities on a larger scale. To start the scheme the following equipment will be purchased initially:

| K. Capital cost | | |
|------------------------|----------------------|-------------------------|
| Serial Number | equipment | Approximate cost |
| 1. | Grinder Machine | 15000 |
| 2. | Vegetable Dehydrator | 27000 |

| | | |
|----|--|--------------|
| 3. | cooking Arrangement (commercial gas cylinder with stove, | 5000 |
| 4. | Pickle Mixer | 10000 |
| 5. | Weighing Scale(No. 2) | 10000 |
| 6. | Packaging/ Ceiling unit | 12500 |
| 7. | Labeling Machine | 12600 |
| | complete | 92100 |

| Serial Number | Utensil | amount | Unit Price | Total Amount |
|---------------------------|-------------------|--------|------------|---------------|
| 1. | Pattila | 2 | 5000 | 10000 |
| 2. | Card Board | 10 | 100 | 1000 |
| 3. | cutter with stand | 10 | 600 | 6000 |
| 4. | Knife | 12 | 200 | 2400 |
| complete | | | | 19400 |
| total capital cost | | | | 111500 |

11. Raw materials for making pickled cucumbers

Description of the raw materials Various fruits, vegetables and non-vegetarian required. Articles. However, the main raw materials will remain mango, ginger, garlic, chilli, lingad, fish, mutton, mushroom, gal-gal, lemon, pear, apricot etc. Apart from these different spices, salt, cooking oil, vinegar etc. will also be procured. Apart from this, packaging material like plastic jars, pouches, labels and cartons will be procured. Packaging will be done in 500 gm, 1 kg and 2 kg containers/pouches as per the market demand.

In addition, the SHG will rent a spacious room which will be used for operational activities., temporary storage and command area to be in the village. Rent per month is considered to be Rs. 3000 per month. Electricity and water charges are estimated to be Rs. 1000 per month. The cost of fruits and vegetables is estimated to be Rs. 50 per kg on an average and considering the manpower available with us, at least 200 kg of pickle will be produced in a week and this will be 800 kg in a month. Accordingly, the recurring cost for 800 kg of pickle is calculated as follows:

| B. Recurring Costs | | | | | |
|---------------------------|-------------------------------|-----------|--------|-----------|-----------------|
| Serial Number | Individuals | Unit | amount | Unit Cost | complete Amount |
| 1. | Room rent | per month | 1 | 3000 | 3000 |
| 2. | Water and electricity Charges | per month | 1 | 1000 | 1000 |
| 3. | Raw Material | Kg | 800 | 50 | 40000 |
| 4. | Spices, etc. | Kg | 100 | 200 | 20000 |
| 5. | Mustard oil | Kg | 80 | 200 | 16000 |

| | | | | | |
|-----------------------------|--|-------|------|------|--------------|
| 6. | Packaging Materials | Kg | 10 | 200 | 2000 |
| 7. | transportation Charges | month | 1/ S | 4000 | 4000 |
| 8. | Clinicalgloves, Head Covers and Aprons etc | month | 1/ S | 4000 | 4000 |
| Total recurring cost | | | | | 90000 |

Note: Group members will do the work themselves and hence labour cost is not included and members will manage the work schedule to be followed among them.

12. **cost of production(Monthly)**

| Serial Number | Individuals | Amount |
|---------------|---|--------------|
| 1. | Total recurring cost | 90000 |
| 2. | 10% depreciation Monthly But Capital price (111500) | 930 |
| | complete | 90930 |

Behaviour/Monthly average income from sale of pickles

| Serial Number | Individuals | amount | price | Amount |
|---------------|-----------------|--------|--------|--------|
| 1. | Sale of pickles | 800 kg | 200/kg | 160000 |

13. **cost benefit analysis(Monthly)**

| Serial Number | Individuals | Amount |
|---------------|----------------------------|---|
| 1. | Total recurring cost | 90930 |
| 2. | Total sales amount | 160000 |
| 3. | Net profit | 69070 |
| 4. | distribution of net profit | 1. Out of the total sales Rs.. 1 lac will be kept in the first month for further investment in IGA 160000 2. Rupee. Rs.60000 from total sales remaining will be kept as emergency fund in SHG first month accounts |

14. Fund flow arrangement in SHG

| Serial Number | Individuals | completeA mount | ProjectContribution | Self Help GroupsContributi on |
|-----------------|---|-----------------|---------------------|-------------------------------|
| 1. | total capital cost | 111500 | 55750 | 55750 |
| 2. | Total recurring cost | 90930 | , | 90930 |
| 3. | Training/Capacity building, skill upgradation | 40000 | 40000 | , |
| complete | | 242430 | 95750 | 146680 |

*Note: i) Capital cost- 50% of capital cost will be borne by the project and 50% by the self help group
ii) recurring cost- To be borne by self help group
iii) Training and Capacity Building/Skill upgradation project will be borne by*

15. Training Capacity Building Skill Upgradation

Training/The cost of capacity building and skill upgradation will be fully linked to the project. These are some of the areas proposed to be focused under this component:

- i) Cost-effective procurement of raw materials
- 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 SHGs such as mango, grinding ambala, pulses, wheat, maize, etc. of the surrounding villagers and local people. This will be additional to the IGA and can be expanded later.

17. Monitoring Method

- The Social Audit Committee of VFDS will monitor the progress and performance of the IGA and suggest corrective actions, if necessary, to ensure the operation of the unit as per projections.
- The SHG should review the progress and performance of the IGA of each member and suggest corrective actions, if necessary, to ensure the operation of the unit as per the projections.

Some of the key indicators to monitor are as follows,

- Group size
- fund management
- Investment
- Income generation
- product quality

18. Observations

of the group members Photos,



Salochana Devi Shilpa Dolma Devi



Bittu Devi Nisha Kumari Urmila Devi

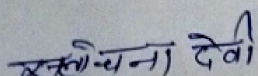


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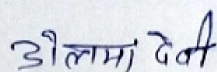
Resolution - cum -Group Consensus Form

It is decided in General House meeting of self Help Group Kafalwani Mata held on 20-09-2021 at Torजार that our Self Help Group will undertake the Pickle as Livelihood income generation activity under the project for improvement of Himachal Pradesh.

Forest Ecosystem Management & Livelihood (JICA Assisted).



Signature of Group Pradhan



Signature of Group Secretary

Business Plan Approval by VFDS & DMU

Kafaiwari Mata Self help group will undertake the Pickle has livelihood income generation activity under the project for improvement of Himachal Pradesh Forest Ecosystem Management and Livelihood (JICA Assisted) in this regard business plan of amount (Rs) 2,42,410 has been submitted by this group on dated 20-09-2021 and this business plan has been approved by 20-09-2021 VFDS.

Business plan with SHG resolution being submitted to DMU through FTU for further action please.

प्रस्ताव - Reel
गोत्र बुज विकास समिति
कफलाणी घाटा टोल मार्ग
तह- धर्मपुर, जिला मण्डी

Thank you

मंचिव
गोत्र नर विकास समिति
कफलाणी घाटा टोल मार्ग
तह- धर्मपुर जिला मण्डी
Signature of VFDS Secretary

Signature of VFDS Pradhan

D.M.U.
Division
Joginder
Officer