

# BUSINESS PLAN

INCOME GENERATING ACTIVITY –Achar Chutney/Pickle Making

By

Self Help Group = *Tikker-1*



SHG/CIG Name	::	SHG Tikker-1
VFDS Name	::	Tikker-2
Range	::	Kanda
Division	::	Chopal

Prepared Under–



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

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## 1. Introduction

Achar/Pickle is very important ingredient of dining table across the globe and more oftenly 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 is 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 here under:

## 2. Description of SHG/CIG

2.1	SHG/CIG Name	Tikker -1
2.2	VFDS Name	Tikker-2
2.3	Range	Kanda
2.4	Division	Chopal
2.5	Village	Tikker
2.6	Block	Kanda
2.7	District	Shimla
2.8	Total no of member's in SHG	13
2.9	Date of Formation	20-10-2019
2.10	Bank A/c No.	46210103729
2.11	Bank Detail	Co-operative Bank Kupvi IFSC0000462
2.12	SHG/CIG monthly saving	100
2.13	Total Saving	22700
2.14	Total inter-loaning	-
2.15	Cash Credit Limit	-
2.16	Repayment status	-



### 3. Beneficiaries Detail

Sr. No.	Name	Father/ Husband Name	Age	Educa-tion	Cat.	Income source	Addres s	Cont. Number
1.	Reena Devi President	W/o sh.Narayan singh	34	12 <sup>th</sup>	Gen	Agriculture	Tikker	88944- 51634
2.	Divya devi	W/o Kuldeep	32	12 <sup>th</sup>	Gen	Agriculture	Tikker	88940-83601
3.	Pooja	W/o Mehar singh	32	12 <sup>th</sup>	Gen	Agriculture	Tikker	98165-16965
4.	Bimla devi	W/o Mehar singh	43	5 <sup>th</sup>	Gen	Agriculture	Tikker	78070-49105
5.	Neha devi Member	W/o Sunil kumar	33	12 <sup>th</sup>	Gen	Agriculture	Tikker	90152-69739
6.	Shalni Member	W/o Anil	30	12 <sup>th</sup>	Gen	Agriculture	Tikker	88948-15736
7.	Sunita devi Member	W/o Maan singh	45	5 <sup>th</sup>	Gen	Agriculture	Tikker	98164-42155
8.	Sundri devi Member	W/o Bhagat singh	46	5 <sup>th</sup>	Gen	Agriculture	Tikker	86279-70684
9.	Nisha devi Member	W/o Kamal	28	12 <sup>th</sup>	Gen	Agriculture	Tikker	90192-69739
10.	Kamla devi Member	W/o Kedar	38	12 <sup>th</sup>	Gen	Agriculture	Tikker	98058-60759
11.	Bimla devi Member	W/o Kewal ram	32	MA	Gen	Agriculture	Tikker	88941-78779
12.	Surtu Devi Member	W/o Pratap singh	40	5 <sup>th</sup>	Gen	Agriculture	Tikker	86278-81995
13.	Indra devi	W/o Dinesh	31	10 <sup>th</sup>	Gen	Agriculture	Tikker	86288-20095

### 4. Geographical detail of the village.

1.	Distance from the district HQ.	::	182Km
2.	Distance from the Main Road	::	300 Meter
3.	Name of the local Market & distance	::	Kupvi 12 Km
4.	Name of the Main Market & distance	::	Nerwa, Kupvi & Hariprdha, 55 Km, 12Km & 26Km
5.	Name of the main cities & distance	::	Shimla 182 Km
6.	Name of the main cities where product will be sold/marketed	::	Nerwa, Kupvi & Haripurdhar

## 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 toppings for food such as sandwiches, hamburgers, hotdogs, parathas and pulav 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), lingad, mango, lemon, mushroom, green chillies, fish, chicken and mutton etc.

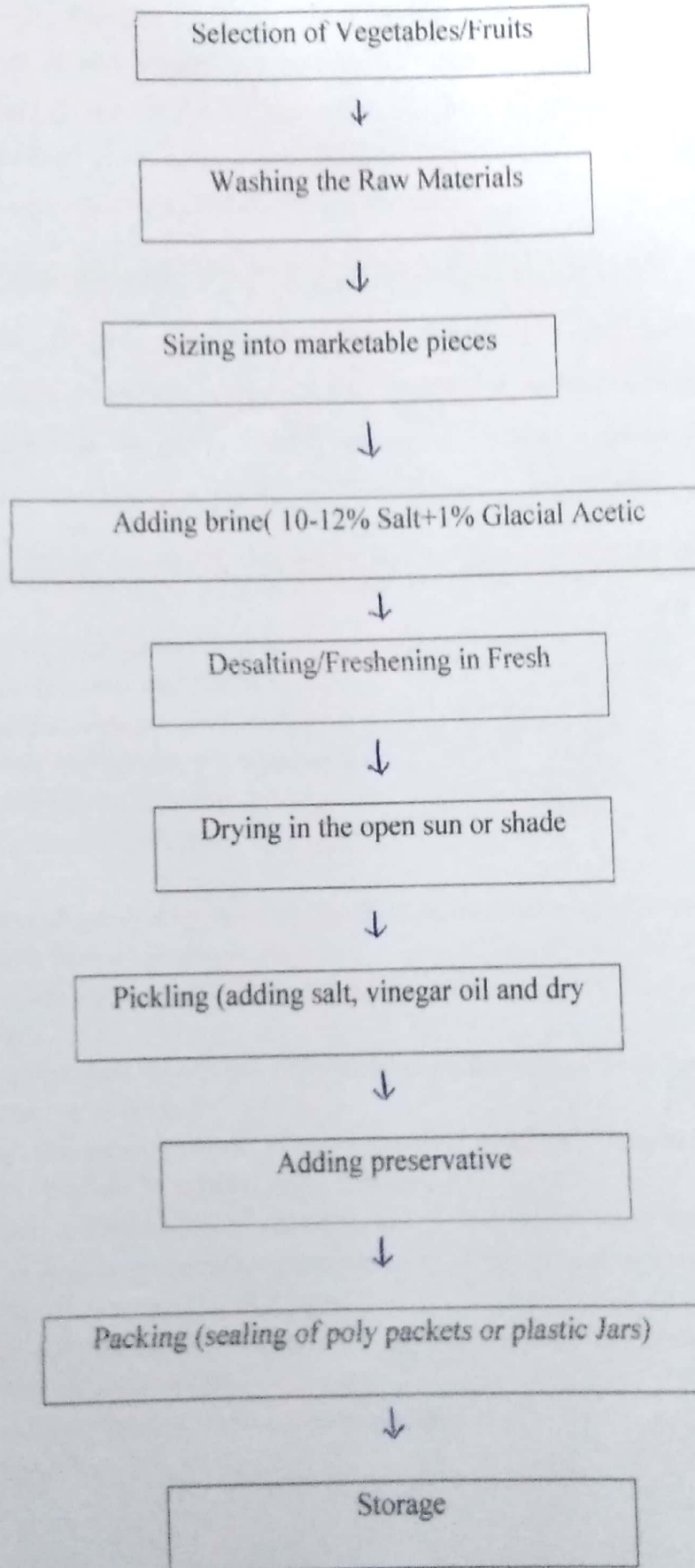
The pickle market is highly fragmented because of the presence of several large and small vendors and the competition is on the basis of factors such as price, quality, innovation, reputation, service, distribution and promotion to grab lion share in the market. Pickle making is an ideal business on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

## 6. Achar Chutney/Pickle making business Plan

Before starting any 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 has 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 lingad is naturally growing fern spp. free of cost in the nearby moist areas and nallas.

## Flow chart of the Achar Chutney/Pickle 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 as per the rules.

## 8. Different type of Achar/Pickle

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 chillies, 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 labour-intensive work.
- Compete with other old and well-known product.

### ❖ Opportunity

- There are good opportunities of profiles 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. Achar chutney/ Pickle making equipments

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 equipments will also be included for procurement which will help the SHG to scale of its activities at larger level. The following equipments will be procured initially to start the plan:

A. CAPITAL COST		
Sr. No.	Equipments	Approximately Cost
1.	Grinder Machine	17500
2.	Vegetable dehydrator	27500
3.	Cooking arrangement ( commercial Gas cylinder with Chula)	6000
4.	Pickle Mixer	11000
5.	Weighing Scale 2 Nos	9500
6.	Packaging/Sealing unit	13000
7.	Labeling Maching	13000
<b>Total</b>		<b>97500/-</b>

Sr. No.	Utensils	Quantity	Unit Price	Total Amount
1.	Pattila	2	5000	10000
2.	Card Board	6	150	900
3.	Cutter with stand	8	600	4200
4.	Knife	15	100	1500
<b>Total</b>				<b>16600/-</b>
<b>Total Capital Cost</b>				<b>114100/-</b>





## 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, 1kg and 2kg containers/pouches.

In addition to this SHG will hire a spacious room which will be use for operational activities, temporary storage and the command area being in village. The rent per month is presumed to be Rs. 3000 per month. Electricity and water charges have been estimated Rs.1000 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 asunder:

B. RECURRING COST					
Sr. No.	Particulars	Unit	Quantity	Unit/Cost	Total Amount
1.	Room Rent	Monthly	1	1500	1500
2.	Water and Electricity Charges	Monthly	1	1000	1000
3.	Raw Material	Kg	800	50	40000
4.	Spices etc	Kg	100	200	20000
5.	Mustard Oil (Sarson)	Kg	75	250	18750
6.	Packaging Material	Kg	15	150	2250
7.	Transportation Charges	Monthly	L/S	5000	5000
8.	Clinical Gloves, head cover and aprons etc.	Monthly	L/S	4500	4500
<b>Total Recurring Cost</b>					<b>93000/-</b>

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	93000
2.	10% Depreciation monthly on Capital Cost (114100/12x10)	950 /
3.	<b>Total</b>	<b>93950/-</b>

## Average income monthly by way of sale of Achar Chutney/Pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Sale of Pickle	800Kg	200/	160000



### 13. Cost Benefits Analysis

Sr. No.	Particulars	Amount
1.	Total recurring Cost	93000
2.	Total Sale Amount	160000
3.	Net profit	67000
4.	Distribution of Net Profit	<ol style="list-style-type: none"><li>1. Out of total sale of Rs 160000 in 1<sup>st</sup> month one lakh rupees will be kept for further investment in IGA.</li><li>2. Rs 60000 the remaining out of total sale will be kept as emergency fund in the SHG account for the 1<sup>st</sup> month.</li></ol>

### 14. Fund Flow arrange in the SHG

Sr. No.	Particulars	Total Amount	Project contribution	SHG Contribution
1.	Total Capital Cost	114100	57050	57050
2.	Total Recurring Cost	93000		93000
3.	Training/Capacity building/Skill Upgradation	40000	40000	
<b>Total</b>		<b>247100</b>	<b>97050</b>	<b>150050</b>

Note: I) Capital Cost - 50% Capital Cost will be done by the project and 50% by the SHG  
II) Recurring Cost - Recurring Cost to be done by the SHG.  
III) Training and Capacity building/Skill upgradation to be done by the project.

### 15. Training Capacity Building Skill Upgradation.

The Cost of Training/Capacity Building and skill upgradation will entirely done by the project. These are some of the areas which are proposed to be taken care of under these components.

- 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 Apple, Amla, Pulses, wheat, Maize, etc. of the villagers and the local people in the vicinity. It will be additionally 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 are as:

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

## GROUP MEMBER PHOTOS



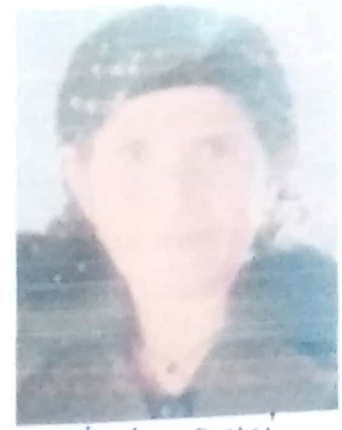
Reena Devi  
(President)



Divya  
(Secretary)



Pooja  
(Treasurer)



Vimla Devi  
(Member)



Shalini  
(Member)



Vimla Devi  
(Member)



Kamla Devi  
(Member)



Sunita Devi  
(Member)



Neha Devi  
(Member)



Sundari Devi  
(Member)



Nisha Devi  
(Member)



Surtu Devi  
(Member)



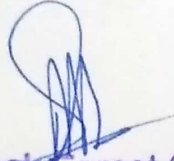
Indira Devi  
(Member)


## Certificate

The Business plan of Self Help Group Tikker-1 for the IGA of Achar and Chutney/Pickle was presented before the General House of VFDS Tikker-2 for approval. After long discussion and thoughtful deliberation by the different members, the business plan was approved for adoption in the SHG and further implementation by the members of the SHG.


Dated: 18-12-2021  
Place: Tikker

प्रधान (Kandari)  
स्वयं सहायता समूह  
टिककर-1  
President SHG

  
Block Forest Office:  
Treasurer VFDS  
KANDA

  
PRESIDENT  
Village Forest Development  
Society Tikker  
President VFDS

  
Range Forest Officer  
Forest Range Kanda  
FTU Officer Kanda

Approved  
  
DMU-cum-Divisional Forest Officer  
Chopal Forest Division Chopal

