

BUSINESS PLAN

INCOME GENERATING ACTIVITY –Pickle Making and Value Addition

by

Baal Shakti- Self Help Group



SHG/CIG Name	::	Baal Shakti
VFDS Name	::	Baghi-I
Range	::	Kotkhai
Division	::	Theog

Prepared Under-



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

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1. Description of SHG/CIG

1	SHG/CIG Name	::	Baal Shakti
2	VFDS	::	Baghi-I
3	Range	::	Kotkhai
4	Division	::	Theog
5	Village	::	Baghi-I
6	Block	::	Gohach
7	District	::	Shimla
8	Total No. of Members in SHG	::	11
9	Date of formation	::	25-04-2022
10	Bank a/c No.	::	42910107109
11	Bank Details	::	The H.P State Co-operative Bank Ltd. ,Pragati Nagar
12	SHG/CIG Monthly Saving	::	Rs. 100 per month by each member
13	Total saving		Rs. 7400/-
14	Total inter-loaning		--
15	Cash Credit Limit		--
16	Repayment Status		--

2. Beneficiaries Detail:

Sr. No	Name	Father/Husb and Name	Age	Category	Income Source	Address
1	Kaushalya Chauhan (7018697679)	Narinder Pal	46	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
2	Rekha Sharma (99015281791)	Anant Ram	40	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
3	Beena Chauhan (8580412575)	Surinder Pal	46	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
4	Sarla Chauhan (7807552286)	Ramesh Chand	47	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
5	Illa Chauhan (7874780133)	Prakash Chand	42	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
6	Neena Chauhan (7876531855)	Bir Singh	35	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
7	Kala Sharma (7807887429)	Bhagat Ram	43	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
8	Sarita Sharma (7807155318)	Umesh	28	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla-

						171202
9	Reena Sharma (9816765953)	Geeta Ram Sharma	45	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
10	Kaushalya Dogra (9816577598)	BalaNand	58	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202
11	Sheela Devi (9816136682)	Atma Ram	48	General	Agriculture	Vill.Baghi-I, P.O. Devgad, Tehsil- Kotkhai, Distt. Shimla- 171202

3. Geographical details of the Village

1	Distance from the District HQ	::	80Km
2	Distance from Main Road	::	7km
3	Name of local market & distance	::	Gumma (11Km)
4	Name of main market & distance	::	Kotkhai (17km)
5	Name of main cities & distance	::	
6	Name of main cities where product will be sold/ marketed	::	Gumma(11Km); Kotkhai(17km)

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 green chilli, garlic, mixetc and papad 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 GreenChilli, Garlic etc 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 value addition
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 value addition items. 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, mixing, drying etc.

7. Description of Production Planning

1	Production Cycle for Mix Pickle (in days)	::	3 days
	Production Cycle for Garlic Pickle (in days)		3 days
2	Manpower required per cycle (No.)	::	all ladies
3	Source of raw materials	::	Local market/ Main market
4	Source of other resources	::	Local market/ Main market
5	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	Garlic/green chilli/Galgal (Hill lemon)	Kg	Monthly	100	100	10,000	100
2	Masala	Kg	Monthly	50	150	7500	
1	Mix Vegetable	Kg	Monthly	100	50	5000	100
2	Masala	Kg	Monthly	50	150	7500	

8. Description of Marketing/ Sale

1	Potential market places	::	Gumma, Kotkhai, Theog, Shimla, Jubbal
2	Distance from the unit	::	11 to 80Km approximately
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"		"KARM JI POOJA"

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.

Pickle is a food item therefore different regulations of the state govt.need to be followed. Since the IGA is been taken up initially on small scale therefore, these legal issues will be addressed locally by the SHG members by obtaining a food handling Licence from the local authorities. The business will be operated from home, therefore the tax regulations of self- employed groups will be taken care as per the rules.

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	15000
6	Finished product storage almirah/racks		LS	15000
7	Hand Operated Jar Sealing Machine	1	15000	15000
8	Apron, cap, plastic hand gloves etc	5	LS	2000
9	Gas chullah/ Cylinder (with 3 burners)	1	10000	10000
Total Capital Cost (A) =				125000

B. RECURRING COST					
Sr.no	Particulars	Unit	Quantity	Price	Total Amount (Rs)
1	Garlic/green chilli/Galgal (Hill lemon)	Kg/month	100	100	10,000
2	Raw material (masala)	Kg/month	100	150	15000
3	Mix vegetables	Kg/month	100	50	5000
4	Packaging material	Month	LS	10000	10000
5	Transportation	Month	1	4000	4000
6	Other (stationary, electricity, water bill, machine repair)	Month	1	3000	3000
Recurring Cost					47000

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

If the business expand the Capital Cost and recurring cost will be revised as per the requirement.

C Cost of Production (Monthly)		
Sr. No	Particulars	Amount (Rs)
1	Total recurring cost	47,000
2	10% depreciation annually on capital cost	12000
	Total	59000

D			
Selling Price calculation for Garlic/green chilli/Galgal (Hill lemon)(per cycle)			
Sr.No	Particulars	Unit	Amount (Rs)
1	Cost of Production	Kg	150
2	current market price	Kg	200-350
3	Expected Selling Price	Rs	250

E			
Selling Price calculation for Mix Vegetable Pickle (per cycle)			
Sr.No	Particulars	Unit	Amount (Rs)
1	Cost of Production	Kg	100
2	current market price	Kg	200-300
3	Expected Selling Price	Rs	200

12. Analysis of Income and Expenditure (Monthly):

Sr.No	Particulars	Amount (Rs)/kg
1	10% depreciation annually on capital cost	12000
2	Total Recurring Cost	47000
	Total Production per month Garlic/green chilli/Galgal (Hill lemon)pickle(Kg)	100kg
3	Selling Price (per Kg)	250
4	Income generation (250*100)	25000
5	Total Production per month Mix vegetables pickle(Kg)	100kg
6	Selling Price (per Kg)	200
7	Income generation (200*100)	20000
8	Net profit	45000
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	125000	93750	31250
2	Total Recurring Cost	47000	0	47000
3	Trainings/capacity building/ skill up-gradation	50,000	50,000	0
	Total	222000	143750	78000

Note-

- **Capital Cost** - 75% of capital cost to be covered under the Project
- **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 utilized for purchase of machineries and equipments• UptoRs1 lakh will be parked in the SHG bank account.• Training/capacity building/ skill up-gradation cost.	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, this include cost of materials/tools other than machineries.• 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)

= 1,25,000/(250-150)

= 350 Kg

In this process breakeven will be achieved after selling 350 kg achaar.

17. 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.

18. 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

Group members Photos-

S.No	Name	Photo
1	Kaushalya Chauhan	 A portrait of a woman with a blue headscarf, wearing a patterned beige and black top, sitting on a dark surface.
2	Rekha Sharma	 A full-body portrait of a woman wearing a blue dress and a grey patterned vest, standing outdoors in a natural setting.
3	Beena Chauhan	 A full-body portrait of a woman wearing a grey patterned top and a green and blue patterned shawl, standing outdoors on a dirt path.

4	Sarlah Chauhan	 A portrait of Sarlah Chauhan, a woman wearing a pink floral-patterned dress and a dark vest. She is also wearing a pink headscarf and a necklace with a gold pendant. The background is a stone wall.
5	Illa Chauhan	 A portrait of Illa Chauhan, a woman wearing a dark, patterned dress and a colorful headscarf. She is sitting on a blue sofa with a green bag next to her. The background is a plain wall.
6	Neena Chauhan	 A portrait of Neena Chauhan, a woman wearing a green and yellow patterned dress and a colorful headscarf. She is wearing a necklace with a gold pendant. The background is a window with a view of trees.

7	Kala Sharma	 A portrait of a woman wearing a red and pink traditional Indian outfit with a matching headscarf, sitting on a blue sofa.
8	Sarita Sharma	 A portrait of a woman wearing a light-colored traditional Indian outfit with a red headscarf, sitting on a blue sofa in front of a wooden table.
9	Reena Sharma	 A portrait of a woman wearing a white traditional Indian outfit with a dark vest and a red headscarf, sitting on a bed with a colorful patterned blanket.
10	KaushalyaDogra	 A portrait of a woman wearing a blue and green traditional Indian outfit with a dark vest and a red headscarf, sitting on a wooden table.

11

Sheela Devi



Annexure

We the member of group hereby consented to actively participate in the IG Activity opted by the group.. Baal Shakti..... as per the guideline of JICA Project For Improvement of HP Forest Ecosystems management and Livelihood and coordination with the VFDS.

The details of the members is as under:

Sr.No.	Name	Father/Husb and Name	Age	Category	Income Source	Signature
1	Kaushalya Chauhan	Narinder Pal	46	General	Agriculture	<i>Kaushalya</i>
2	Rekha Sharma	Anant Ram	40	General	Agriculture	<i>Rekha</i>
3	Beena Chauhan	Surinder Pal	46	General	Agriculture	<i>Beena</i>
4	Sarla Chauhan	Ramesh Chand	47	General	Agriculture	<i>Sarla</i>
5	Illa Chauhan	Prakash Chand	42	General	Agriculture	<i>Illa</i>
6	Neena Chauhan	Bir Singh	35	General	Agriculture	<i>Neena</i>
7	Kala Sharma	Bhagat Ram	43	General	Agriculture	<i>Kala</i>
8	Sarita Sharma	Umesh	28	General	Agriculture	<i>Sarita</i>
9	Reena Sharma	Geeta Ram Sharma	45	General	Agriculture	<i>Reena</i>
10	Kaushalya Dogra	BalaNand		General	Agriculture	<i>Kaushalya</i>
11	Sheela Devi	Atma Ram	48	General	Agriculture	<i>Sheela</i>

Business Plan Approval by VFDS

Baal Shakti 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. 2220000 has been submitted by this group on Dated 29/9/2022 and the Business Plan has been approved by VFDS ... Baghi - I

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

Thank You

Kaushalya
Signature of Group President
प्रधान
बाल शक्ति स्वयं सहायता समूह बागी-1
श्री. प. देवगढ़, तह: कोटवाड़ी
जिला शिमला हि.प्र

Signature of Group Secretary
प्रधान
बाल शक्ति स्वयं सहायता समूह बागी-1
श्री. प. देवगढ़, तह: कोटवाड़ी
जिला शिमला हि.प्र

Resolution-cum -Group-Consensus Form

It is decided in the General House Meeting of the group Baal shakti

Held on 29/9/2022 at Baghi village.....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
(JICAAssisted)

Kaushlya सचिव
Signature of Group President
बाळ शक्ति स्वयं सहायता समूह
गा. प. देवगढ, तह: कोटखाई
जिला शिमला हि.प्र

R. Deora सचिव
Signature of Group Secretary
बाळ शक्ति स्वयं सहायता समूह बाजी-1
गा. प. देवगढ, तह: कोटखाई
जिला शिमला हि.प्र

<p>1. Bir Singh VFDS</p> <p>President</p> <p><i>Bir Singh</i> President VFDS Baghi</p>	<p>2. Kausalya.....SHG Chauhan</p> <p>President <i>Kausalya</i> सचिव प्रधान बाल शक्ति स्वयं सहायता समूह बाजी, गा. प. देवगढ़, तह: कोटरवाह जिला शिमला हि.उ</p>
<p>3. Krishna VFDS <i>Krishna</i></p> <p>Secretary</p>	<p>4. Rckha Sharma SHG <i>R Sharma</i></p> <p>Secretary सचिव प्रधान बाल शक्ति स्वयं सहायता समूह बाजी, गा. प. देवगढ़, तह: कोटरवाह जिला शिमला हि.प्र</p>

Submitted to DMU through FTU

Name and Signature of FTU officer.

R Sharma

<p>पञ्चानन DS पञ्चानन स्वयं सहायता समूह क्षेत्र: कोटखाई जिला: सिन्धुदोल सचिव</p> <p>Signature of Secretary</p>	<p>पञ्चानन kaushalya पञ्चानन स्वयं सहायता समूह क्षेत्र: कोटखाई जिला: सिन्धुदोल</p> <p>Signature of SHG President</p>
<p>K. S. Sharma</p> <p>Signature of VFDS Secretary</p>	<p>K. S. Sharma VFDS Baghi-I</p> <p>Signature of VFDS President</p>
<p>Sharma IC Forest Officer</p> <p>Signature of Forest Guard</p>	<p>Sharma Forest Officer</p> <p>Signature of Block Officer</p>
<p>Signature of RFO K. S. Sharma Range Forest Officer Forest Range Kotkhai</p>	

AS
 Approved by DMU