

BUSINESS PLAN

INCOME GENERATING ACTIVITY–Achar Chutney/Pickle Making

by

Shakti JICA- Self Help Group



SHG/CIG Name	::	Shakti JICA
VFDS Name	::	Aund
Range	::	Nurpur
Division	::	Nurpur

Prepared Under–



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

Table of Contents

Sl.No.	Particulars	Page/s
1	Introduction	3
2	Description of SHG/CIG	3
3	Beneficiaries Detail	4
4	Geographical details of the Village	4
5	Selection of raw material and market potential	4
6	Achar chutney/pickle making business plan	5
7	Achar chutney/pickle making business compliance	6
8	Different types of Achar/pickles	7
9	SWOT Analysis	7
10	Achar chutney/Pickle making equipments	8
11	Achar chutney/pickle making raw material	8
12	Cost of production (monthly)	9
13	Cost benefit analysis (monthly)	10
14	Fund flow arrangement in the SHG	10
15	Training capacity building skill upgradation	10
16	Other sources of income	11
17	Monitoring method	11
18	Remarks	11
	Group members Photos	

1. Introduction

Achar/Pickles are very important ingredient of dining table across the globe and more often 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 hereunder:

2. Description of SHG/CIG

1	SHG/CIG Name	::	Shakti JICA
2	VFDS	::	Aund
3	Range	::	Nurpur
4	Division	::	Nurpur
5	Village	::	Kopra
6	Block	::	Nurpur
7	District	::	Kangra
8	Total No. of Members in SHG	::	18-Female
9	Date of formation	::	
10	Bank a/c No.	::	50074862148
11	Bank Details	::	Kangra Central co-operative Bank Chougan
12	SHG/CIG Monthly Saving	::	-
13	Total saving	::	
14	Total inter-lending	::	/-
15	Cash Credit Limit	::	/-
16	Repayment Status	::	/-
17	Interest rate	::	-

3. BeneficiariesDetail:

Sr. No	Name (Smt.)	Age	Category	Income Source	Address
1	Asha Begam	35	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
2	Neena Devi	32	GEN	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
3	Nasiba Bibi	34	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
4	Sawarna Bibi	32	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
5	Vimla Devi	32	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
6	Beena Bibi	33	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
7	Rajiya Bibi	34	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
8	Neelam Bibi	31	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
9	Lalita Devi	30	SC	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
10	Neelam	32	SC	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
11	Godo Bibi	31	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
12	Rajiya Bibi	34	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
13	Bandana Devi	35	SC	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
14	Sehnaz	36	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
15	Smina Bibi	31	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
16	Amina Bibi	32	ST	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
17	Radha Devi	34	SC	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP
18	Saroj Kumari	34	SC	Agriculture	VPO Aund Tehsil Nurpur Distt. Kangra HP

4. Geographical details of the Village

1	Distance from the District HQ	::	75Km
2	Distance from Main Road	::	5Km
3	Name of local market & distance	::	Nurpur 7Km
4	Name of main market & distance	::	Nurpur 7Km
5	Name of main cities & distance	::	Kangra 70Km & Pathankot 36 km
6	Name of main cities where product will be sold/marketed	::	Kangra 70Km & Pathankot 36 km

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 serves as a 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.

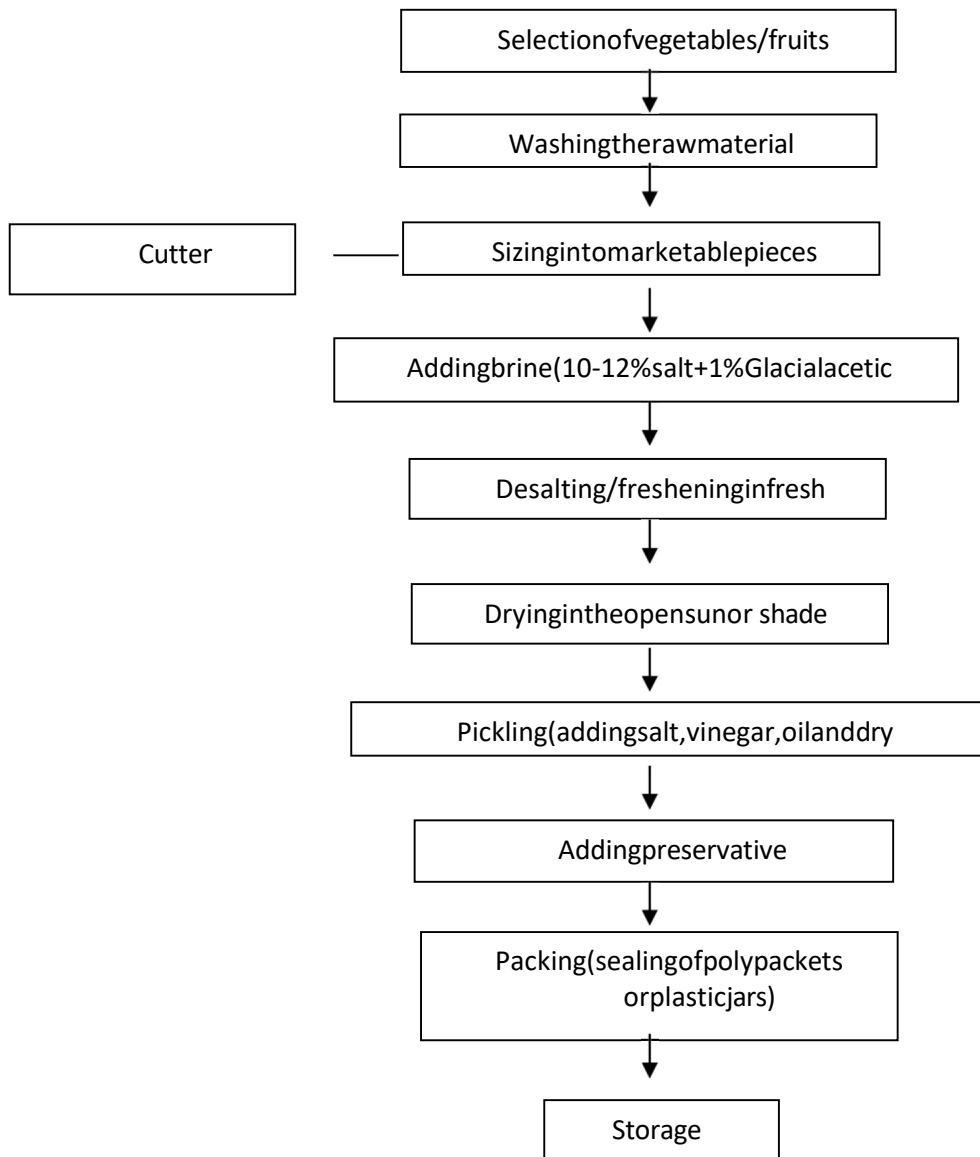
The pickle market is highly fragmented because of the presence of several large and small vendors and the competition is on the basis of factors such as price, quality, innovation, reputation, service, distribution and promotion to grab lion share in the market. Pickle making is an ideal business on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

6. Acharchutney/picklemakingbusinessplan

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 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 nullahas. People of the small townships around this group has inherent liking towards this lingad pickle which otherwise is not available in the open markets.

Flowchart of the Acharchutney making process



7. Acharchutney/pickle making business compliance

Pickle is a food item therefore different regulations 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 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 tastes and flavours 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 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 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.
- Sudden increase in price of raw material
- Competitive market

10. Acharchutney/Picklemakingequipments

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.CAPITALCOST		
Sr.No.	Equipment	Approximatelycost
1.	Grindermachine	25000
2.	Vegetabledehydrator	45000
3.	Cooking arrangement (commercial Gas cylinder with chullah)	18000
4.	Picklemixer	15000
5.	Weighingscale(2no.'s)	12000
6.	Packaging/sealing unit	22000
7.	Labellingmachine	15600
	Total	152600

Sr. No.	Utensils	Quantity	Unitprice	Total amount
1.	Pattila	4	7000	28000
2.	Cardboard	18	300	5400
3.	Cutterwith stand	15	1000	15000
4.	Knife	16	350	5600
	Total			54000
	Totalcapitalcost			206600

11. Acharchutneypicklemakingrawmaterial

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, chilli, 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 500 g, 1 kg and 2 kgcontainers/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 as under:

B.RECURRINGCOST					
Sr. No.	Particulars	Unit	Quantity	Unitcost	Total amount
1.	Roomrent	Permonth	1	4000	4000
2.	Water&electricity charges	Permonth	1	1500	1500
3.	Rawmaterial	K g	1200	200	240000
4.	Spicesetc.	K g	200	350	70000
5.	Sarson(mustard)oil	K g	120	250	30000
6.	Packagingmaterial	K g	25	350	8750
7.	Transportation charges	Month	L/S	8000	8000
8.	Clinicalgloves,head coverand apronetc.	Month	L/S	6000	6000
Totalrecurring cost					368250

Note: The group members will do the work themselves and therefore labour cost has not beenincludedandthememberswill managebetweenthemtheworkingscheduleto be followed.

12. Costofproduction(monthly)

Sr.No.	Particulars	Amount
1.	Totalrecurringcost	368250
2.	10% depreciation monthly on capital cost (206600)	1720
	Total	369970

Averageincomemonthlybywayofsaleof achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Saleofpickles	1200 kg	450/Kg	540000

13. Costbenefitanalysis(monthly)

Sr. No.	Particulars	Amount
1.	Totalrecurringcost	369970
2.	Totalsaleamount	540000
3.	Netprofit	170030
4.	Distributionofnetprofit	1. Out of total sale of Rs. 540000 in 1 st month fourlakh rupees will be kept for further investment in IGA 2. Rs. 140000 the remaining out of total sale will be kept as emergency fund in the SHG accountforthe1 st month

14. FundflowarrangementintheSHG

Sr. No.	Particulars	Total amount	Project contribution	SHG contribution
1.	Totalcapitalcost	206600	103300	103300
2.	Totalrecurringcost	369970	0	369970
3.	Training/ capacity building, skill upgradation	60000	60000	0
Total		636570	163300	473270

Note:i)Capitalcost-50%capitalcostwillbebornebytheprojectand50%bytheSHG

ii) Recurringcost-tobornebytheSHG

iii) Trainingandcapacitybuilding/skillupgradationtobornebytheproject

15. Trainingcapacitybuildingskillupgradation

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

- i) Costeffectiveprocurementofrawmaterial
- ii) Qualitycontrol
- iii) Packagingandmarketing practices
- iv) Financialmanagementandresource mobilization

16. **Othersourcesofincome**

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. **Monitoringmethod**



- 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

18. **Remarks**

GroupmembersPhotos-

 Ashad	 Secretary	 Kasha	 Shakti Jica And
Asha Begam	Neena Devi	Nabba Bibi	Sawarna Bibi
			
Vimla Devi	Beena Bibi	Rajia Bibi	Neelam Bibi
			
Lakita Devi	Neelam	Gudo Bibi	Rajia Bibi
			
Bandna Devi	Shahnaz	Smina Bibi	Amiwa Bibi
			
Radha Devi	Suroj Kumar		

Resolution cum Group Consensus Form

It is decided in the general house meeting of the group Shakti JICA held on 17-9-2022 at Aund that our group will undertake the Pickle making as livelihood income generation activity Under the project for implementation of Himachal Pradesh forest ecosystem Management and livelihood (JICA assisted)

Asha Begam

Signature of Group President

प्रधान
शक्ति JICA स्वयं सहायता समूह
वार्ड न.-7 औदं

Neeraj Doshi

Signature of Group Secretary

सचिव
शक्ति JICA स्वयं सहायता समूह
वार्ड न.-7 औदं

Business Plan Approval by VFDS & DMU

Shakti JICA Group will undertake the Pickle Making 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 636570 has been submitted by group on 17/09/2022 and the business plan has been approved by the VFDS Aund

Business plan is submitted through FTU for further action please

Thank you
प्रधान Abha Begam
Signature शक्ति JICA स्वयं सहायता समूह
बार्ड नं.-7 अौदं

Neena Deen
Signature शक्ति JICA स्वयं सहायता समूह
बार्ड नं.-7 अौदं

Signature of President VFDS

Ash
प्रधान सचिव
ग्राम वन विकास समिति और
ग्राम संचालक अौद त नूरपुर
जिला कांगडा (शि.प्र.)

Cumy
DMU - cum - DFO
Nurpur Forest Division
Nurpur

Approved

DMU cum Nurpur