

BUSINESSPLAN

INCOMEGENERATINGACTIVITY–AcharChutney/PickleMaking

by

Vandana -SelfHelpGroup



SHG/CIGName	::	VANDANASHG
VFDSName	::	Minjgran
Range	::	Nurpur
Division	::	Nurpur

PreparedUnder–



**ProjectforImprovementofHimachalPradeshForestEcosystems
Management&Livelihoods(JICAAssisted)**

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 equipment's	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	::	VANDANA SHG
2	VFDS	::	Minjgran
3	Range	::	Nurpur
4	Division	::	Nurpur
5	Village	::	Minjgran
6	Block	::	Nurpur
7	District	::	Kangra
8	Total No. of Members in SHG	::	10
9	Date of formation	::	
10	Bank a/c No.	::	50074999740
11	Bank Details	::	Kangra Co-operative Bank
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	Age	Category	IncomeSource	Address
1	Chaya Devi	32	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
2	Neelam Devi	34	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
3	Jeevana Devi	42	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
4	Rano Devi	60	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
5	Ranjana Devi	50	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
6	Soni Devi	35	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
7	Mamta Rani	45	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
8	Kamla Devi	40	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
9	Lalita	40	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP
10	Nisha devi	30	OBC	Agriculture	Village Minjgran PO Bhadwar Tehsil Nurpur Distt. Kangra HP

4. Geographical detail of the Village

1	Distance from the District HQ	::	55Km
2	Distance from Main Road	::	1Km.
3	Name of local market & distance	::	Bhadwar- 2Km
4	Name of main market & distance	::	Nurpur -15KM
5	Name of main cities & distance	::	Kangra 55Km, Pathankot 36 Km
6	Name of main cities where product will be sold/ marketed	::	Nurpur, Jassur, Kangra Pathankot

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 Vandanapicularly 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.

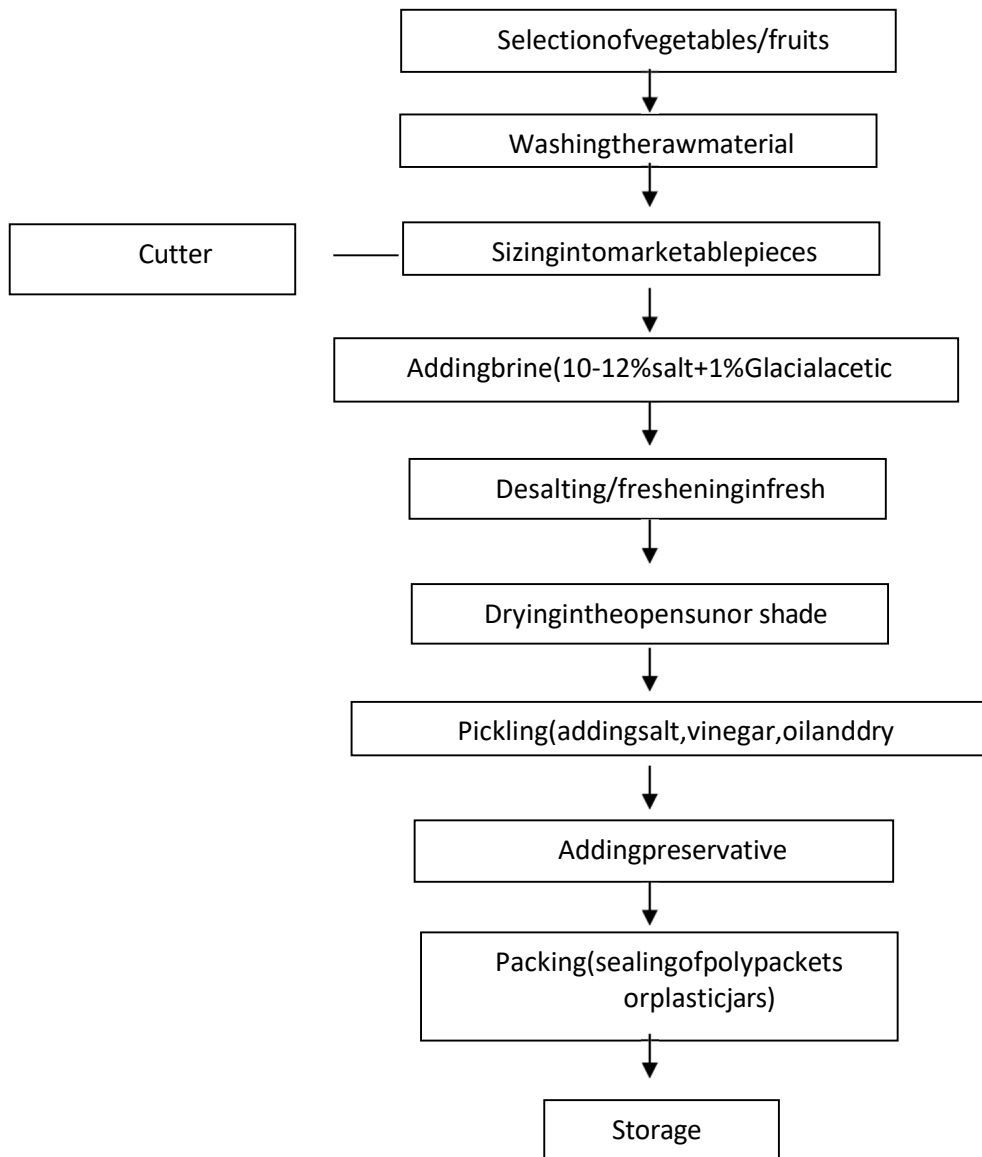
The pickle market is highly fragmented because of the presence of several large and small vendors and the competition is on the basis of factors such as price, quality, innovation, reputation, service, distribution and promotion to grab lion share in the market. Pickle making is an ideal business on the small scale and mainly for the housewives and other women workforce. In this case it was felt when the sellers of pickles from minjgran Nurpur and Kangra cancel their pickles in command area 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 addressed 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 taste 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

a. Strength–

- i. Activity is being already done by some SHG members
- ii. Raw material easily available
- iii. Manufacturing process is simple
- iv. Proper packing and easy to transport
- v. Product shelf life is long
- vi. Homemade, lower cost

b. Weakness–

- i. Effect of temperature, humidity, moisture on manufacturing process/product.
- ii. Highly labour-intensive work.
- iii. Compete with other old and well-known products

c. Opportunity–

- i. There are good opportunities of profits as product cost is lower than other same categories products
- ii. High demand in – Shops – Fast food stalls – Retailers – Wholesalers – Canteen – Restaurants – Chefs and cooks – Housewives
- iii. There are opportunities of expansion with production at a larger scale.
- iv. Daily/weekly consumption and consumed by all buyers in all seasons

d. Threats/Risks–

- i. Effect of temperature, moisture at time of manufacturing and packaging particularly in winter and rainy season.
- ii. Sudden increase in price of raw material
- iii. 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 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.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	3	9000	27000
2.	Cardboard	8	300	2400
3.	Cutterwith stand	6	1100	6600
4.	Knife	10	300	3000
	Total			39000
	Totalcapitalcost			191600

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 Bamboo Shoot (Maanu) , 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 250g, 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. 4000 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. 200 per kg and keeping in view the manpower available at our disposal at least 350 kg of achar will be produced in one week and it amounts to be 1400 kg in one month. Accordingly, therefore recurring cost for 1400 kg of achar is calculated as under:

B.RECURRINGCOST					
Sr. No.	Particulars	Unit	Quantity	Unitcost	Total amount
1.	Roomrent	Permonth	1	3000	3000
2.	Water&electricity Charges	Permonth	1	1000	1000
3.	Rawmaterial	K g	560	200	112000
4.	Spicesetc.	K g	70	300	21000
5.	Sarson(mustard)oil	K g	60	250	15000
6.	Packagingmaterial	K g	12	350	4200
7.	Transportation Charges	Month	L/S	6000	6000
8.	Clinicalgloves,head coverand apronsetc.	Month	L/S	7000	7000
Totalrecurring cost					169200

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	169200
2.	10% depreciation monthly on capital cost (169200)	1410
	Total	170610

Averageincomemonthlybywayofsaleof achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Saleofpickles	560kg	450/Kg	252000

13. Costbenefitanalysis(monthly)

Sr. No.	Particulars	Amount
1.	Totalrecurringcost	169200
2.	Totalsaleamount	252000
3.	Netprofit	82800
4.	Distributionofnetprofit	Out of total sale of Rs. 630000 in 1 st month on Fivelakh rupees will be kept for further investment in IGA Rs. 130000 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	Projectcontri bution	SHGcontribu tion
1.	Totalcapitalcost	152600	76300	76300
2.	Totalrecurringcost	169200	0	169200
3.	Training/ capacity building,skill upgradation	60000	60000	0
Total		381800	136300	245500

Note:i)Capitalcost-50%capitalcostwillbebornebytheprojectand50%bytheSHG

ii) Recurringcost-tobornebytheSHG

iii) Trainingandcapacitybuilding/skillupgradationtobornebytheproject

iv)

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) Financialmanagementandresourcemobilization

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-



wd

Chaya Devi (Pardhan)



Neelam devi (secretary)



Jivana (cashier)



Kamla Devi



Lalita



Mamta rani



Nisha rani



Ranjnadevi



Rano Devi



Soni Devi

Resolution cum Group Consensus Form

It is decided in the general house meeting of the group Vandana held on 15-9-2022 at Minjraah 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).

Chhaya Devi

प्रधान सचिव कोषाध्यक्ष
वन्दना (JICA) स्वयं सहायता समूह
वार्ड न. 4, मिजराां, तह. नूरपुर
Signature of Group President

Nalam Devi

प्रधान सचिव कोषाध्यक्ष
वन्दना (JICA) स्वयं सहायता समूह
वार्ड न. 4, मिजराां, तह. नूरपुर
Signature of Group Secretary

Business Plan Approval by VFDS & DMU

Vandana 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. 381800 has been submitted by group on 15/09/2022 and the business plan has been approved by the VFDS Minjgrah

Business plan is submitted through FTU for further action please.

Thank you.

Chhaya Devi
प्रधान सचिव कोषाध्यक्ष
बन्दना (JICA) स्वयं सहायता समूह
वार्ड नं. 4, मिजग्रा, तह. नूरपुर
Signature of Group President

Nedant Devi
प्रधान सचिव कोषाध्यक्ष
बन्दना (JICA) स्वयं सहायता समूह
वार्ड नं. 4, मिजग्रा, तह. नूरपुर
Signature of Group Secretary

Dotiwal
President
VFDS Minjgrah
Signature of President VFDS

Chhaya Devi
DMU - cum - DFO
Nurpur Forest Division
Nurpur
Approved
DMU cum Nurpur