

# BUSINESS PLAN

INCOME GENERATING ACTIVITY –Achar Chutney/Pickle Making

by

Ganpati- Self Help Group



SHG/CIG Name	::	Ganpati
VFDS Name	::	Danni
Range	::	Nurpur
Division	::	Nurpur

**Prepared Under–**



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

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## 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	::	Ganpati
2	VFDS	::	Danni
3	Range	::	Nurpur
4	Division	::	Nurpur
5	Village	::	Danni
6	Block	::	Nurpur
7	District	::	Kangra
8	Total No. of Members in SHG	::	20-Female
9	Date of formation	::	15-06-2022
10	Bank a/c No.	::	50074978367
11	Bank Details	::	Kangra Central co-operative Bank Chougan
12	SHG/CIG Monthly Saving	::	50/-
13	Total saving	::	4500/-
14	Total inter-loaning	::	/-
15	Cash Credit Limit	::	/-
16	Repayment Status	::	/-
17	Interest rate	::	1%

**3. Beneficiaries Detail:**

Sr. No	Name (Smt.)	Father / Husband Name (Sh.)	Age	Category	Income Source	Address
1	Usha devi	Suresh sharma	35	ST	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
2	Anu devi	Anupam singh	33	ST	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
3	Deviki	Kishori lal	33	SC	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
4	Sawarna devi	Chain singh	40	ST	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
5	Radha devi	Yogesh	28	SC	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
6	Sushma devi	Pawan singh	37	GEN	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
7	Kirma devi	Ashok singh	29	GEN	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
8	Joni devi	Sawaroop singh	38	GEN	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
9	Champa devi	Pritam singh	49	GEN	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
10	Beena devi	Vishambr singh	50	SC	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
11	Jyoti bala	Nirender singh	39	GEN	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
12	Gilmo devi	Vikram singh	46	SC	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
13	Raju devi	Roshan lal	40	ST	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
14	Sudesh	Rakesh kumar	51	GEN	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
15	Isha devi	Ravi datt	60	GEN	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
16	Lilo devi	Charan	45	SC	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
17	Indra devi	Santokh singh	48	ST	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
18	Shanti	Ramel	42	SC	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
19	Aarti devi	Kuldeep singh	28	GEN	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP
20	Shila devi	Rajkumar	57	SC	Agriculture	VPO Danni Tehsil Nurpur Distt. Kangra HP

#### 4. Geographical details of the Village

1	Distance from the District HQ	::	65Km
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 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 Danni,

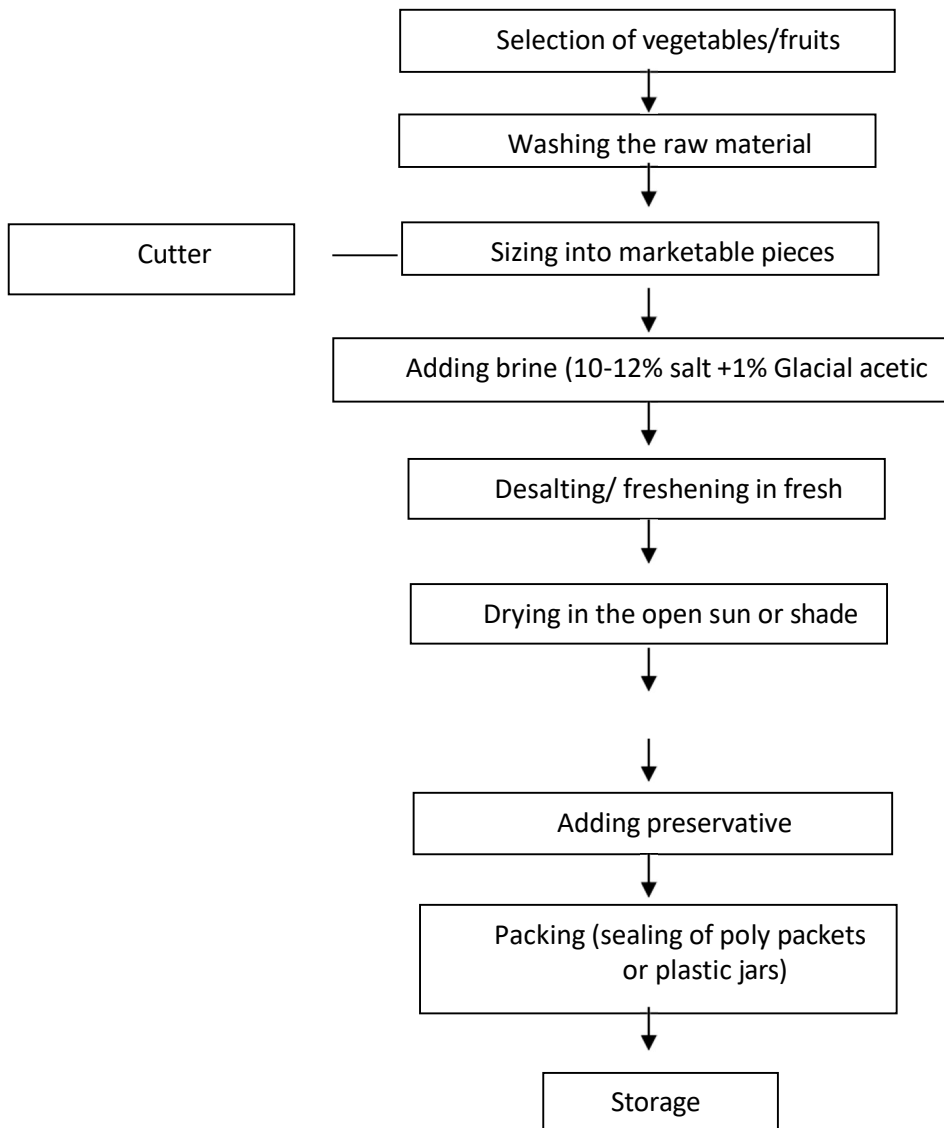
Nurpur and Kangra can sell their pickles in command area then this SHG can do it more vigorously and briskly and compete with such outsiders.

## **6. Achar chutney/ pickle making business plan**

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.

### Flow chart of the Achar chutney making process



#### 7. Achar chutney/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 labour-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. 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.	Equipment	Approximately cost
1.	Grinder machine	25000
2.	Vegetable dehydrator	45000
3.	Cooking arrangement (commercial Gas cylinder with chullah)	18000
4.	Pickle mixer	15000
5.	Weighing scale (2 no.'s)	12000
6.	Packaging/ sealing unit	22000
7.	Labelling machine	15600
	<b>Total</b>	<b>152600</b>

Sr. No.	Utensils	Quantity	Unit price	Total amount
1.	Pattila	4	7000	28000
2.	Card board	15	300	4500
3.	Cutter with stand	15	1000	15000
4.	Knife	16	350	5600
	<b>Total</b>			<b>53100</b>
	<b>Total capital cost</b>			<b>205700</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, 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 kg 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 as under:

<b>B. RECURRING COST</b>					
<b>Sr. No.</b>	<b>Particulars</b>	<b>Unit</b>	<b>Quantity</b>	<b>Unitcost</b>	<b>Total amount</b>
1.	Room rent	Per month	1	4000	4000
2.	Water & electricity charges	Per month	1	1500	1500
3.	Raw material	kg	1000	200	200000
4.	Spices etc.	kg	170	350	59500
5.	Sarson (mustard) oil	kg	110	250	27500
6.	Packaging material	kg	25	350	8750
7.	Transportation charges	month	L/S	8000	8000
8.	Clinical gloves, head cover and aprons etc.	month	L/S	6000	6000
<b>Total recurring cost</b>					<b>315250</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)

<b>Sr.No.</b>	<b>Particulars</b>	<b>Amount</b>
1.	Total recurring cost	315250
2.	10% depreciation monthly on capital cost (205700)	1714
	<b>Total</b>	<b>316964</b>

## Average income monthly by way of sale of achar/pickle

<b>Sr. No.</b>	<b>Particulars</b>	<b>Quantity</b>	<b>Cost</b>	<b>Amount</b>
1.	Sale of pickles	1000 kg	450/Kg	450000

### 13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	315250
2.	Total sale amount	450000
3.	Net profit	134750
4.	Distribution of net profit	1. Out of total sale of Rs. 450000 in 1 <sup>st</sup> month four lakh rupees will be kept for further investment in IGA 2. Rs. 134750 the remaining out of total sale will be kept as emergency fund in the SHG account for the 1 <sup>st</sup> month

### 14. Fund flow arrangement in the SHG

Sr. No.	Particulars	Total amount	Project contribution	SHG contribution
1.	Total capital cost	205700	102850	102850
2.	Total recurring cost	315250	0	315250
3.	Training/ capacity building, skill upgradation	60000	60000	0
<b>Total</b>		<b>580950</b>	<b>162850</b>	<b>418100</b>

Note: i) Capital cost- 50% capital cost will be borne by the project and 50% by the SHG

ii) Recurring cost- to be borne by the SHG

iii) Training and capacity building/ skill upgradation to be borne by the project

### 15. Training capacity building skill upgradation

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

- 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 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. 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 members Photos-

Ganpati Pickle Making



प्रधान ऊषा देवी



सचिव अनु देवी



कोषाअध्यक्ष देवी



ससदय स्वर्णा देवी



ससदय राधा देवी



ससदय सुषमा देवी



ससदय किरण देवी



ससदय जॉनी देवी



ससदय चम्पा देवी



ससदय वीना देवी



ससदय ज्योतीवाला



ससदय गितमा देवी



ससदय रंजु देवी



ससदय सुदेवी कुमारी



ससदय इच्छा देवी



ससदय लीला देवी



ससदय इन्द्रा देवी



ससदय मानता देवी



ससदय आरती देवी



ससदय शर्ला देवी

## Resolution cum Group Consensus Form

It is decided in the general house meeting of the group Ganpati held on 21-09-2022 at Danni 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).

*Anu Devi*

प्रधान, सचिव, कोषाध्यक्ष  
गणपति JICA स्वयं सहायता समूह  
वार्ड नं 4 डन्नी

Signature of Group President

*Anu Devi*

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Signature of Group Secretary

# Business Plan Approval by VFDS & DMU

Ganpati 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). In this regard business plan of amount Rs. 580950 has been submitted by group on 21/09/2022 and the business plan has been approved by the VFDS Danni

Business plan is submitted through FTU for further action please.

Thank you!

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Signature of Group President

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Signature of Group Secretary

Darshini  
President  
VFDS, Danni

Signature of President VFDS

[Signature]  
DMU - cum - DFO  
Nurpur Forest Division  
Nurpur  
Approved

DMU cum Nurpur

