

# BUSINESS PLAN

INCOME GENERATING ACTIVITY –Achar Chutney/Pickle Making

by

Bodli mata Self Help Group



|              |    |                     |
|--------------|----|---------------------|
| SHG/CIG Name | :: | SHG Self Help Group |
| VFDS Name    | :: | Raila               |
| Range        | :: | Sainj               |
| Division     | :: | Seraj Banjar        |

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 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 hereunder:

## 2. Description of SHG/CIG

|    |                             |    |                     |
|----|-----------------------------|----|---------------------|
| 1  | SHG/CIG Name                | :: | SHG Self Help Group |
| 2  | VFDS                        | :: | Raila               |
| 3  | Range                       | :: | Sainj               |
| 4  | Division                    | :: | Seraj               |
| 5  | Village                     | :: | Raila               |
| 6  | Block                       | :: | Bhuntar             |
| 7  | District                    | :: | Kullu               |
| 8  | Total No. of Members in SHG | :: | 10                  |
| 9  | Date of formation           | :: | 30-05-22            |
| 10 | Bank a/c No.                | :: | 50075265141         |
| 11 | Bank Details                | :: | KCCB Sainj          |
| 12 | SHG/CIG Monthly Saving      | :: | 100/-               |
| 13 | Total saving                | :: | 5000                |
| 14 | Total inter-loaning         | :: | 0                   |
| 15 | Cash Credit Limit           | :: |                     |
| 16 | Repayment Status            | :: |                     |
| 17 | Interest rate               | :: | 0                   |



### 3. Beneficiaries Detail:

| Sr. No | Name         | Father/Husband Name | Age | Education        | Category | Desigination | Contact no. |
|--------|--------------|---------------------|-----|------------------|----------|--------------|-------------|
| 1      | Geetadevi    | Yan Sing            | 34  | 12 <sup>th</sup> | General  | Pradhan      | 9857990471  |
| 2      | Bhawana Devi | RakeshNegi          | 32  | 12 <sup>th</sup> | General  | Secratory    | 6230038301  |
| 3      | Fhalma       | Luder Chand         | 36  | 7 <sup>th</sup>  | General  | Trasurer     | 9805184953  |
| 4      | Jwala Devi   | ChuniLal            | 40  | 8 <sup>th</sup>  | General  | Member       | 9805137348  |
| 5      | Phoola Devi  | BalMukund           | 47  | 4 <sup>th</sup>  | General  | Member       | 3230435838  |
| 6      | Ranjana Devi | Veer Singh          | 29  | 12 <sup>th</sup> | General  | Member       | 8894277159  |
| 7      | Khelu Devi   | Dhani Ram           | 49  | 8 <sup>th</sup>  | General  | Member       | 9816026020  |
| 8      | Lata Devi    | Jagat Ram           | 47  | 5 <sup>th</sup>  | General  | Member       | 7807611728  |
| 9      | Dilbaru Devi | Kher Singh          | 35  | 10 <sup>th</sup> | General  | Member       | 6230852028  |
| 10     | TikamDassi   | Tedi Singh          | 44  | 8 <sup>th</sup>  | General  | Member       | 780782640   |

### 4. Geographical details of the Village

|   |  |    |  |
|---|--|----|--|
| 1 | Distance from the District HQ                            | :: | 55Km   |
| 2 | Distance from Main Road                                  | :: | 1.5km  |
| 3 | Name of local market & distance                          | :: | Sainj Bhuntar , 14 KM                          |
| 4 | Name of main market & distance                           | :: | Sainj , 14 KM                                  |
| 5 | Name of main cities & distance                           | :: | Sainj 14 KM, Kullu 55 KM Bhuntar 45 km approx. |
| 6 | Name of main cities where product will be sold/ marketed | :: | Kullu, Sainj, Bhuntar                          |

### 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 e 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. Peach, lemon&Carrot , Mango 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.



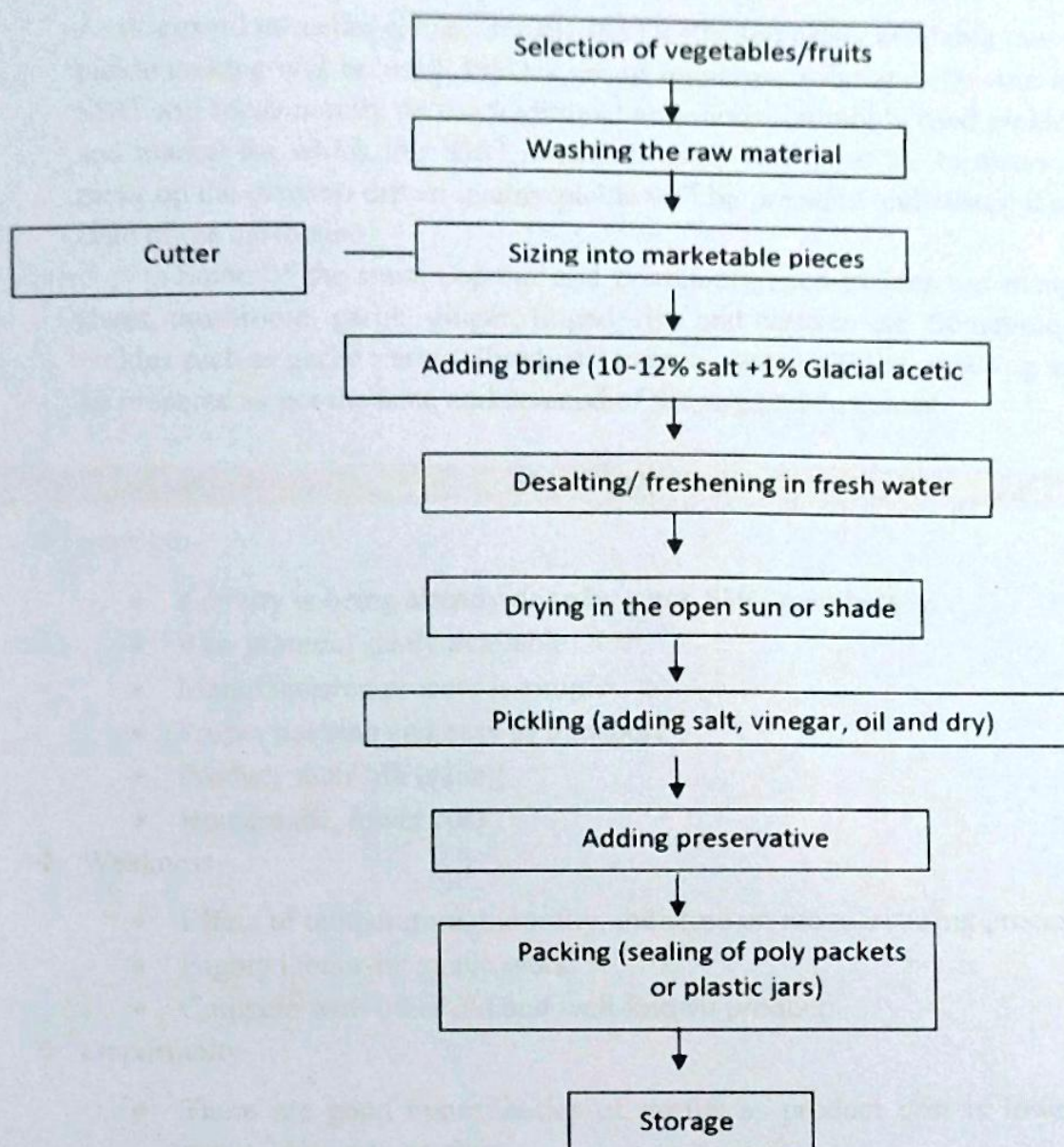
## **Achar chutney/ pickle making business plan**

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. 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



### 6. 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.



## 7. 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.

## 8. 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



## 9. 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  | 15000              |
| 2.              | Vegetable dehydrator                                       | 27000              |
| 3.              | Cooking arrangement (commercial Gas cylinder with chullah) | 5000               |
| 4.              | Pickle mixer   | 10000              |
| 5.              | Weighing scale (2 no.'s)                                   | 10000              |
| 6.              | Packaging/ sealing unit                                    | 12500              |
| 7.              | Labelling machine  | 12600              |
|                 | <b>Total</b>   | <b>92100</b>       |

| Sr. No. | Utensils                  | Quantity | Unit price | Total amount  |
|---------|---------------------------|----------|------------|---------------|
| 1.      | Pattila                   | 2        | 5000       | 10000         |
| 2.      | Card board                | 10       | 100        | 1000          |
| 3.      | Cutter with stand         | 10       | 600        | 6000          |
| 4.      | Knife                     | 12       | 200        | 2400          |
|         | <b>Total</b>              |          |            | <b>19400</b>  |
|         | <b>Total capital cost</b> |          |            | <b>111500</b> |

## 10. 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               | 3000            | 3000                |
| 2.                          | Water & electricity charges                 | Per month   | 1               | 1000            | 1000                |
| 3.                          | Raw material                                | kg          | 800             | 50              | 40000               |
| 4.                          | Spices etc.                                 | kg          | 100             | 200             | 20000               |
| 5.                          | Sarson (mustard) oil                        | kg          | 80              | 200             | 16000               |
| 6.                          | Packaging material                          | kg          | 10              | 200             | 2000                |
| 7.                          | Transportation charges                      | month       | L/S             | 4000            | 4000                |
| 8.                          | Clinical gloves, head cover and aprons etc. | month       | L/S             | 4000            | 4000                |
| <b>Total recurring cost</b> |   |             |                 |                 | <b>90000</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.*

### **11. Cost of production (monthly)**

| <b>Sr.No.</b> | <b>Particulars</b>                                | <b>Amount</b> |
|---------------|---|---------------|
| 1.            | Total recurring cost                              | 90000         |
| 2.            | 10% depreciation monthly on capital cost (111500) | 930           |
|               | <b>Total</b>                                      | <b>90930</b>  |

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

| <b>Sr. N</b> | <b>Particulars</b> | <b>Quantity</b> | <b>Cost</b> | <b>Amount</b> |
|--------------|--------------------|-----------------|-------------|---------------|
| 1.           | Sale of pickles    | 800kg           | 200/Kg      | 160000        |



## 12. Cost benefit analysis (monthly)

| Sr. No. | Particulars                | Amount   |
|---------|----------------------------|--|
| 1.      | Total recurring cost       | 90930  |
| 2.      | Total sale amount          | 160000   |
| 3.      | Net profit                 | 69070  |
| 4.      | Distribution of net profit | 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<br>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 |

## 13. Fund flow arrangement in the SHG

| Sr. No.      | Particulars                                    | Total amount  | Project contribution | SHG contribution |
|--------------|--|---------------|----------------------|------------------|
| 1.           | Total capital cost                             | 111500        | 55750                | 55750            |
| 2.           | Total recurring cost                           | 90930         | 0                    | 90930            |
| 3.           | Training/ capacity building, skill upgradation | 40000         | 40000                | 0                |
| <b>Total</b> |  | <b>242430</b> | <b>95750</b>         | <b>146680</b>    |

Note: i) Capital cost- 75% 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

## 14. 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



### 15. 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.

### 16. 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



Group members Photos-



**Tikam Dassi**



**Dilbaru Devi**



**Murti Devi**



**Geeta Devi**



**Ranjana Devi**



**Bhavana**



**Jawala Devi**



**Khelu Devi**



**Faalma**



**Phoola Devi**

Prepared by:- Akash Gupta(SMS)  
Smt.Phoola Thakur (FTUCoodinator)



GROUP CONSENT LETTER

The Meeting of Bodli Mata Self Help Group was held under the Chairmanship of the Pradhan Shreeta Devi on dated 30.05.22 in which the member of group collectively decided to do the work of pickle making to increase the income with the association, project for improvement of Himachal Pradesh Forest ecosystem Management and livelihoods (JICA).

The detail description of the members of the group is given below:-

| Sr. No. | Name         | Husband Name | Designation | Age | Phone Numer              | Category | Signature    |
|---------|--------------|--------------|-------------|-----|--------------------------|----------|--------------|
| 1.      | Geeta devi   | Yan Sing     | Pradhan     | 34  | 9857990471<br>9857598474 | General  | Geeta Devi   |
| 2.      | Bhawana Devi | Rakesh Negi  | Secratory   | 32  | 6230038301               | General  | Bhawana Devi |
| 3.      | Fhalma       | Luder Chand  | Trasurer    | 36  | 9805184953               | General  | Fhalma Devi  |
| 4.      | Jwala Devi   | Chuni Lal    | Member      | 40  | 9805137348               | General  | Jwala Devi   |
| 5.      | Phoola Devi  | Bal Mukund   | Member      | 47  | 3230435838               | General  | Phoola Devi  |
| 6.      | Ranjana Devi | Veer Singh   | Member      | 29  | 8894277159               | General  | Ranjana Devi |
| 7.      | Khelu Devi   | Dhani Ram    | Member      | 49  | 9816026020               | General  | Khelu Devi   |
| 8.      | Lata Devi    | Jagat Ram    | Member      | 47  | 7807611728               | General  | Lata Devi    |
| 9.      | Dilbaru Devi | Kher Singh   | Member      | 35  | 6230852028               | General  | Dilbaru Devi |
| 10.     | Tikam Dassi  | Tedi Singh   | Member      | 44  | 780782640                | General  | Tikam Dassi  |



Bodhi Mady

*Signature*

Signature of VFDs Pradhan

प्रधान  
ग्रामीण विकास समिति  
रेला, (सिन्ध)

सचिव  
ग्रामीण वन विकास समिति  
Signature of VFDs Secretary

*Signature*

प्रधान  
कोवली  
Signature of SHG Pradhan  
गांव व डा०

सचिव

प्रधान

कोवली  
Signature of SHG Secretary

Bhbs

*Signature*  
Signature of Forest Officer  
Sainj Block

*Signature*  
Signature of S.O.  
Sainj Block

*Signature*  
Signature of R.O.  
Range Forest Officer  
Sainj Forest Range

*Signature*  
DMU Seraj  
JICA

DMU-Seraj