

# BUSINESS - PLAN

INCOME GENERATING ACTIVITY-Achar Chutney / Pickle Making

By

SHG Shree Shree –Self Help Group



SHG/CIG Name	::	Shree Shree
VFDS Name	::	Tikkar
Range	::	Dehra
Division	::	Dehra Division

Prepared Under–



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

## Table of Contents

Sr.No.	Particulars	Page/s
1	Introduction	3
2	Description of SHG/CIG	3
3	Beneficiaries Detail	4
4	Geographical details of the Villages	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 up gradation	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 here under:

## 2. Description of SHG/CIG

1	SHG/CIG Name	::	SHG Shree Shree
2	VFDS	::	Tikkar
3	Range	::	Dehra
4	Division	::	Dehra Division
5	Village	::	Tikkar
6	Block	::	Pirsaluhi
7	District	::	Kangra (H.P)
8	Total No.of Members in SHG	::	11
9	Date of formation	::	15-09-2022
10	Bank a/c No.	::	50100603770061
11	Bank Details	::	HDFC Bank
12	SHG/CIG Monthly Saving	::	50rs
13	Total saving	::	550rs
14	Total inter-loaning	::	1500rs
15	Cash Credit Limit	::	-
16	Repayment Status	::	-
17	Interest rate	::	1%

### 3. BeneficiariesDetail:

S r . N o	Name	Father/Husband Name	Age	Education	Category	Income Source	Address
1	Mandeep Kumar Dogra	S/O Jagdish Paul Dogra	38	MCA	GEN	Agriculture	Vill-Tikkar
2	Seema Devi	W/O Yashpal	44	8th	GEN	Agriculture	Vill-Tikkar
3	Seema Devi	W/O Ravi Kant	47	10 <sup>th</sup>	SC	Agriculture	Vill-Tikkar
4	Rekha Rani	W/O Kamal Kishore	50	+2	GEN	Agriculture	Vill-Tikkar
5	Surinder Kumar	S/O Roshan Lal	54	10 <sup>th</sup>	SC	Agriculture	Vill-Tikkar
6	Ashok Kumar	S/O Kehar Singh	42	10 <sup>th</sup>	GEN	Agriculture	Vill-Tikkar
7	Kanta Devi	W/O Late Jaswant Singh	69	5 <sup>th</sup>	GEN	Agriculture	Vill-Tikkar
8	Gaytari Devi	W/O Jagat Ram	75	5 <sup>th</sup>	SC	Agriculture	Vill-Tikkar
9	Shashi Bala	W/O Ratan Chand	61	5 <sup>th</sup>	GEN	Agriculture	Vill-Tikkar
10	Kumna Devi	W/O Sanjeev	42	10 <sup>th</sup>	GEN	Agriculture	Vill-Tikkar
11	Raj Dulari Dogra	W/O Late Jagdish Paul Dogra	67	10 <sup>th</sup>	GEN	Agriculture	Vill-Tikkar

### 4. Geographical details of the Village

1	Distance from the District HQ	::	85 km
2	Distance from Main Road	::	400 mtr
3	Name of local market & distance	::	Shantla & 3 km
4	Name of main market & distance	::	Naduan & 17 km
5	Name of main cities & distance	::	Kangra, Hamirpur , Naduan & 70km , 40 & 17
6	Name of main cities where product will be sold/marketed	::	Rakkar , Kangra , Naduan

### 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 a stopping for food such as sandwiches, hamburgers, hot dogs, parathas and pulao 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 chilies, 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 work force. In this case it was felt when the sellers of pickles from Tikkar,

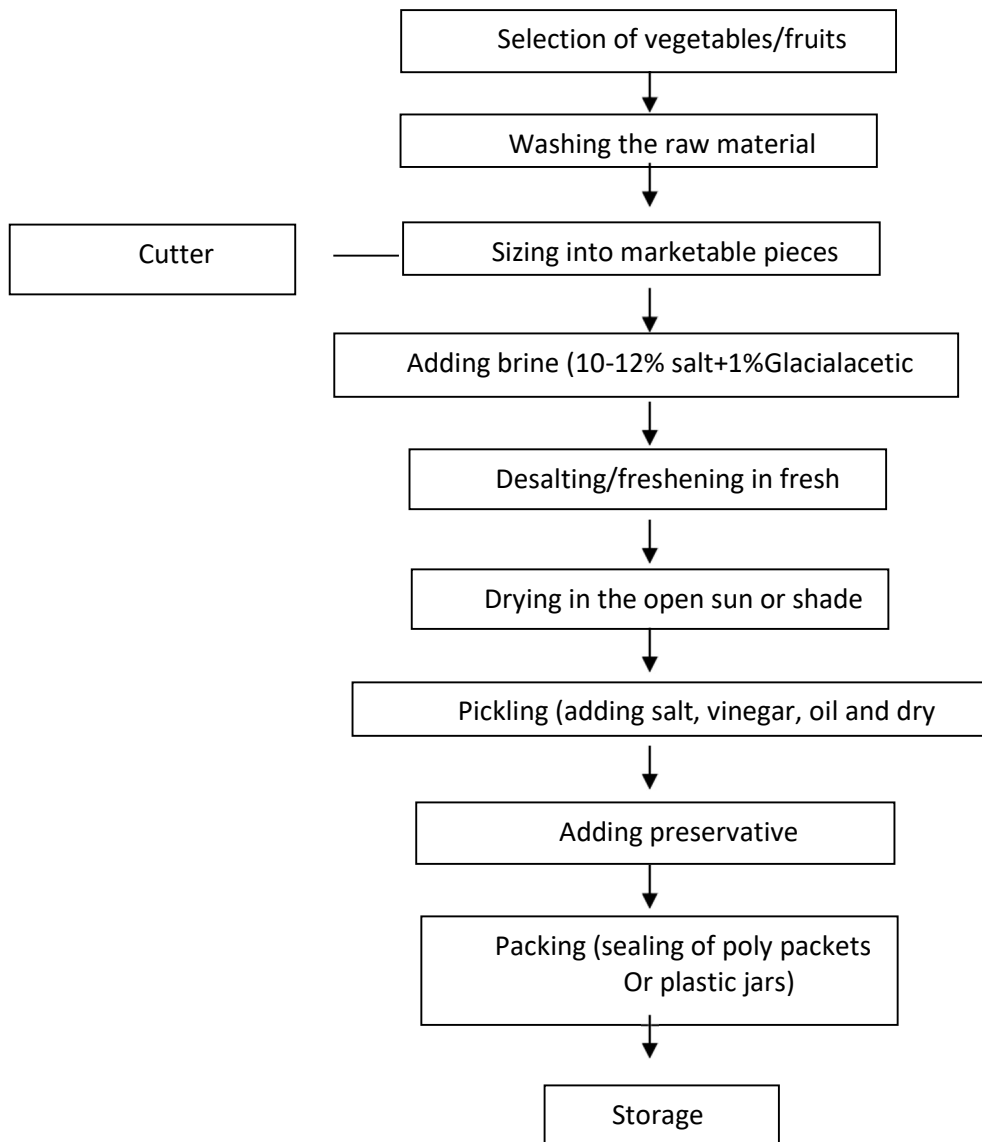
Palampur, Dehra can sell their pickles in command area then this SHG can do it more vigorously and briskly and compete with such outsiders.

## **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 ligand is naturally growing fern spp. free of cost in the nearby moist area sand nulla has. 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. Acharchutney/picklemakingbusinesscompliance

Pickle is a food item therefore different regulation 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 betaken care asper 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 flavors 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, ligand, fish and chicken etc. Sometimes the mixed pickles such as garlic - Arbi (Ghindyali) mango - green chilies, 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
- Home made, 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→Fastfoodstalls→Retailers→Wholesalers→Canteen - Restaurants → Chef sand cooks→ House wives
- 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. Acharchutney/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 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:

<b>A. CAPITAL COST</b>		
<b>Sr.No.</b>	<b>Equipment</b>	<b>Approximately cost</b>
1.	Grinder machine	14000
2.	Vegetable dehydrator	45000
3.	Cooking arrangement (commercial Gas cylinder with Challah)	10000
4.	Pickle mixer	15000
5.	Weighing scale (2no.'s)	12000
6.	Packaging/sealing unit	22000
7.	Labeling machine	15600
	<b>Total</b>	<b>133600</b>

<b>Sr. No.</b>	<b>Utensils</b>	<b>Quantity</b>	<b>Unit price</b>	<b>Total amount</b>
1.	Pattila	2	7000	14000
2.	Cardboard	8	300	2400
3.	Cutter with stand	6	1000	6000
4.	Knife	6	350	2100
	<b>Total</b>			<b>24500</b>
	<b>Total capital cost</b>			<b>158000</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, chili, ligand, 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 500g, 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.3000 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 232 kg of Achar will be produced in one week and it amounts to be 930 kg in one month. Accordingly, therefore recurring cost for 930kg 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>Unit cost</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	770	50	38500
4.	Spices etc.	kg	93	300	27900
5.	Sarson (mustard)oil	kg	68	200	13600
6.	Packaging material	kg	11	350	3850
7.	Transportation charges	month	L/S	4500	4500
8.	Clinical gloves, head cover and aprons etc.	month	L/S	3500	3500
<b>Total recurring cost</b>					<b>95850</b>

*Note: The group members will do the work themselves and therefore labor 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	95850
2.	10% depreciation monthly on capital cost (158000)	1316
	<b>Total</b>	<b>97166</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	930 kg	200Kg	186000

### 13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	95850
2.	Total sale amount	186000
3.	Net profit (Cost of production – Total sale)	88834/-
4.	Distribution of net profit	1. Out of total sale of Rs.186000 in 1 <sup>st</sup> month one lakh rupees will be kept for further investment in IGA 2. Rs. 86000 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	158000	118500	39500
2.	Total recurring cost	95850	-	95850
3.	Training/ capacity building, skill upgradation	60000	60000	-
<b>Total</b>		<b>313850</b>	<b>178500</b>	<b>135350</b>

Note: I) Capital cost-75 % capital cost will be borne by the project and 25% by the SHG

ii) Recurring cost-to be borne by the SHG

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

### 15. Training capacity building skill up gradation

The cost of training/ capacity building and skill up-gradation will entirely be 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 areas:

- Size of the group
- Fund management
- Investment
- Income generation
- Quality of product

## GROUP MEMBER PHOTO'S



**Resolution - cum - Group Consensus Form**

It is decided in the General House meeting of the group Shree Shree held on 14/09/22 at Tikkar that our group will undertake the Aachar chatray as Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods ( JICA Assisted ) .

Ashtadeep Dargy  
"Age Forest" Group Pradhan  
Signature of Group Pradhan  
Tikkar, S. N. Shree  
Shree

21/9/22  
Shree Shree  
Member Secretary  
Signature of Group secretary

## Business Plan Approval by VFDS & DMU

Share Share Group will undertake the ~~Project~~ ~~Share~~ 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...31,38,50/- has been submitted by group on...21/12/2022....and the business plan has been approved by the VFDS...Tikka... .

Business plan is submitted through FTU for further action please.

Thank you

*Handeep Dogra*  
Signature of Group President

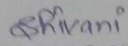
*Handeep Dogra*  
Signature of President VFDS  
Tikka... Society

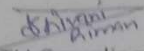
*श्रीमा देवी*  
Signature of Group Secretary  
Member Share Share

*[Signature]*  
Approved  
DMU - CUM-Dehra

Submitted to DMU through FTU

  
Name & Signature of FTU Officer  
Range Forest Office  
DEHRA, Kangra (H.P.)

 Shivani  
Name & Signature of FTU Coordinator

  
Shivani  
Coordinator

Approved

  
Name & Signature of DMU Officer

**Prepared by:**

Mr. Madan Lal Sharma (Retd. HPFS)

Miss Deeksha Devi (SMS)

Miss Shivani (FTU Co-Ordinator)