

# BUSINESS PLAN

INCOME GENERATING ACTIVITY –Pickle Making and Value Addition

by

## Jai Ishwari Maa - Self Help Group



SHG/CIG Name	::	Jai Ishwari Maa
VFDS Name	::	Khagna-II
Range	::	Theog
Division	::	Theog

Prepared Under-



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

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## 1. Description of SHG/CIG

1	SHG/CIG Name	::	Jai Ishwari Maa
2	VFDS	::	Khagna-II
3	Range	::	Theog
4	Division	::	Theog
5	Village	::	Sattal
6	Block	::	Cheog
7	District	::	Shimla
8	Total No. of Members in SHG	::	14
9	Date of formation	::	29-08-2022
10	Bank a/c No.	::	
11	Bank Details	::	State bank of India, Dharech
12	SHG/CIG Monthly Saving	::	Rs. 100 per month by each member
13	Total saving		Rs. 7000/-
14	Total inter-loaning		--
15	Cash Credit Limit		--
16	Repayment Status		--

## 2. Beneficiaries Detail:

Sr. No	Name	Father/Husb and Name	Age	Category	Income Source	Address
1	Rekha (President)	Tara Chand	41	Gen	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla.
2	Manisha (Secretary)	Med Ram	47	Gen	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla.
3	Savita (Treasurer)	Chet Ram	43	SC	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla.
4	Bimla	Layak Ram	44	SC	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla
5	Vidya	Shangroo Ram	51	SC	Farmer	Vill. Kadoti, Teh. Theog, Distt. Shimla
6	Asha	Shavnoo Ram	66	SC	Farmer	Vill. Kadoti, Teh. Theog, Distt. Shimla
7	Shanta	Sunder Singh	48	SC	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla
8	Geeta	Sohan Lal	35	Gen	Farmer	Vill. Kadoti, Teh. Theog, Distt. Shimla
9	Reeta	Madan	29	Gen	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla
10	Hemlata	Anil	26	Gen	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla
11	Kamla	Madan Lal	36	SC	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla
12	Poonam	Umanand	38	Gen	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla
13	Reena	Kewal Ram	29	SC	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla
14	Tara Devi	Joginder	38	SC	Farmer	Vill. Satal, Teh. Theog, Distt. Shimla

### 3. Geographical details of the Village

1	Distance from the District HQ	::	53Km
2	Distance from Main Road	::	3km
3	Name of local market & distance	::	Dharech (15Km)
4	Name of main market & distance	::	Theog(35km)
5	Name of main cities & distance	::	
6	Name of main cities where product will be sold/ marketed	::	Theog(35km)

### 4. Executive Summary

Picklemaking income generation activity has been selected by this Self Help Group. This IGA will be carried out by all ladies of this SHG. Pickle , Chutney, papad, tomato sauce, soup,jametc will be made by this group initially. This activity is being already done by some ladies of this group. This business activity will be carried out seasonally by group members. The process of making Pickle , Chutney, papad, tomato sauce, soup,jametc takes around 3-7 days. Production process includes process like cleaning, washing, grinding, mixing, drying etc. Initially group will manufacture Pickle , Chutney, papad, tomato sauce, soup,jametc but in future group will manufacture other products which follow same process. Product will be sold directly by group or indirectly through retailers and wholesalers of near market initially.

### 5. Description of Product related to Income Generating Activity

1	Name of the Product	::	Pickle and value addition
2	Method of product identification	::	This activity is being already done by some SHG ladies. Has been decided by group members
3	Consent of SHG/ CIG / cluster members	::	Yes

### 6. Description of Production Processes

- Group will make Pickle and value addition items. This business activity will be carried out seasonally by group members.
- The process of making pickle takes around 3-7 days.
- Production process includes process like cleaning, washing, mixing, drying etc.

### 7. Description of Production Planning

1	Production Cycle for Mix Pickle (in days)	::	3 days
	Production Cycle for Garlic Pickle		3 days

	(in days)		
2	Manpower required per cycle (No.)	::	all ladies
3	Source of raw materials	::	Local market/ Main market
4	Source of other resources	::	Local market/ Main market
5	Expected production per cycle (Kg)	::	50 kg each

Requirement of raw material and expected production

Sr.no	Raw material	Unit	Time	Quantity (approx)	Amount per kg (Rs)	Total amount	Expected production Monthly (Kg)
1	Garlic/green chilli/Galgal (Hill lemon)	Kg	Monthly	100	100	10,000	100
2	Masala	Kg	Monthly	50	150	7500	
1	Mix Vegetable	Kg	Monthly	100	50	5000	100
2	Masala	Kg	Monthly	50	150	7500	

## 8. Description of Marketing/ Sale

1	Potential market places	::	Theog, Shimla
2	Distance from the unit	::	35 to 56Km approximately
3	Demand of the product in market place/s	::	Daily demand
4	Process of identification of market	::	Group members, according to their production potential and demand in market, will select/list retailer/wholesaler. Initially product will be sold in near markets.
5	Marketing Strategy of the product		SHG members will directly sell their product through village shops and from manufacturing place/shop. Also by retailer, wholesaler of near markets. Initially product will be sold in .5 -1 Kg packaging.
6	Product branding		At CIG/SHG level product will be marketed by branding CIG/SHG. Later this IGA may required branding at cluster level
7	Product "slogan"		<b>"Savings first — Credit later"</b>

## 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.
- Suddenly increase in price of raw material
- Competitive market

## 10. Description of Management among members

By mutual consent SHG group members will decide their role and responsibility to carry out the work. Work will be divided among members according to their mental and physical capabilities.

- Some group members will involve in Pre-Production process (i.e- procuring of raw material etc )
- Some group members will involve in Production process.
- Some group members will involve in Packaging and Marketing.

Pickle is a food item therefore different regulations of the state govt. need to be followed. Since the IGA is been taken up initially on small scale therefore, these legal issues will be addressed locally by the SHG members by obtaining a food handling Licence from the local authorities. The business will be operated from home, therefore the tax regulations of self- employed groups will be taken care as per the rules.

## 11. Description of Economics:

<b>A. CAPITAL COST</b>				
<b>Sr.No</b>	<b>Particulars</b>	<b>Quantity</b>	<b>Unit Price</b>	<b>Total Amount (Rs.)</b>
1	Grinder Machine (1-2 HP)	1	18000	18,000
2	Mixer	2	4000	8,000
3	Vegetable dehydrator	1	40000	40,000
4	weighing machine	1	2000	2,000
5	Kitchen tools		LS	15000
6	Finished product storage almirah/racks		LS	15000
7	Hand Operated Jar Sealing Machine	1	15000	15000
8	Apron, cap, plastic hand gloves etc	5	LS	2000
9	Gas chullah/ Cylinder (with 3 burners)	1	10000	10000
<b>Total Capital Cost (A) =</b>				<b>125000</b>

<b>B. RECURRING COST</b>					
<b>Sr.no</b>	<b>Particulars</b>	<b>Unit</b>	<b>Quantity</b>	<b>Price</b>	<b>Total Amount (Rs)</b>
1	Garlic/green chilli/Galgal (Hill lemon)	Kg/month	100	100	10,000
2	Raw material (masala)	Kg/month	100	150	15000
3	Mix vegetables	Kg/month	100	50	5000
4	Packaging material	Month	LS	10000	10000
5	Transportation	Month	1	4000	4000
6	Other (stationary, electricity, water bill, machine repair )	Month	1	3000	3000
<b>Recurring Cost</b>					<b>47000</b>

Note – As labour work will be done by SHG members themselves, therefore, labour cost will be zero.

If the business expand the Capital Cost and recurring cost will be revised as per the requirement.

<b>C Cost of Production (Monthly)</b>		
<b>Sr. No</b>	<b>Particulars</b>	<b>Amount (Rs)</b>
1	Total recurring cost	47,000
2	10% depreciation annually on capital cost	12000
	<b>Total</b>	<b>59000</b>

<b>D</b>			
<b>Selling Price calculation for Garlic/green chilli/Galgal (Hill lemon)(per cycle)</b>			
Sr.No	Particulars	Unit	Amount (Rs)
1	Cost of Production	Kg	150
2	current market price	Kg	200-350
3	Expected Selling Price	Rs	250

<b>E</b>			
<b>Selling Price calculation for Mix Vegetable Pickle (per cycle)</b>			
Sr.No	Particulars	Unit	Amount (Rs)
1	Cost of Production	Kg	100
2	current market price	Kg	200-300
3	Expected Selling Price	Rs	200

## 12. Analysis of Income and Expenditure (Monthly):

Sr.No	Particulars	Amount (Rs)/kg
1	10% depreciation annually on capital cost	12000
2	Total Recurring Cost	47000
	Total Production per month Garlic/green chilli/Galgal (Hill lemon)pickle( Kg)	100kg
3	Selling Price (per Kg)	250
4	Income generation (250*100)	25000
5	Total Production per month Mix vegetables pickle( Kg)	100kg
6	Selling Price (per Kg)	200
7	Income generation (200*100)	20000
8	Net profit	45000
9	Distribution of net profit	<ul style="list-style-type: none"> <li>• Profit will be distributed equally among members monthly/yearly basis.</li> <li>• Profit will be utilized to meet recurring cost.</li> <li>• Profit will be used for further investment in IGA</li> </ul>

### 13. Fund requirement:

Sr.No	Particulars	Total Amount (Rs)	Project Contribution	SHG Contribution
1	Total capital cost	125000	93750	31250
2	Total Recurring Cost	47000	0	47000
3	Trainings/capacity building/ skill up-gradation	50,000	50,000	0
	<b>Total</b>	<b>222000</b>	<b>143750</b>	<b>78000</b>

#### Note-

- **Capital Cost** - 75% of capital cost to be covered under the Project
- **Recurring Cost** - To be borne by the SHG/CIG.
- **Trainings/capacity building/ skill up-gradation** - To be borne by the Project

### 14. Sources of fund:

Project support	<ul style="list-style-type: none"><li>• 75% of capital cost will be utilized for purchase of machineries and equipments</li><li>• UptoRs1 lakh will be parked in the SHG bank account.</li><li>• Training/capacity building/ skill up-gradation cost.</li></ul>	Procurement of machineries/equipment will be done by respective DMU/FCCU after following all codal formalities.
SHG contribution	<ul style="list-style-type: none"><li>• 25% of capital cost to be borne by SHG, this include cost of materials/tools other than machineries.</li><li>• Recurring cost to be borne by SHG</li></ul>	

### 15. Trainings/capacity building/skill up-gradation

Trainings/capacity building/ skill up-gradation cost will be borne by project.

Following are some trainings/capacity building/ skill up-gradation proposed/needed:

- Cost effective procurement of raw material
- Quality control
- Packaging and Marketing
- Financial Management

## 16. Computation of break-even Point

= Capital Expenditure/selling price (per kg)-cost of production (per kg)

= 1,25,000/(250-150)

= 350 Kg

In this process breakeven will be achieved after selling 350 kg achaar.

**17. Bank Loan Repayment-** If the loan is availed from bank it will be in the form of cash credit limit and for CCL there is not repayment schedule; however, the monthly saving and repayment receipt from members should be routed through CCL.

- In CCL, the principal loan outstanding of the SHG must be fully paid to the banks once a year. The interest amount should be paid on a monthly basis.
- In term loans, the repayment must be made as per the repayment schedule in the banks.

## 18. Monitoring Method –

- Social Audit Committee of the VFDS will monitor the progress and performance of the IGA and suggest corrective action if need be 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 need be 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-

S.No	Name	Photo
1	Rekha	
2	Manisha	
3	Savita	

4	Poonam	
5	Reeta	
6	Kamla	

7	Hem Lata	
8	Vidya	
9	Shanta	

10

Tara Devi



11

Asha



12

Geeta



13	Reena	
14	Bimla	

**Prepared by:** SHG members in consultation with DMU Theog, FTU Theog Forest Range and JICA staff.

<p>1. Umanand VFDS</p> <p><i>[Signature]</i> President</p> <p>President..... VFDS Khagna - II</p>	<p>2. शरवा .....SHG</p> <p>शरवा ✓ President प्रधान जय ईश्वरी मां स्वयं सहायता समूह खगना-2, ग्राम पं. सतोग, तह. डियांग जिला शिमला (हि.प्र.) सचिव</p>
<p>3. Pradeep .....VFDS</p> <p><i>[Signature]</i> Secretary</p> <p>Member Secretary..... VFDS Khagna - II</p>	<p>4. मनीषा .....SHG</p> <p>मनीषा ✓ Secretary प्रधान जय ईश्वरी मां स्वयं सहायता समूह खगना-2, ग्राम पं. सतोग, तह. डियांग जिला शिमला (हि.प्र.) सचिव</p>

Submitted to DMU through FTU

Name and Signature of FTU officer

*[Signature]*  
Yoginder Singh  
Range Forest Officer  
Theog Forest Range  
Theog

Resolution-cum -Group-Consensus Form

It is decided in the General House Meeting of the group Jai Ishwari Man

Held on 21/12/2022 at Satal Village that our group will undertake the Pickle & food processing as Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted)

रिश्वा

Signature of Group President

प्रधान  
जय ईश्वरी मां स्वयं सहायता समूह  
खगना-2, ग्राम पंच. सताल, तह. उियाग  
जिला शिमला (हि.प्र.)

मनीषा

Signature of Group Secretary

सचिव

**Business Plan Approval by VFDS**

Jai Ishwari Maa Group will undertake the Pickle and Food Processing.

As Livelihood Income Generation Activity under the Project for Improvement of Himachal Pradesh Forest Ecosystems Management & Livelihoods (JICA Assisted) In this regard Business Plan of amount Rs. 2220000 has been submitted by this group on Dated. 21/12/2023 and the Business Plan has been approved by VFDS ...Khagma - II

Business Plan with SHG resolution is being submitted to DMU through FTU for further action, please.

Thank You

इश्वरी

Signature of Group President

प्रधान  
जय ईश्वरी मां स्वयं सहायता समूह  
खगना-2, ग्राम पं. सतोग, तह. डियोग  
जिला शिमला (हि.प्र.)

मनीषा

Signature of Group Secretary

सचिव

**Annexure**

We the member of group hereby consented to actively participate in the IG Activity opted by the group Jai Ishwari Manu, as per the guideline of JICA Project For Improvement of HP Forest Ecosystems management and Livelihood and coordination with the VFDs.

The details of the members is as under:

Sr.No.	Name (Phone number)	Father/Husb and Name	Age	Education	Category	Income Source	Address	Signature
1	RISHITA 8988870483	Late TARA CHAND	41	8th	Gen	FARMER	SATAL	[Signature]
2	MAJISHA 898814562	MED RAM	47	8th	Gen	FARMER	SATAL	[Signature]
3	SAVITA 9616419274	CHET RAM	43	10th	SC	FARMER	SATAL	[Signature]
4	SHRUTI 860643318	KALAYAKRAM	44	5th	SC	FARMER	SATAL	[Signature]
5	VIDYA 8959346351	SHANGRAM RAM	51	5th	SC	FARMER	KADOTI	[Signature]
6	ANNA 9699726361	SHAVNOORAM	66	5th	SC	FARMER	KADOTI	[Signature]
7	SHANTI 89518981	SH. SUNDER SHINGH	48	5th	SC	FARMER	SATAL	[Signature]
8	DEEPA 968848070	SOHAN LAL	35	12th	Gen	FARMER	KADOTI	[Signature]
9	DEEPA 885140925	MADAN	29	M.A B.Ed	Gen	FARMER	SATAL	[Signature]
10	HANUJATA 966688805	ANIL	26	B.A	Gen	FARMER	SATAL	[Signature]
11	HEMILA 7836367923	MADANLAL	36	10th	SC	FARMER	SATAL	[Signature]
12	DIKSHU 896239845	DHANANAD	38	10th	Gen	FARMER	SATAL	[Signature]
13	DEEPA 886242282	KANAL RAM	29	10th	SC	FARMER	SATAL	[Signature]
14	TARA DEVI 8894665567	JOGINDER	38	5th	SC	FARMER	SATAL	[Signature]

<p>प्रधान जय इंद्रवरी मां स्वयं सहायता समूह खगना-2, जय इंद्रवरी तह. डियोग जिला शिमला (हि.प्र.)</p> <p><i>मनीषा</i> Signature of Secretary</p>	<p>सचिव प्रधान जय इंद्रवरी मां स्वयं सहायता समूह खगना-2, जय इंद्रवरी तह. डियोग जिला शिमला (हि.प्र.)</p> <p><i>रश्मि</i> Signature of SHG President</p>
<p><i>[Signature]</i> Signature of Member Secretary VEDS Khagna - II</p>	<p><i>[Signature]</i> Signature of VFDY PIAI Khagna - II President</p>
<p><i>[Signature]</i> Signature of Forest Guard</p>	<p><i>[Signature]</i> Signature of Treasurer VEDS Khagna - II</p>
<p><i>[Signature]</i> Signature of Range Forest Officer Theog Forest Range Theog</p>	<p><i>[Signature]</i></p>

*[Signature]*  
Divisional Management Officer  
Theog, Forest Division, Theog