

BUSINESSPLAN

INCOME GENERATING ACTIVITY–Achar Chutney/Pickle Making

by

Luxmi - Self Help Group



SHG/CIG Name	::	Luxmi
VFDS Name	::	Bhanth
Range	::	Rey
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/CIGName	::	Luxmi
2	VFDS	::	Bhanth
3	Range	::	Rey
4	Division	::	Nurpur
5	Village	::	Bhanth
6	Block	::	Dhameta
7	District	::	Kangra
8	Total No. of Members in SHG	::	12-Female
9	Date of formation	::	15-5-2023
10	Bank a/cNo.	::	50075949346
11	Bank Details	::	The Kangra Centra Co-Op. Bank Ltd.
12	SHG/CIG Monthly Saving	::	20/-
13	Total saving	::	440/-
14	Total inter-loaning	::	/-
15	Cash Credit Limit	::	/-
16	Repayment Status	::	/-
17	Interestrates	::	1%

3. Beneficiaries Detail:

Sr. No	Name (Smt.)	Age	Category	Income Source	Address
1	Sunita Devi W/O Rajmal	38	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
2	Asha Devi W/O Chaman Lal	42	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
3	Bhano Devi W/O Avtar Singh	35	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
4	Meena Kumari W/O Malkit Singh	44	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
5	Parveen kumari W/O Chuhad Singh	45	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
6	Sunita Devi W/O Ganesh Dutt	48	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
7	Sushma devi W/O Joginder	46	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
8	Anjui Bala W/O Shiv	44	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
9	Poonam devi W/O Ravinder Singh	46	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
10	Kamlesh Kumari W/O Hardev	47	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
11	Shrishta devi w/O Gojju Ram	39	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP
12	Anita Kuamri W/O Sukhdev Singh	41	OBC	Agriculture	VPO Bhanth Tehsil Fatehpur Distt. Kangra HP

4. Geographical details of the Village

1	Distance from the District sHQ	::	12Km
2	Distance from Main Road	::	1Km
3	Name of local market & distance	::	Talwara-7 Km, Fatehpur-27 Km
4	Name of main market & distance	::	Talwara-7 Km, Fatehpur-27 Km

5	Name of main cities & distance	::	Talwara-7 Km, Fatehpur-27 Km
6	Name of main cities where product will Be sold/marketed	::	Talwara-7 Km, Fatehpur-27 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.

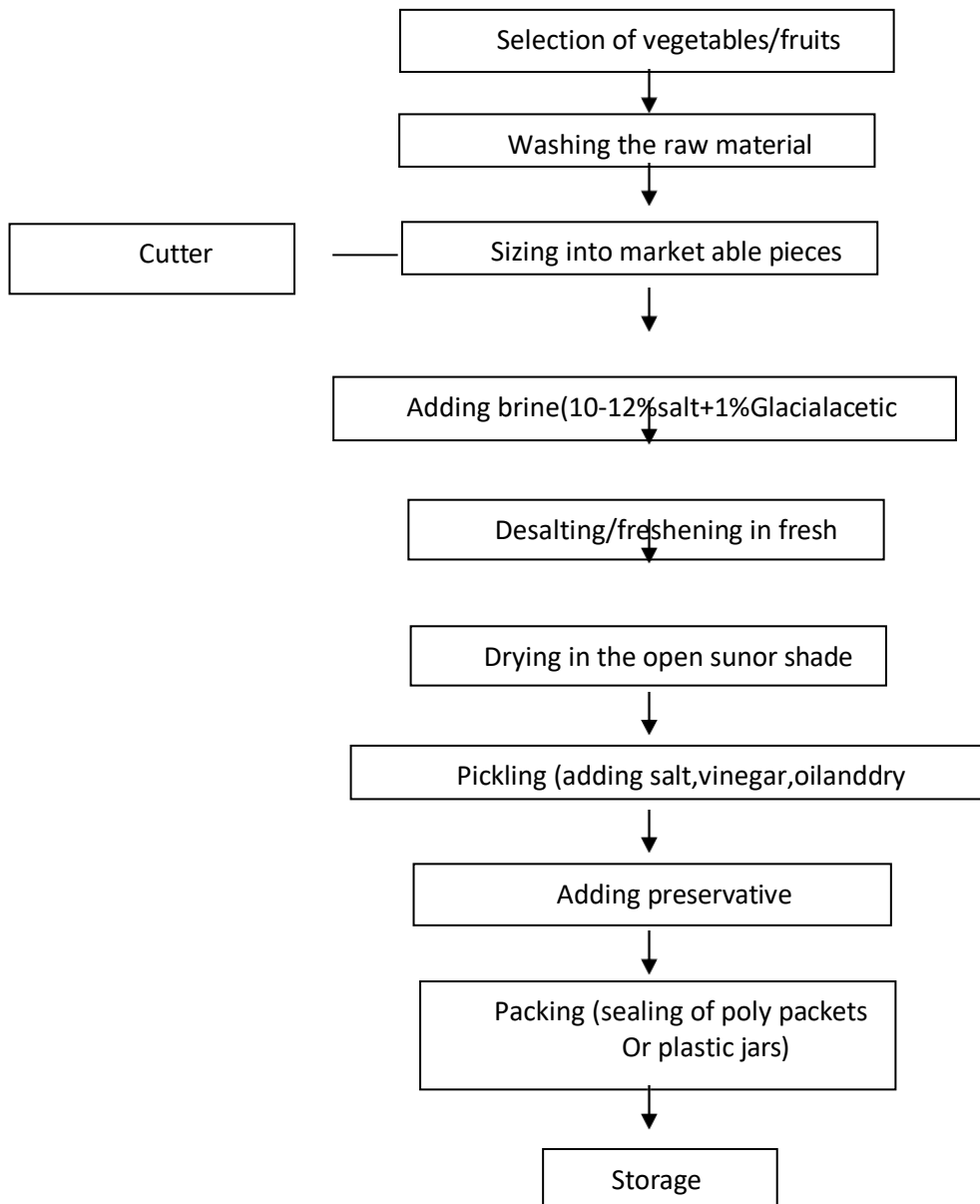
The pickle market is highly fragmented because of the presence of several large and small vendors and the competition is on the basis of factors such as price, quality, innovation, reputation, service, distribution and promotion to grab lion share in the market. Pickle making is an ideal business on the small scale and mainly for the housewives and other women work force. In this case it was felt when the seller of pickles from Bhanth, 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 a 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 of 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
- 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–Whole salers–Canteen–Restaurants–Chefsandcooks–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.	Grinde rmachine	25000
2.	Vegetable dehydrator	10000
3.	Cooking arrangement (commercial Gas cylinder with chullah)	7000
4.	Weighing scale(2no.'s)	3000
5.	Packaging/sealing unit	5000
	Total	50000

Sr. No.	Utensils	Quantity	Unitprice	Total amount
1.	Pattila	2	2000	6000
2.	Cardboard	5	200	1000
4.	Knife	7	100	700
	Total			7700
	Totalcapitalcost			57700

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. 1500 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.RECURRING COST					
Sr. No.	Particulars	Unit	Quantity	Unitcost	Total amount
1.	Room rent	Per month	1	1500	1500
2.	Water&electricity charges	Per month	1	1000	1000
3.	Raw material	K g	800	100	80000
4.	Spices etc.	K g	50	200	10000
5.	Sarson (mustard) oil	K g	60	250	15000
6.	Packaging material	K g	15	100	1500
7.	Transportation charges	Month	L/S	2000	2000
8.	Clinical gloves,head Cover and apronsetc.	Month	L/S	3000	3000
Totalrecurring cost					114000

Note: The group members will do the work themselves and therefore labour cost has not been included and the members will manage between them mthe working schedule to be followed.

12. Cost of production(monthly)

Sr.No.	Particulars	Amount
1.	Total recurring cost	114000
2.	10% depreciation monthly on capital cost (57700)	5770
	Total	119770

Average income monthly by way of sale of achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Sale of pickles	900 kg	200/Kg	180000

13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	114000
2.	Total sale amount	180000
3.	Net profit	66000
4.	Distribution of net profit	1. Out of total sale in 1 st month ten thousand rupees will be kept for further investment in IGA 2. The remaining out of total sale will be kept as emergency fund in the SHG account for the 1 st month

14. Fund flow arrangement in the SHG

Sr.	Particulars	Total amount	Project contribution	SHG contribution
1.	Total capital cost	57700	43275	14425
2.	Total recurring cost	114000	0	114000
3.	Training/ capacity building, skill upgradation	28000	28000	0
Total		199700	71275	128425

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 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 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 are as:

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

18. Remarks

Group members Photos-

Laxmi (SHG) Ward No-8



Sunita Devi
Pradhan



Asta Devi
Secretary



Shushma Devi



Poonam Devi



Meena Kumari



Kamlesh Kumari



Anjus Dada



Bhano Devi



Snita



Parveen Kumari



Poonam Bala

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Resolution cum Group Consensus Form

It is decided in the general house meeting of the group Luxmi held on 23-12-2023 at Bhanth 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).

Sumita Devi

Signature of Group President

Group Pardhan
S.H.G., VFDS Bhanth (Ward No 8)
G.P. Sathana, Teh. Fatehpur
Distt. Kangra (H.P.)

Ashu Devi

Signature of Group Secretary

Business Plan Approval by VFDS & DMU

Luxmi 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. 199700/- has been submitted by group on 23/12/2023 and the business plan has been approved by the VFDS Bhanth

Business plan is submitted through FTU for further action please.

Thank you

Signature of Group President

Sumita Devi
Signature of Group Secretary

Ashu Devi

Signature of President VFDS

Pawan Kumar
Pardhan
Village Forest Development Society
Bhanth, G.P. Sathana, Teh. Fatehpur
Distt Kangra (H.P.)

Group Pardhan
S.H.G., VFDS Bhanth (Ward No 8)
G.P. Sathana, Teh Fateh u-
Distt. Kangra (H.P.)

[Signature]
Approve

DMO cum Nurpi
DMU - cum - DFO
Nurpur Forest Division
Nurpur