

BUSINESS PLAN

INCOME GENERATING ACTIVITY –Achar Chutney/Pickle Making

by

Kartikey - Self Help Group



SHG/CIG Name	::	Kartikey
VFDS/ BMC Name	::	Nasogi
Bmc Sub committe		Simsa
Range	::	WL Mandli
Division	::	WL Kullu

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	::	Kartikey
2	VFDS/BMC	::	Nasogi
3	Range	::	WL Manali
4	Division	::	WL Kullu
5	Village	::	Simsa
6	Block	::	Naggar
7	District	::	Kullu
8	Total No. of Members in SHG	::	9
9	Date of formation	::	25/07/2022
10	Bank a/c No.	::	110060224526
11	Bank Details	::	Canara Bank Manali
12	SHG/CIG Monthly Saving	::	100
13	Total saving	::	7400
14	Total inter-loaning	::	
15	Cash Credit Limit	::	
16	Repayment Status	::	
17	Interest rate	::	2%

3. Beneficiaries Detail:

Sr. No	Name	Father/Husband Name	Age	Category	Income Source	Address	Contact no.
1	Latu Devi	Harender sharma	30	Gen.	Agriculture	Simsa	7807706007
2	Dimpal sharma	Mahender sharma	32	Gen.	Agriculture	Simsa	7018497378
3	Shanti	Khushhal	41	Gen.	Agriculture	Simsa	8219570693
4	Pooja	Kundan lal	30	Gen.	Agriculture	Simsa	9805743193
5	Leela	Satish	44	St.	Agriculture	Simsa	9816078037
6	Geeta	Tara chand	46	Gen.	Agriculture	Simsa	9805942798
7	Chanchal	Jai prakash	26	Gen.	Agriculture	Simsa	7807947330
8	Savita	Ravinadar sharma	40	Gen.	Agriculture	Simsa	8580685121
9	Kamla devi	Chandu lal	45	Gen.	Agriculture	Simsa	-

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4. Geographical details of the Village

1	Distance from the District HQ	::	45km
2	Distance from Main Road	::	100mtr.
3	Name of local market & distance	::	Manali 4km Patlikul 18km Bhuntar 68km
4	Name of main market & distance	::	Manali 4km Patlikul 18km Bhuntar 68km
5	Name of main cities & distance	::	Manali 4 Km
6	Name of main cities where product will be sold/ marketed	::	Manali, Ptlikul, Kullu, 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 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.

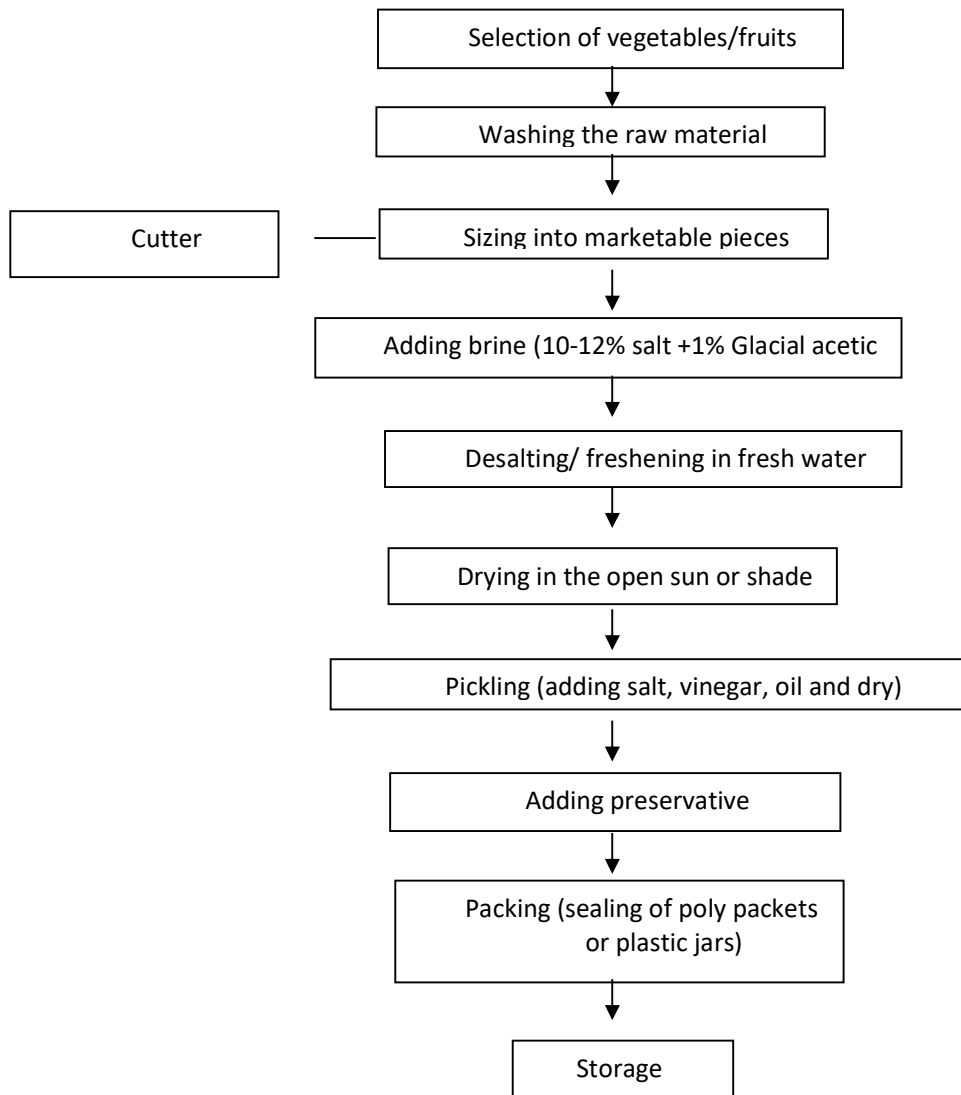
The pickle market is highly fragmented because of the presence of several large and small vendors and the competition is on the basis of factors such as price, quality, innovation, reputation, service, distribution and promotion to grab lion share in the market. Pickle making is an ideal business on the small scale and mainly for the housewives and other women workforce. 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. 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 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, 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	Packaging/ sealing unit	13000
2.	Labelling machine	13000
	Total	26000

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
Total				19400
Total capital cost				26000
<i>Note: The group members have already has its inventory and therefore the group workers will complete this work with their own material.</i>				

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 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. 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	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
Total recurring cost					90000

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)

Sr.No.	Particulars	Amount
1.	Total recurring cost	90000
2.	10% depreciation monthly on capital cost (111500)	216.6
	Total	90216.6

Average income monthly by way of sale of achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Sale of pickles	800kg	200/Kg	160000

13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	90216.6

2.	Total sale amount	160000
3.	Net profit	69783.4
4.	Distribution of net profit	<ol style="list-style-type: none"> 1. Out of total sale of Rs. 160000 in 1st month one lakh rupees will be kept for further investment in IGA 2. Rs. 60000 the remaining out of total sale will be kept as emergency fund in the SHG account for the 1st month

14. Fund flow arrangement in the SHG

Sr. No.	Particulars	Total amount	Project contribution	SHG contribution
1.	Total capital cost	26000	19500	6500
2.	Total recurring cost	90216.6	0	
3.	Training/ capacity building, skill upgradation	40000	40000	0
Total		156216.6	59500	6500

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 bone 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

Resolution-cum-Group-consensus Form

It is decided in the General house meeting of the group Kartikey Sir
held on 22.7.2022 at Simsa that our group will undertake the
Achar & chatni as Livelihood Income Generation Activity under the Project for
Implementation of Himachal
Pradesh Forest Ecosystem management and Livelihood (JICA assisted).

President
Kartikey Self Help Group
Simsa Geeke Hokee
Signature of Group President

Secretary Savib
Kartikey Self Help Group
Simsa
Signature of Group Secretary

[Signature]
Block Forest Office
W.L. Block Manali
Cum-Treasurer

President [Signature]
BMC Committee (JICA)
Signature of President BMC
Simsa, Manali, Kullu

[Signature] Cum-RFO
PTU-Cum RFO
Wild Life Range Manali

[Signature]
MEMBER Cum Fgd

Approved
[Signature]
Divisional Management Unit Officer-Cum-
Divisional Forest Officer, Wild Life Division,
Kullu, District Kullu.

Group members Photos-



Savita (Sachiv)



Dimpal Sharma (Cashiar)



Pooja(up pradhan)



Geeta (Pradhan)

Prepaerd By : Priya Thakur (SMS)