

BUSINESSPLAN

INCOMEGENERATINGACTIVITY–AcharChutney/PickleMaking

by

Shri Shivay - Self Help Group



SHG/CIGName	::	Shri Shivay
VFDSName	::	Lodhwan
Range	::	Indora
Division	::	Nurpur

PreparedUnder–

**ProjectforImprovementofHimachalPradeshForestEcosystems
Management&Livelihoods(JICAAssisted)**

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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/CIG Name	::	Shri Shivay
2	VFDS	::	Lodhwan
3	Range	::	Indora
4	Division	::	Nurpur
5	Village	::	Lodhwan
6	Block	::	Dainkwan
7	District	::	Kangra
8	Total No. of Members in SHG	::	10-Female
9	Date of formation	::	08-07-2023
10	Bank a/c No.	::	88161300000514
11	Bank Details	::	Himachal Pradesh Gramin Bank
12	SHG/CIG Monthly Saving	::	50/-
13	Total saving	::	
14	Total inter-loaning	::	/-
15	Cash Credit Limit	::	/-
16	Repayment Status	::	/-
17	Interest rate	::	1%

3. BeneficiariesDetail:

Sr. No	Name (Smt.)	Husband Name	Age	Category	Income Source	Address
1	Sawaran Lata	Gandharav Singh	74	Gen	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
2	Sanjogita	Amresh Kumar	58	Gen	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
3	Seema Rani	Kuldip Singh Rajpur	63	Gen	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
4	Palak	Surinder Singh	22	Gen	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
5	Kiran Saini	Vipan Saini	42	OBC	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
6	Darshana Devi	Chain Singh	51	SC	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
7	Bholi Devi	Sandeep Singh	31	Gen	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
8	Nisha	Sudarshan Kumar	38	OBC	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
9	Sdma	Yakub	27	ST	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP
10	Suman	Gagan singh	50	Gen	Agriculture	VPO Lodhwan Tehsil Nurpur Distt. Kangra HP

4. GeographicaldetailsoftheVillage

1	DistancefromtheDistrictHQ	::	75Km
2	DistancefromMainRoad	::	5Km
3	Nameoflocalmarket&distance	::	Nurpur 7Km

4	Nameofmainmarket&distance	::	Nurpur 7Km
5	Nameofmaincities& distance	::	Kangra 70Km & Pathankot 36 km
6	Nameofmaincitieswhereproductwill besold/marketed	::	Kangra 70Km & Pathankot 36 km

5. Selectionofrawmaterialandmarketpotential

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.

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.

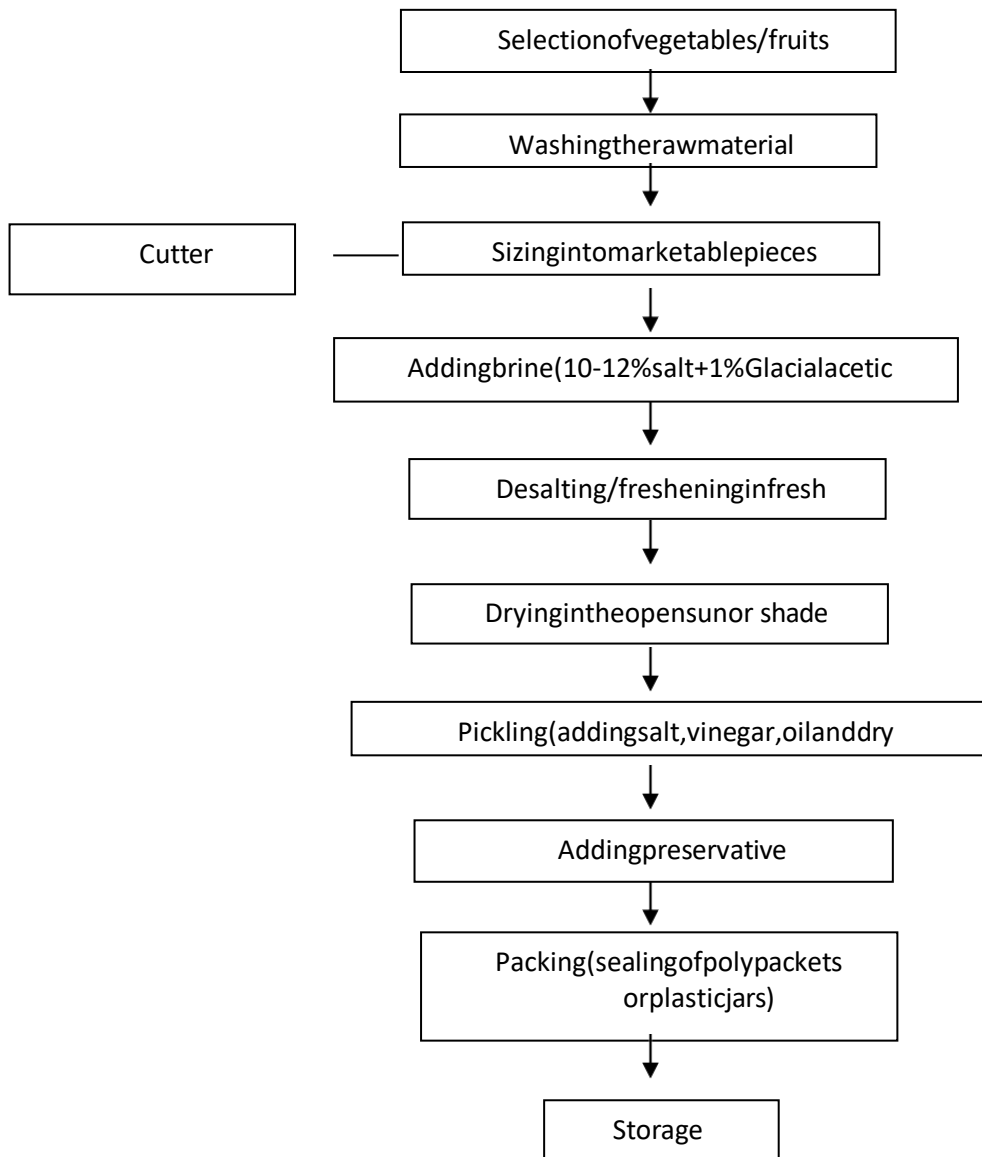
The pickle market is highly fragmented because of the presence of several large and small vendors and the competition is on the basis of factors such as price, quality, innovation, reputation, service, distribution and promotion to grab lion share in the market. Pickle making is an ideal business on the small scale and mainly for the housewives and otherwomenworkforce.InthiscaseitwasfeltwhenthesellersofpicklesfromLodhwan, Nurpur andKangracanselltheirpicklesincommandareathenthisSHGcandoitmore vigorously and briskly and compete with such outsiders.

6. Acharchutney/picklemakingbusinessplan

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.

Flowchart 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 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
- 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.
- Sudden increase in price of raw material
- Competitive market

10. Acharchutney/Picklemakingequipments

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.CAPITALCOST		
Sr.No.	Equipment	Approximatelycost
1.	Grindermachine	25000
2.	Vegetabledehydrator	10000
3.	Cooking arrangement (commercial Gas cylinder with chullah)	7000
4.	Weighingscale(2no.'s)	3000
5.	Packaging/sealing unit	5000
	Total	50000

Sr. No.	Utensils	Quantity	Unitprice	Total amount
1.	Pattila	2	2000	4000
2.	Cardboard	4	200	800
3.	Knife	5	100	500
	Total			5300
	Totalcapitalcost			

11. Acharchutneypicklemakingrawmaterial

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 kgcontainers/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.RECURRINGCOST					
Sr. No.	Particulars	Unit	Quantity	Unitcost	Total amount
1.	Roomrent	Permonth	1	1500	1500
2.	Water&electricity charges	Permonth	1	1000	1000
3.	Rawmaterial	K g	900	100	90000
4.	Spicesetc.	K g	50	150	7500
5.	Sarson(mustard)oil	K g	60	150	9000
6.	Packagingmaterial	K g	15	100	1500
7.	Transportation charges	Month	L/S	8000	8000
8.	Clinicalgloves,head coverand apronsetc.	Month	L/S	2000	2000
Totalrecurring cost					120500

Note: The group members will do the work themselves and therefore labour cost has not beenincludedandthememberswill managebetweenthemtheworkingscheduleto be followed.

12. Costofproduction(monthly)

Sr.No.	Particulars	Amount
1.	Totalrecurringcost	120500
2.	10% depreciation monthly on capital cost (149600)	1246
	Total	227496

Averageincomemonthlybywayofsaleof achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Saleofpickles	1200 kg	150/Kg	180000

13. Costbenefitanalysis(monthly)

Sr. No.	Particulars	Amount
1.	Totalrecurringcost	120500
2.	Totalsaleamount	180000
3.	Netprofit	59500
4.	Distributionofnetprofit	1. Out of total sale of Rs. 180000 in 1 st month fourlakh 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 accountforthe1 st month

14. FundflowarrangementintheSHG

Sr. No.	Particulars	Total amount	Project contribution	SHG contribution
1.	Totalcapitalcost	55300	41475	13825
2.	Totalrecurringcost	120500	0	120500
3.	Training/ capacity building, skill upgradation	28000	28000	0
Total		203800	69475	134325

Note:i)Capitalcost-75%capitalcostwillbebornebytheprojectand25%bytheSHG

ii) Recurringcost-tobebornebytheSHG

iii) Trainingandcapacitybuilding/skillupgradationtobebornebytheproject

15. Trainingcapacitybuildingskillupgradation

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) Costeffectiveprocurementofrawmaterial
- ii) Qualitycontrol
- iii) Packagingandmarketing practices
- iv) Financialmanagementandresourcemobilization

16. **Othersourcesofincome**

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. **Monitoringmethod**

- 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

18. **Remarks**

GroupmembersPhotos-

V.F.D.S - Lodhwan (Ward No-9)
Shri Shivaay SHG. Lodhwan



Swarnkala
(सदस्य)



Shariyuvila
(सदस्य)



Suman
(सदस्य)



Seema Rani
(सदस्य)



Nisha
(सदस्य)



Palak
(सदस्य)



Kisan Saini
(सदस्य)



Dasha Devi
(सदस्य)

Bholi Devi
(सदस्य)

Resolution cum Group Consensus Form

It is decided in the general house meeting of the group Shri Shivaay held on 16-10-2023 at Lodhwan 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).

Signature of Group President

✓ Swarn Lata

President / Secretary
Shri Shivaay SHG
Lodhwan

Shaniyavita
Signature of Group Secretary

✓
President / Secretary
Shri Shivaay SHG
Lodhwan

Business Plan Approval by VFDS & DMU

Shri Shivaay 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. 2038 00 has been submitted by group on 16/10/2023 and the business plan has been approved by the VFDS Lodhwan

Business plan is submitted through FTU for further action please.

Thank you ✓ Swarn Lata
President / Secretary
Signature of Group President
Shri Shivaay SHG
Lodhwan

Shanivivita
Signature of Group Secretary
President / Secretary
Shri Shivaay SHG
Lodhwan

Signature of President VFDS

Pradhan
Vill. Forest Development Society
Lodhwan, G.P. Lodhwan
Teh. Indora (Kangra) H.P.

Approved

DMU cum Nurpur

