

BUSINESS PLAN

INCOME GENERATING ACTIVITY – Pickle Making

by

Self Help Group Seetara Kashah II Pickle Making



SHG/CIG Name	::	Self Help Group Seetara Kashah II
VFDS Name	::	Kashah
Range	::	Bamta
Division	::	Chopal

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/CIG Name	::	Self Help Group Seetara Kashah II
2	VFDS	::	Kashah
3	Range	::	Bamta
4	Division	::	Chopal
5	Village	::	Kashah
6	Block	::	Chopal
7	District	::	Shimla
8	Total No. of Members in SHG	::	07
9	Date of formation	::	01-07-2020
10	Bank a/c No.	::	41510103636
11	Bank Details	::	Co-operative Bank
12	SHG/CIG Monthly Saving	::	100
13	Total saving	::	700/-
14	Total inter-loaning	::	
15	Cash Credit Limit	::	
16	Repayment Status	::	
17	Interest rate	::	2%

3. Beneficiaries Detail:

Sr. No	Name	Father/HusbandName	Age	Education	Category	Income Source	Address	Contact no.
1	Satya Devi	W/O Gopal Singh	49	8th	SC	Job	Vill.- Kashah	9459281832
2	Nisha	W/O Vinod Kumar	37	12th	SC	Agriculture	Vill.Kashah	7876585712
3	Kalpana	W/O Rajesh Kumar	38	12th	SC	Agriculture	Vill.Kashah	8544776026
4	Ranju	W/O Mahinder singh	21	8th	SC	Agriculture	Vill.Kashah	8580545002
5	Kamla	W/O Balbir singh	54	10th	SC	Agriculture	Vill.Kashah	9816817347
6	Martu devi	W/O Lachi Ram	61	-	SC	Agriculture	Vill.Kashah	9805456197
7	Kali Devi	W/o Shiv Lal	58	-	SC	Agriculture	Vill.Kashah	9418134956

4. Geographical details of the Village

1	Distance from the District HQ	::	150Km
2	Distance from Main Road	::	5 km
3	Name of local market & distance	::	Maraog 5 km, Nerwa 40km, Chopal 50Km
4	Name of main market & distance	::	Chopal 22km Nerwa 40 km
5	Name of main cities & distance	::	Chopal 50, Nerwa 40, Shimla 150 km
6	Name of main cities where product will be sold/ marketed	::	Shimla 150km

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. In this case it was felt when the sellers of pickles from Chopal,

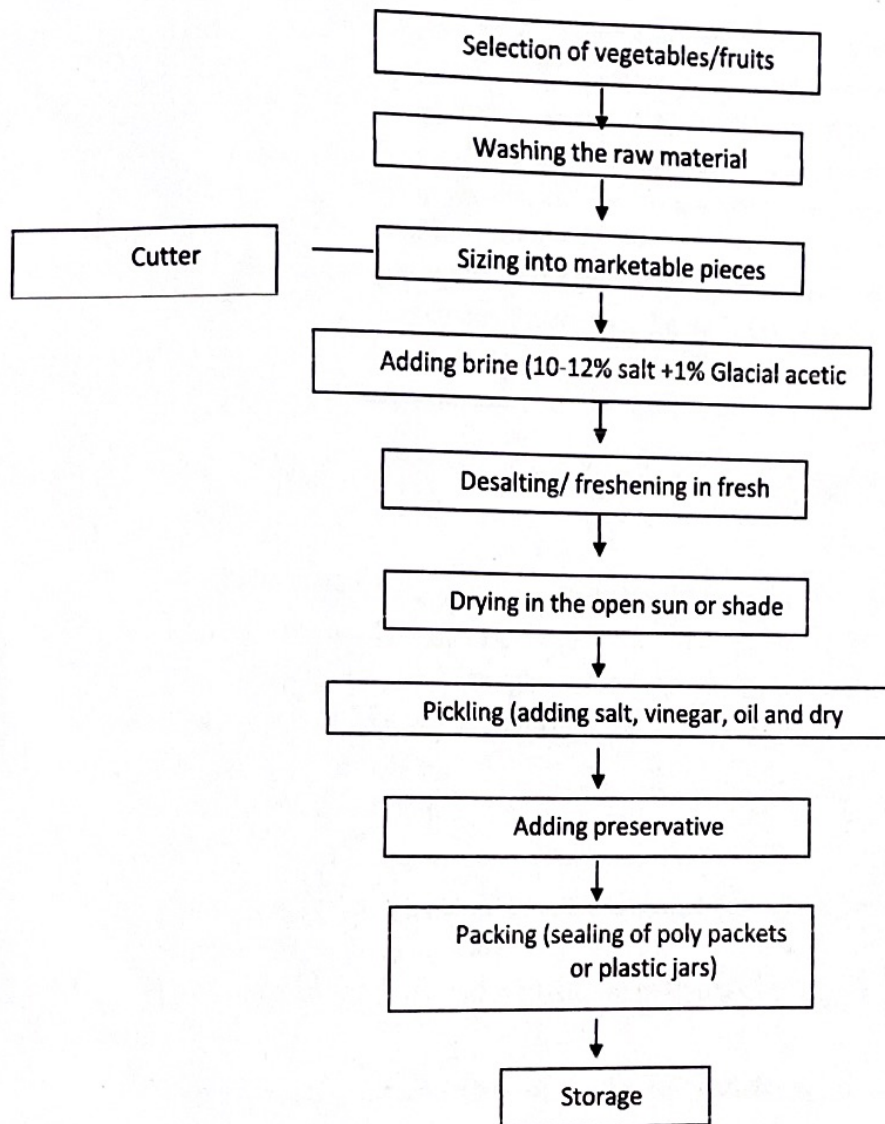
Nerwa and Theog can sell their pickles in command area then this SHG can do it more vigorously and briskly and compete with such outsiders.

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 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.	Grinder machine	15000
2.	Vegetable dehydrator	24100
3.	Cooking arrangement (commercial Gas cylinder with chullah)	4500
4.	Pickle mixer	10000
5.	Weighing scale (2 no.'s)	10000
6.	Packaging/ sealing unit	11000
7.	Labelling machine	11000
8.	Refractometers 0-32	2500/-
9.	Refractometers 28-62	2500/-
10.	Refractometers 58-93	2500/-
11.	Pulper 16* Sizxe with 0.5 hp motor S/S touching parts with nylon brush and SS sieve. Two outlets one for paste and other for wastage Ms body Frame	35600/-
12.	RT- 510 TEST SIEVE BSS Mesh No. 10 ASTN No. 12 ISS No. 170 Width of Aperture 1.70 mm	2000/-
13	Small drum Plastic (Capacity 50 KG) Quantity 7	4900/-
Total		1,35,600

Sr. No.	Utensils	Quantity	Unit price	Total amount
1.	Pattila	2	7000	14000
2.	Card board	10	150	1000
3.	Cutter with stand	10	900	8500
4.	Knife	11	300	2400
Total				25900
Total capital cost				1,61,500/-

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. 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	3500	3500
2.	Water & electricity charges	Per month	1	1000	1000
3.	Raw material	kg	900	60	51,000
4.	Spices etc.	kg	120	250	20,000
5.	Sarson (mustard) oil	kg	90	200	17000
6.	Packaging material	kg	10	250	2500
7.	Transportation charges	month	L/S	4500	4500
8.	Clinical gloves, head cover and aprons etc.	month	L/S	4500	4500
Total recurring cost					1,04,000/-

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	1,04,000/-
2.	10% depreciation monthly on capital cost (1,80,400/-)	1503/-
	Total	1,05,503 /-

Average income monthly by way of sale of achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Sale of pickles	850kg	250/Kg	212500/-

13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	1,05,345/-
2.	Total sale amount	212500/-
3.	Net profit	107155/-
4.	Distribution of net profit	1. Out of total sale of Rs. 212500/- in 1 st month one lakh rupees will be kept for further investment in IGA 2. Rs. 1,00000 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. No.	Particulars	Total amount	Project contribution	SHG contribution
1.	Total capital cost	1,61,500/-	1,21,125/-	40,375/-
2.	Total recurring cost	1,05,345/-	-	1,05,345/-
3.	Training/ capacity building, skill upgradation	55000	55000	-
Total		3,21,845/-	1,76,125/-	1,45,720/-

- 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

19. समूह के सदस्यों की तस्वीरें



Approval Certificate

The Business plan of Self Help Group Pickle Making Seetara Kasha 3 for the IGA of Pickle Making was presented before the general house of VFDS Kasha for approval. After long discussion and thoughtful deliberations by the different members, the business plan was approved for adoption in the SHG and further implementation by the members of the SHG

Dated:-

Place:-

President Secretary
Vill. Forest Development
Society Kasha

President SHG

President VFDS

Treasurer VFDS

R.C. Banta

सचिव
प्रधान
स्वयं सहायता समूह
कशाह-2

सचिव
सितारा

Treasurer / B.O.
VFDS Kasha

DMU-Cum-D.C.F. Chopal
District Shimla H.P. Officer
Chopal Forest Division, Chopal

classfellow

आज दिनांक 3-6-2024 को स्वयं सितारा कक्षा-2 की बैठक प्रधान श्रीमती सत्या की अध्यक्षता में हुई। बैठक में सभी महिलाओं ने भाग लिया।

बैठक में यह विचार विमर्श किया गया कि स्वयं सहायता समूह सितारा कक्षा-2 जो राशियाँ अपने व्यवसाय को चलाने को चलाने के लिए दी गई थी व 25% समूह से और 75% पौजिक द्वारा दी गई थी वह व्यवसाय को चलाने में कम पड़ गई है, इसलिए व्यवसाय को चलाने के लिए अधिक राशि की आवश्यकता है ताकि हमारा व्यवसाय सूचारु रूप से चल सके।

प्रस्ताव सर्व सहमती से स्वीकृत है।

सदस्य-

1	श्रीमती कमला देवी	-	प्रधान
2	-- - सत्या	-	सत्या
3	-- - निशा	-	Nisha
4	-- - सुनीता	-	सुनीता
5	--- कृष्णा	-	कृष्णा
6	--- कला	-	कला
7	-- - मरुत	-	मरुत
8	-- - रंजू	-	रंजू

सत्या
प्रधान
स्वयं सहायता समूह सितारा
कक्षा-2

प्रधान
सचिव
सितारा