

BUSINESSPLAN

INCOME GENERATING ACTIVITY - Pickle Making

by

Self Help Group Ganga Kafrah



SHG/CIG Name	::	SHG Ganga Kafrah Achar Chutney
VFDS Name	::	Kafrah
Range	::	Kanda
Division	::	Chopal



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

Table ofContents

Sl.No.	Particulars	Page/s
1	Introduction	3
2	DescriptionofSHG/CIG	3
3	BeneficiariesDetail	4
4	GeographicaldetailsoftheVillage	4
5	Selectionofrawmaterial andmarketpotential	4
6	Achar chutney/ picklemaking businessplan	5
7	Acharchutney/picklemakingbusinesscompliance	6
8	DifferenttypesofAchar/pickles	7
9	SWOTAnalysis	7
10	Acharchutney/Picklemakingequipments	8
11	Acharchutney/picklemakingrawmaterial	8
12	Costof production(monthly)	9
13	Costbenefitanalysis(monthly)	10
14	Fundflowarrangement intheSHG	10
15	Trainingcapacitybuildingskillupgradation	10
16	Othersourcesofincome	11
17	Monitoringmethod	11
18	Remarks	11
19	GroupmembersPhotos	
20	Certificate	

1. Introduction

Achar/Pickles are very important ingredient of dining table across the globe and moreoftenly used in the Asia Pacific region.A wide range of variety is used in achar/pickle andvaries from region to region depending upon the locally available raw material, taste and foodhabitof thepeople.

The most lucrative aspect of the pickle making business is that it can be started as per thefinancial capacity of the group and later on at any given time when the financial portfolio ofthe SHG improves the business can be scaled up to any level. Once your product and Its tasteis liked by the customers the business will flourish like anything. However, the SHG hasconsidered different aspects very carefully before getting into this IGA (income generationactivity). The SHG has therefore crafted a detailed business plan according to its investmentcapacity, marketing & promotional strategy and the detailed action plan will be discussedhereunder:

2. DescriptionofSHG/CIG

1	SHG/CIGName	::	SHG Ganga KafлахAchar Chutney
2	VFDS	::	Kafлах
3	Range	::	Kanda
4	Division	::	Chopal
5	Village	::	Kafлах
6	Block	::	Kupvi
7	District	::	Shimla
8	TotalNo.ofMembersinSHG	::	10
9	Dateofformation	::	14-07-2020
10	Banka/cNo.	::	462110104064
11	BankDetails	::	HP Co-operative Bank Kupvi
12	SHG/CIGMonthlySaving	::	100/-
13	Totalsaving	::	-
14	Totalinter-loaning	::	-
15	CashCreditLimit	::	-
16	RepaymentStatus	::	-
17	Interestrates	::	-

3. BeneficiariesDetail:

Sr. No	Name	Father/HusbandName	Age	Education	Category	IncomeSource	Address	Contactno.
1	Shyama Devi	Mila Ram	36	8th	General	Agriculture	Vill.- Kafiah	8627011770
2	UshaKumari	Parkash	30	10+2	General	Agriculture	Vill.- Kafiah	9015383948
3	Asha Devi	Jaghat Singh	39	-	General	Agriculture	Vill.- Kafiah	7807268715
4	Gulabi Devi	Yashpal	44	-	General	Agriculture	Vill.- Kafiah	8628914671
5	Kiripi Ram	Chet Ram	42	-	General	Agriculture	Vill.- Kafiah	7807153707
6	Sheela Devi	Jeevan	54	-	General	Agriculture	Vill.- Kafiah	7807588139
7	Rekha Devi	Daya Ram	37	-	General	Agriculture	Vill.- Kafiah	9015383948
8	Rakmi Devi	Ralu Ram	85	-	General	Agriculture	Vill.- Kafiah	9015383948
9	Vimla Devi	Rana Singh	50	-	General	Agriculture	Vill.- Kafiah	9805613784
10	Martu Devi	Rajender Singh	44	-	General	Agriculture	Vill.- Kafiah	8894286243

4. GeographicaldetailsoftheVillage

1	Distancefromthe DistrictHQ	::	160Km
2	DistancefromMainRoad	::	500mtr.
3	Nameoflocalmarket&distance	::	Kupvi40 km
4	Nameofmainmarket&distance	::	Kupvi ,Nerwa,Haripurdhar
5	Nameofmaincities &distance	::	Shimla 240 km
6	Nameof maincitieswhere product will besold/marketed	::	Kupvi ,Nerwa ,Haripurdhar

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 suitable for them. People consume different pickles with meal and it serve as taste enhancer. Pickles are also used as toppings for foods such as sandwiches, hamburgers, hotdogs, parathas and pulavetc.

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,

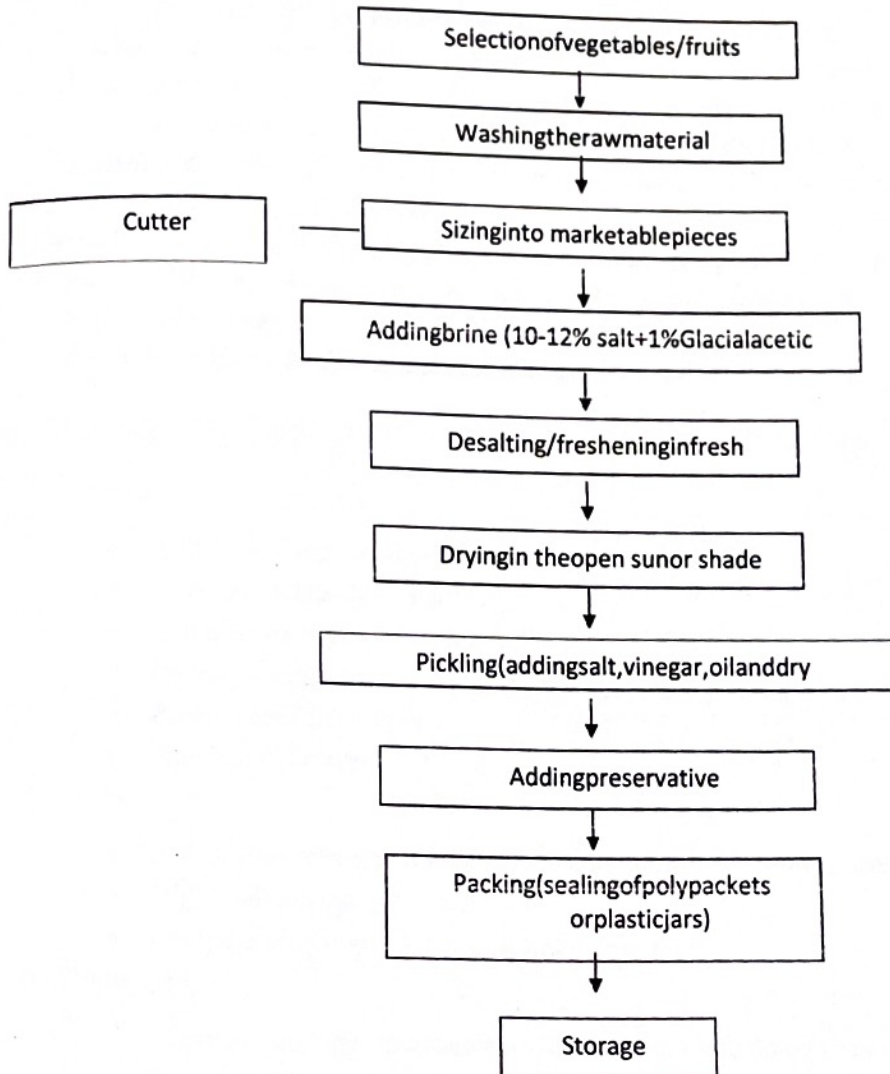
Nerwa and TheogcanselltheirpicklesincommandareathenthisSHGcandoitmorevigorouslyand briskly and competewith such outsiders.

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 have shortlisted the IGA 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 nullahs. People of the small townships around this group have 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 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 Aachar/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 is easily available
- Manufacturing process is simple
- Proper packing and easy to transport
- Product shelf life is long
- Home made, low 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.
- Sudden increase in price of raw material
- Competitive market

10. Acharchutney/Picklemaking 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 a 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 equipment's 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	Approximate cost
1.	Grinder machine	16500
2.	Vegetable dehydrator	29000
3.	Cooking arrangement (commercial Gas cylinder with chullah)	6000
4.	Pickle mixer	12000
5.	Weighing scale (2 no.'s)	11500
6.	Packaging/sealing unit	12500
7.	Labelling machine	11500
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 1.70mm	2000/-
13	Small drum Plastic (Capacity 50 KG) Quantity 7	4900/-
Total		1,49,000/-

Sr. No.	Utensils	Quantity	Unit price	Total amount
1.	Pattila	2	4500	9000/-
2.	Cardboard	10	160	1600/-
3.	Cutter with stand	10	650	6500/-
4.	Knife	15	60	900/-
Total				18000/-
Total capital cost				167000/-

11. Acharhutnepickle 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, 1kg and 2kg containers/pouches.

In addition to this SHG will hire a spacious room which will be used 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 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 800 kg of achar is calculated as under:

B. RECURRING COST					
Sr. No.	Particulars	Unit	Quantity	Unit cost	Total amount
1.	Room rent	Per month	2	1000	2000/-
2.	Water & electricity charges	Per month	1	500	500/-
3.	Raw material	kg	900	70	63000/-
4.	Spices etc.	kg	120	150	18000/-
5.	Sarson (mustard) oil	kg	70	250	17500/-
6.	Packaging material	kg	15	150	2250/-
7.	Transportation charges	month	L/S	5000	5000/-
8.	Clinical gloves, head cover and aprons etc.	month	L/S	5000	5000/-
Total recurring cost					113250/-

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	113250/-
2.	10% depreciation monthly on capital cost (167000/-)	1392/-
	Total	114642/-

Average income monthly by way of sale of achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Sale of pickles	700kg	220/Kg	154000/-

13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	
2.	Total sale amount	113250/-
3.	Net profit	154000/-
4.	Distribution of net profit	40750/-
		1. Out of total sale of Rs. 154000/ in 1 st month one lakh rupees will be kept for further investment in IGA 2. Rs. 125000 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	167000/-	125250/-	41750/-
2.	Total recurring cost	113250/-	-	113250/-
3.	Training/ capacity building, skill up gradation	40000/-	40000/-	-
	Total	320250/-	165250/-	155000/-

- 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 up gradation to be borne by the project

15. Training capacity building skill up gradation

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:

- Cost effective procurement of raw material
- Quality control
- Packaging and marketing practices
- 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,alma, pulses, wheat, maize, etc. of the villagers and the local people in the vicinity. It will be additionally 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 areas:

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

18. **Remark**

स्वयं सहायता समूह सदस्य के फोटो



Usha Devi
Secretary



Asha Devi
Treasure



Gulabi Devi
Vice President



Anshu Devi
President



Rukmi Devi
Member



Bimla Devi
Member



Kirpi Devi
Member



Sheela Devi
Member



Murtu Devi
Member



Member

Certificate

The Business plan of Self Help Group Ganga Kaffah for the IGA of Pickle Making was presented before the general house of VFDS Kaffah 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:-

शाका देवी
President SHG

Pradhan
Village Forest Development
Society & C.D & L.I.
Unit Kaffah-Ward No.3
Block Kupvi, Shimla H.P.

Secretary
Vill. Forest Development
Society Kaffah
Range Kanda
Treasure VFDS

Subhash
Range Forest Officer
Forest Range Kanda
FTU Officer Kanda

D.M.U. Cum-D.C.F. Chopal
Divisional Forest Officer
Chopal Forest Division, Chopal

दिनांक 25-05-24 को स्वयं सहायता समूह गंगा कफलाह (SHG) की बैठक अध्यक्ष आशा देवी की अध्यक्षता में सम्पन्न हुई। इसमें निम्न कार्यवाही को अमल में लाई गई।

यह है कि आज की बैठक में विचार विमर्श किया गया है, कि (SHG) गंगा कफलाह द्वारा जो रकम अपने व्यवसाय को चलाने दिए गए थे। वह 25% ग्रुप से और 75% प्रोजेक्ट द्वारा दिया गया है वह व्यवसाय को चलाने के लिए कम पड गई इसलिए व्यवसाय को बढ़ाव देने के लिए अधिक राशि की आवश्यकता है ताकि हमारा व्यवसाय सूचारु रूप से चल सके।

प्रस्ताव सर्व समिति से पास

होकर स्वीकृत है।

सदस्य के नाम	हस्ताक्षर
I. शामा देवी	शामा देवी
II. उषा कुमारी	Usha Kumari
III. गुलाबी देवी	गुलाबी देवी
IV. आशा देवी	आशा देवी
V. मोरतो देवी	मुरतू देवी
VI. रंखा देवी	रंखा देवी
VII. शीला देवी	शीला देवी
VIII. किरपी देवी	किरपी देवी
IX. विमला देवी	विमला देवी
X. ककमी देवी	