

Business Plan

INCOMEGENERATINGACTIVITY- PickleMaking

by

Self Help Group Tikker-1



SHG/CIGName	::	SHG Tikker-1
VFDSName	::	Tikker-2
Range	::	Kanda
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	::	SHG SHG Tikker-1
2	VFDS	::	SHG Tikker-2
3	Range	::	Kanda
4	Division	::	Chopal
5	Village	::	Tikker
6	Block	::	Kupvi
7	District	::	Shimla
8	Total No. of Members in SHG	::	10
9	Date of formation	::	20-10-2019
10	Bank a/c No.	::	46210103729
11	Bank Details	::	HP Co-operative Bank Kupvi
12	SHG/CIG Monthly Saving	::	100/-
13	Total saving	::	-
14	Total inter-lending	::	-
15	Cash Credit Limit	::	-
16	Repayment Status	::	-
17	Interest rate	::	-

3. Beneficiaries Detail:

Sr. No	Name	Father/Husband Name	Age	Education	Category	Income Source	Address	Contact no.
1	Reena Devi	Narayan Singh	34	12th	General	Agriculture	Vill.- Tikker	8894451634
2	Divya Devi	Kuldeep	32	10+2	General	Agriculture	Vill.- Tikker	8894083601
3	Bimla Devi	Mehar Singh	43	5th	General	Agriculture	Vill.- Tikker	7807049105
4	Neha Devi	Sunil Kumar	33	12th	General	Agriculture	Vill.- Tikker	9015269739
5	Shalni	Anil	30	12th	General	Agriculture	Vill.- Tikker	8894815736
6	Sunita Devi	Maan Singh	45	5th	General	Agriculture	Vill.- Tikker	9816442155
7	Sundri Devi	Bhagat Singh	46	5th	General	Agriculture	Vill.- Tikker	8627970684
8	Nisha Devi	Kamal	28	12th	General	Agriculture	Vill.- Tikker	9019269739
9	Kamla Devi	Kedar Singh	38	12th	General	Agriculture	Vill.- Tikker	9805860759
10	Indra Devi	Dinsh	31	10th	General	Agriculture	Vill.- Tikker	8628820095

4. Geographical details of the Village

1	Distance from the District HQ	::	212 Km
2	Distance from Main Road	::	500 mtr.
3	Name of local market & distance	::	Kupvi 12 km
4	Name of main market & distance	::	Kupvi 12 Km, Nerwa 50 Km, Haripurdhar 30 Km
5	Name of main cities & distance	::	Shimla 212 km
6	Name of main cities where product will be sold/marketed	::	Kupvi, Nerwa, Haripurdhar

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 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,

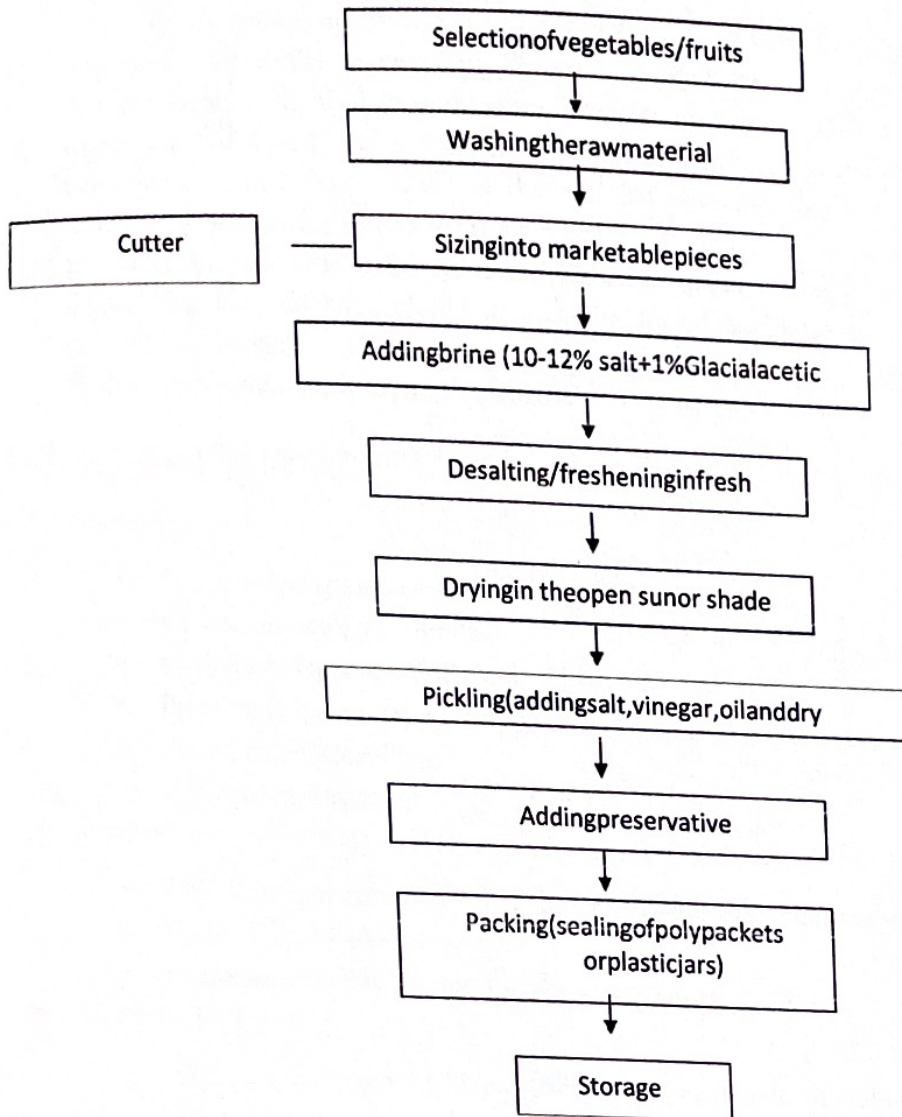
Nerwa and TheogcanselltheirpicklesincommandareathenthisSHGcandoitmorevigorouslyand briskly and competewith such outsiders.

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 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 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 others same category 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. 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	Approximate cost
1.	Grinder machine	17500/-
2.	Vegetable dehydrator	27500/-
3.	Cooking arrangement (commercial Gas cylinder with chullah)	6000/-
4.	Pickle mixer	11000/-
5.	Weighing scale (2 no.'s)	9500/-
6.	Packaging/sealing unit	13000/-
7.	Labelling machine	13000/-
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		1,47,500/-

Sr.No.	Utensils	Quantity	Unit price	Total amount
1.	Pattila	2	5000	10000/-
2.	Cardboard	6	150	900/-
3.	Cutter with stand	8	600	4200/-
4.	Knife	15	100	1500/-
Total				16600/-
Total capital cost				164100/-

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, 1kg and 2kg containers/pouches.

In addition to this SHG will hire a spacious room which will be use for operationalactivities, temporary storage and the command area being in village. The rent per month ispresumed 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 theRs. 50 per kg and keeping in view the manpower available at our disposal at least 200 kg ofachar will be produced in one week and it amounts to be 800 kg in one month. Accordingly,therefore recurring cost for 800kg ofachar iscalculated 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	kg	800	50	40000/-
4.	Spicesetc.	kg	100	200	20000/-
5.	Sarson(mustard)oil	kg	75	250	18750/-
6.	Packagingmaterial	kg	15	150	2250/-
7.	Transportation charges	month	L/S	5000	5000/-
8.	Clinicalgloves,head coverand aprons etc.	month	L/S	4500	4500/-
Totalrecurringcost					93000/-

Note: The group members will do the work themselves and therefore labour cost has notbeen included and the members will manage between them the working schedule to befollowed.

12. Costof production (monthly)

Sr.No.	Particulars	Amount
1.	Totalrecurringcost	93000/-
2.	10% depreciation monthly on capital cost(164100/-)	1367/-
Total		94367/-

Averageincomemonthly by way ofsaleof achar/pickle

Sr. No.	Particulars	Quantity	Cost	Amount
1.	Saleofpickles	800kg	200/Kg	160000

13. Cost benefit analysis (monthly)

Sr. No.	Particulars	Amount
1.	Total recurring cost	93000/-
2.	Total sale amount	160000/-
3.	Net profit	67000/-
4.	Distribution of net profit	1. Out of total sale of Rs. 200000 in 1 st month one lakh rupees will be kept for further investment in IGA 2. Rs. 100000 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	164100/-	123075/-	41025/-
2.	Total recurring cost	93000/-	-	93000/-
3.	Training/ capacity building, skill upgradation	40000/-	40000/-	-
Total		297100/-	163075/-	134025/-

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 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. Remarks

GROUP MEMBER PHOTOS



Reena Devi
(President)



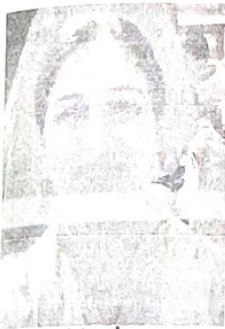
Divya
(Secretary)



Pooja
(Treasurer)



Vimla Devi
(member)



Shalini
(member)



Vimla Devi
(member)



Kamla Devi
(member)



Sunita Devi
(member)



Neha Devi
(member)



Sundari Devi
(member)



Nisha Devi
(member)



Surti Devi
(member)



Indira Devi
(member)


Certificate


The Business plan of Self Help Group Tikker-1 for the IGA of Pickle Making was presented before the general house of VFDS Tikker-2 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:-


I

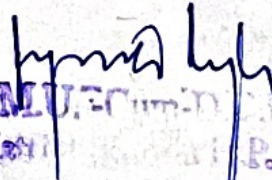
Place:-


President SHG


President VFDS


President
Vill. Forest Development
Society Tikker-1
Treasurer VFDS


Range Forest Officer
Forest Range Kanda
FTU Officer Kanda


DMU-CUM-Divisional Forest Officer
Chopal

DMU-CUM-Divisional Forest Officer
Chopal Forest Division, Chopal

आज दिनांक 25-05-24 को स्वयं सहायता समूह टिककर-I की बैठक अध्यक्ष शीना देवी की अध्यक्षता में सम्पन्न हुई इसमें निम्न कार्यवाही का उमल में लाई गई।

यह है कि आज की बैठक में विचार विमर्श किया गया है कि (SAB) टिककर I द्वारा जो रकम अपने व्यवसाय को चलाने के लिए मरु थे व 25% मुफ से और 75% प्रोजेक्ट द्वारा लिया गया था वह व्यवसाय को चलाने के लिए कम पड़ गई इसीलिए व्यवसाय को बेहतर तरीके से चलाने के लिए अधिक राशि की आवश्यकता है ताकि हमारा व्यवसाय संचालन रूप से चल सके।

प्रस्ताव सर्व सहमत से पास होकर स्वीकृत है।

नाम	हस्ताक्षर
शीना देवी	Reena
विमला देवी	विमला
दिव्या	Divya
पूजा	पूजा देवी
शालिनी	शालिनी
नेहा	Neha
कमल देवी	Kamla
सुन्दरी देवी	सुन्दरी देवी
सुमिता देवी	सुमिता
निशा	निशा

अध्यक्ष शीना देवी

उपस्थित सदस्य दिव्या

आज दिनांक 25-05-24 को ISHL की बैठक की गई है यह बैठक श्री सवि मति पूजा सुरत देवी विमला देवी की अध्यक्षता में की गई जिसमें सभी महिलाओं ने भाग लिया।

आज दिनांक 25-05-24 को श्री मति पूजा, सुरत विमला देवी की अध्यक्षता में बैठक की गई बैठक में ग्रुप की सभी महिलाओं ने भाग लिया इस बैठक में ग्रह निगम लिया गया कि पूजा सुरत विमला देवी इस ग्रुप को छोड़ना चाहती हैं। सुरत विमला देवी अपनी आर्थिक स्थिति के कारण वह ग्रुप को छोड़ना चाहती हैं। वह सर्व सहमति से प्रधान व सचिव की अध्यक्षता में वह ग्रुप से बाहर निकालने का फैसला किया गया। जिसमें सभी सदस्य ने अपनी सहमति उपस्थित की।

क्र.सं.	सदस्या के नाम	हस्ताक्षर
	रीन देवी	Reena
	विमला देवी	विमला
	दिव्या	Divya
	नैहा	Neha
	शाली	शाली
	कमला	Kamla Khulka
	सुनीता देवी	सुनीता
	सुन्दरी	सुन्दरी देवी
	नीशा	नीशा
	इन्द्रा देवी	इन्द्रा

~~Reena~~

दिव्या