

16 PICKLE MANUFACTURING UNIT (HOME BASED)



1. INTRODUCTION

Uttarakhand is a region defined by its simplicity and rich cultural heritage and the culinary habits of the locals reflect a deep connection to the pickle tradition. Amidst these everyday meals of bhat or chawal (rice), dal (pulses), and tarkari (vegetables), a culinary gem takes center stage – the timeless tradition of pickling, known locally as "achar." This region's pickling practices extend beyond the kitchen, becoming a social activity that brings families and neighbors together. A venture into the pickle business in Uttarakhand is not merely a commercial endeavor; it is a celebration of tradition, a tribute to the simplicity that defines the local lifestyle. As locals and visitors alike savor these delectable pickles, each jar becomes a vessel carrying the essence of Uttarakhand's culinary legacy. In a region where routine consumption meets the demands of curious tourists, a pickle business has the potential not only to thrive but to become an essential thread in the vibrant tapestry of Uttarakhand's gastronomic culture.

2. PRODUCT & ITS APPLICATION

The range of pickles includes Garhwali Gahat Achaar, made from the local horse gram lentil, Bhang Jeera Achaar with hemp seeds and cumin, Aadu (Peach) Ka Achaar offering a sweet and tangy flavor, Kaafal (Bayberry) Ka Murabba as a delightful sweet preserve, Kundru (Ivy Gourd) Pickle with a unique spice blend, Kachri (Wild Cucumber) Pickle known for its spicy kick, Jakhia (Himalayan Caper) Pickle featuring a pungent taste, and the ever-popular Aam (Mango) Ka Achaar with a regional twist. These pickles truly reflect the local cuisine of Uttarakhand.

3. DESIRED QUALIFICATION FOR PROMOTER

The promoter should possess a deep appreciation for regional flavors and a passion for food. Knowledge of local culinary traditions, creativity in recipe development, and an understanding of food safety regulations are crucial. Additionally, basic business management skills, marketing acumen, and the ability to network within the local community will be beneficial.

4. BUSINESS OUTLOOK AND TRENDS

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5. RAW MATERIAL REQUIREMENTS

The preparation of these diverse and delicious pickles requires a variety of raw materials, each contributing to the unique flavors of the region. Here are some suggested raw materials commonly used in Uttarakhand's pickle-making:

1. Horse Gram (Gahat) Pickle: Gahat (Horse Gram), Mix of Spices, Mustard Oil, Local Herbs, etc.
2. Hemp Seeds and Cumin Pickle (Bhang Jeera Achaar): Hemp Seeds (Bhang), Cumin, Mix of Spices, Local Bread or Rice, etc.
3. Peach Pickle (Aadu Ka Achaar): Peaches, Blend of Spices, Sweetening Agents, Vinegar, etc.
4. Bayberry Preserve (Kaafal Ka Murabba): Bayberries (Kaafal), Sugar, Spices, Water, etc.
5. Ivy Gourd Pickle (Kundru Pickle): Kundru (Ivy Gourd) is a mix of Spices, Mustard Oil, Vinegar, etc.
6. Wild Cucumber Pickle (Kachri Pickle): Kachri (Wild Cucumber), Spices, Vinegar, Salt, etc.

7. Himalayan Caper Pickle (Jakhia Pickle): Jakhia (Himalayan Caper), Spices, Mustard Oil, Vinegar, etc.
8. Mango Pickle (Aam Ka Achaar): Raw Mangoes, Mix of Spices, Mustard Oil, Fenugreek Seeds, etc.

6. MANUFACTURING PROCESS

Ingredients:

- Main Ingredient (e.g., Gahat, Hemp Seeds, Peaches, Bayberries, Ivy Gourd, Wild Cucumber, Himalayan Caper, Mangoes)
- Spices (e.g., cumin, mustard seeds, fenugreek seeds, etc.)
- Oil (e.g., mustard oil)
- Vinegar (optional, depending on the pickle type)
- Salt and Sweetening Agents (e.g., sugar, jaggery, etc.)

Procedure:

1. Washing and cleaning: The primary step is washing and cleaning the main ingredients thoroughly. Then these must be peeled or cut into desired shapes or sizes for uniform pickling.
2. Dry Roasting (if required): The next step is dry roasting whole spices (e.g., cumin seeds) until fragrant. Then the roasted spices should be ground into a coarse or fine powder.
3. Mixing Spices and Oil: Proceed to the next phase by combining the prepared main ingredient with the ground spices. The aim is to ensure a thorough coating of the ingredients with the spice blend. Incorporate the chosen oil, preferably mustard oil for an authentic touch, and mix diligently.
4. Adding Vinegar (if desired): For those desiring a tangy twist, the subsequent step involves adding vinegar to the mixture. The quantity can be adjusted based on personal preference and the specific type of pickle being crafted.
5. Incorporate Salt and Sweetening Agents: The following step is to season the mixture with salt to achieve a well-balanced flavor profile. Introduce sweetening agents such as sugar or jaggery to complement and enhance the overall taste, adjusting the quantities to align with personal preferences.
6. Marination: Allow the amalgamated mixture to marinate for a minimum of 4-6 hours or, ideally, overnight. This duration facilitates the permeation of spices and flavors throughout the main ingredient, ensuring a rich and robust taste.
7. Packaging: Transition to the packaging stage by transferring the marinated pickle into clean, sterilized glass jars equipped with airtight lids. Prioritize a completely dry environment within the jars to prevent moisture-related issues.
8. Storage: After the packaging is complete, store the jars in a cool, dark place. This storage environment is conducive to optimal flavor development. Consider occasional shaking or stirring during the initial days to distribute flavors evenly, particularly for certain types of pickles.

7. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Production Team (Peeling, Mixing, Roasting, Checking & Packaging)	3	12	0.2	7.2
3	Helpers	1	12	0.12	1.44
4	Sales & Marketing Person	1	12	0.15	1.8
	Total				10.44

8. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

9. IMPLEMENTATION SCHEDULE

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	-
3	Plant & Machinery	1.75
4	Equipment and Furniture Exp.	2.00
5	Preoperative & Preliminary Exp.	0.10
6	Working Capital	0.95
	Total Project Cost	4.8

10. MEANS OF FINANCE

Bank-term loans are assumed @ 60 %

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	1.92
2	Bank Finance	2.88
	Total	4.80

11. LIST OF MACHINERY REQUIRED

A. Machinery

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Food Processor	1	0.25	0.25
2	Blender/Mixer	1	0.15	0.15
3	Spice Grinder	1	0.10	0.10
4	Weighing Scale	1	0.05	0.05
Total Amount				0.55
Tax, Transportation, Insurance, etc.				1.00
Electrification Exp.				0.20
Grand Total Amount				1.75

B. Furniture & Equipment

Sr. No	Particulars	Total Amount (Rs. in lakhs)
1	Tools (Knives, roasting pan, mortar, pestle, measuring spoons, cooking equipment, etc.)	0.20
2	Furniture & Set-up (Work Tables, Storage Shelves, Packaging Station, etc.)	1.00
3	Fixture (Lighting, built-in shelves, and cabinets, etc.)	0.60
4	Packaging Materials (Labelling equipment, etc.)	0.20
	Total	2.00

The availability of machines and equipment from local manufacturers is a promising advantage for the entrepreneur. It is essential to carefully choose the right mix of products and suitable machinery and tooling to facilitate modern and flexible production. Here are some of the suppliers of machinery an entrepreneur can consider:

1. Gupta Electronics

Dispensary Road, Dehradun City,
Dehradun – 248001,
Uttarakhand, India

2. R. C. Electronics

54, Dispensary Road,
Back Side of Kothali,
Dehradun- 248001,
Uttarakhand, India

3. Dev Enterprise

Career House, G.M.S. Road,
Behind Hotel Kamla Palace,
Dehradun-248001,
Uttarakhand, India

12. SALES REALISATION

Sr. No	Product	Sales in Percentage
1	Hemp Seeds and Cumin Pickle (Bhang Jeera Achaar)	25.0%
2	Mango Pickle (Aam Ka Achaar)	25.0%
3	Peach Pickle (Aadu Ka Achaar)	15.0%
4	Ivy Gourd Pickle (Kundru Pickle)	10.0%
5	Bayberry Preserve (Kaafal Ka Murabba)	10.0%
6	Wild Cucumber Pickle (Kachri Pickle)	15.0%
	Total	100.00%

**The annual total production is 3600kgs of pickle production*

13. PROFITABILITY CALCULATIONS

The basis of profitability calculation:

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	32.40
B.	Cost of production	
i)	Raw materials	16.20
ii)	Utilities	0.60
iii)	Manpower Cost (Salaries/wages)	10.44
iv)	Administrative expenses	0.28
v)	Packaging Cost	0.08
vi)	Material Lost Cost	0.08
vii)	Selling & distribution expenses	1.44
viii)	Rent	0.40
ix)	Interest	0.40
	Total (B)	29.93
	Gross profit/loss (A – B)	2.47
	Less: Depreciation	0.36
C.	PBIT	2.12
D.	Income-tax	-
E.	Net profit/loss	2.12
F.	Repayment (Annual)	0.34
G.	Retained surplus (E-F)	1.78

The production capacity of the unit is estimated at 90%.

14. BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	0.40
Depreciation	0.36
Interest	0.40
Manpower	3.13
Total Fixed cost	4.29
Variable cost	
Raw materials	16.20

Utilities	0.60
Manpower	7.31
Administrative expenses	0.28
Selling & distribution expenses	1.44
Total Variable cost	25.83
Contribution margin	20%
Break-Even Point in Value	21.45

15. STATUTORY/GOVERNMENT APPROVALS

The Food Safety and Standards Authority of India (FSSAI) is the regulatory body responsible for ensuring food safety and standards in India. It is established under the Food Safety and Standards Act, of 2006, and governs all matters related to food, storage, distribution, sales, and import. Any entity operating a food business has to abide by the food safety rules and regulations and fulfill the legal requirements. Non-compliance with FSSAI regulations can lead to penalties, fines, and even closure of the business.

Besides an FBO license, a food processing unit has to secure and register a business under MSME. It also has to secure various types of licenses such as:

1. Trade License: This license is important for any food-related business. The local municipal authority gives it.
2. GST Registration: Registration under the GST is mandatory for any business with a certain turnover and is involved in the sales of goods including food products.
3. Other legal approvals include meeting with labeling compliance, local permits, and state-specific licenses if any.

16. TRAINING CENTERS AND COURSES

There are few specialized Institutes that provide degree certification in Food Technology, The most famous and authenticate Institutions are as follows:

1. FCI Institute of Management
11, Subash Road, Opposite Police HQ,
Dehradun, Uttarakhand, India

2. Food Industry Capacity & Skill Initiative (FICSI)
1, 3rd floor, Shriram Bharatiya Kala Kendra,
Copernicus Marg, Mandi House-110001,
Delhi, India

3. National Institute of Food Technology Entrepreneurship and Management
97, Niftem Rd, HSIIDC, Industrial Estate,
Kundli, Sonapat-131028,
Haryana, India

Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.