

## **PROJECT PROFILE ON PICKLES**

**NAME OF THE PRODUCT : PICKLES**

**Product Code (NIC) : 10306**

**QUALITY & STANDARD : FSSAI License is mandatory.**

**PRODUCTION CAPACITY : Quantity - 150 M.T. (Per Annum)  
Value - Rs.120 Lakh.**

**YEAR OF PREPARATION : 2021**

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# PROJECT PROFILE ON PICKLES

## **A) INTRODUCTION**

Pickles means the preparation made from fruits or vegetables or edible plant material including mushrooms free from insect damage or fungal infection, singly or in combination preserved in salt, acid, sugar or any combination of the three. The pickle may contain onion, garlic, ginger, sugar, Jiggery, edible vegetable oil, green or red chillies, spices, spices extracts /oil, lime juice, vinegar/ acetic Acid, dry fruits and nuts.

Man is a sophisticated being and he is not satisfied by eating just whole some and nut foods. He reuses spicy adjuncts along with his food to make it palatable so that he can enjoy his meal. Pickle has gained importance in Indian menu and occupies a special place. Preservation of fruit & vegetables in the form of pickles is old art and variety of these products are made in Indian homes and consumed. However, the taste and method of preparation varied through the basic principal of pickling in currying prepared fruits & vegetable by salting, acidifying, addition of vinegar / or by using oil, apart from in almost all cases mixing of spice powers of a varied composition.

Pickles are of different types: (1) Pickles in oil (2) Pickles in citrus juice (3) Pickles in brine (4) Pickles in vinegar (5) Pickles in oil, vinegar and preservatives.

## **B) MARKET POTENTIAL**

The market of pickles is on the ever increasing side both in domestic and export market. The popular variety of pickles are mango pickle, lime pickle, mix vegetable, Red chillies pickle etc. Ginger, garlic mushrooms pickles have also gained popularity in the recent years.

Pickles are one of the earliest commercial product appeared in the market a product of fruits and vegetable preservation. A large number of brands of pickles are available in the market still there exist good scale for new brands and of palatability.

## C) BASIS & PRESUMPTIONS

- I. This project is based on single shift basis and 300 working days in a year.
- II. The cost of machinery & equipment /materials indicated refer to a particular make and the prices are approximate to these prevailing at the time of preparation of this profile.
- III. The cost of packaging, forwarding tax etc and installation, electrification of machinery is taken @ 10% on-refundable deposits, project cost, trial production, fees etc are considered under pre-operative expenses.
- IV. Depreciation has been taken as an –
  - a) On machinery & equipment @ 10%
  - b) On office furniture & fixture @ 20%
- V. Interest on total capital investment has been taken @ 14% per annum.
- VI. Minimum 40% of the total investment is required as margin money.
- VII. Pay back period of the project will be 7 years, with half yearly installments.
- VIII. Break even point has been calculated at the full capacity utilization.
- IX. For smooth functioning of unit it is suggested that unit should have a good stock of quality raw material

## **D) IMPLEMENTATION SCHEDULE:**

The following steps involves in the implementation of the project.

### **Sl. No. Activity**

- I. Selection of Site.
- II. Form of Ownership.
- III. Feasibility Report.
- IV. Registration with mandatory Food License.
- V. Arrangement of Finance
- VI. Construction of Factory Shed & Building
- VII. Plant Erection and Electrification
- VIII. Recruitment of Manpower
- IX. Arrangement of raw materials including packaging materials.
- X. Selection of marketing channel.
- XI. Miscellaneous power and water connection, Pollution Control Board clearance etc.

Normally 6 month is required to implement the project.

## **E) TECHNICAL ASPECTS:**

### **(i) Process of Manufacture:**

#### **Pickles**

Fully matured fresh raw mangoes/limes/other fruits and vegetables are washed and cut into uniform sizes. Brine cured at optimal conditions or can be used directly for mixing salt and other ingredients and preparing the pickles. Cleaned and dried spices like red chilies, turmeric and mustard are ground separately and are mixed with the cured or fresh mango/lime pieces, etc. along with select edible oil (with seasoning added and fried in it), garlic, ginger paste, vinegar, etc. The prepared fresh pickle has to be cured for a week days time in plastic carboys or wooden barrels. Periodical mixing will help for quick and uniform salt equilibration. The cured pickles are then packed in dry bottles, sealed with cap and labeled, packed in boxes and dispatched for sale.

### **(ii) Quality Control and Standards:**

PRODUCT MUST MEET FOOD SAFETY AND STANDARDS (FOOD PRODUCTS STANDARDS AND FOOD ADDITIVE) REGULATION, 2011.

Details are given below:

- (i) Pickles in Citrus juice or Brine conforming to the following requirement:-
  - (a) Drained Weight : Not less than 60.0%
  - (b) Sodium Chloride content when packed in Brine. : Not less than 12.0%
  - (c) Acidity as Citric Acid when packed in Citrus Juice. : Not less than 1.2%
- (ii) Pickles in Oil
  - (a) Drained Weight : Not less than 60.0%
  - (b) Fruit and Vegetable pieces shall be practically remaining submerged in oil.
- (iii) Pickles in Vinegar
  - (a) Drained Weight : Not less than 60.0%
  - (d) Acidity of vinegar as acetic acid. : Not less than 2.0 %

The products may contain food additives in the regulations.

**(iii) Motive Power: 20 HP**

**(iv) Production Capacity (Per Annum):**

Quantity: : 150 M. T. Per Annum

Value : Rs. 120 Lakhs

**(v) Pollution Control:**

The unit will not create any pollution problems. However, entrepreneur should obtain NOC from concerned State Pollution Control Board.

**(vi) Energy Conservation:**

Suitable measures should be adopted to use appropriate amount of fuel and electricity

**F) FINANCIAL ASPECTS:**

**A) Fixed Capital:**

**(i) Land & Building:** on rented basis

Land 250 Sq. Mtr. @ Rs. 400/- per sq. Mtr.

**Rs. 10000/-  
per month**

**(ii) Machinery & Equipment:**

Sl. No	Particulars of Machines	Qty. (Nos.)	Amount (Rs.) in lakh
1.	Washing Tank (6'X3'X3') @Rs.75,000/-	2	1.50
2.	Plastic tank to store semi-finished products @ Rs. 1500/-	100	1.50
3.	Gas Chulha with Gas Cylinder ( 2 Set Chulha & 6 Nos. Cylinder	-	0.50
4.	Vegetable Peeling machine with motor.	1	0.50
5.	Power operated slicing / cutting/ cube machine with arrangement to adjustment with motor.	1	1.00
6.	Hydro Extractor to extract excess of moisture with motor.	1	0.50
7.	Pulverizer / grinder with motor	1	0.50
8.	Cap sealing machine table model with automatic sealing and threading operation.	1	0.50
9.	Polyethylene Bag Sealing Machine @Rs.15,000/-	2	0.30
10.	Hand operated sealing machine.	1	0.20
11.	Miscellaneous equipment – weighing Balance with measures of different capacity, Storage Drum, Kadahi, fry pan, Tubs, Trays, Knives, Peeler, Polyethylene sheets etc.	LS	1.50
12.	Laboratory Equipments	LS	1.00
		<b>Total:</b>	<b>9.5</b>
	Packaging, forwarding , Tax etc. Erection & Electrification @ 10%	LS	0.90
		<b>Total:</b>	<b>10.40</b>

**Rs. 10.40 Lakhs**

**(iii) Furniture & Fixtures: Rs. 0.50 Lakhs**

**(iv) Pre-operative Expenses:**

Establishment Cost, legal expenses. Rs. 0.50 Lakhs

(Consultancy fee, start up expenses, Interest during construction period, Trial run expenses).

**Total Fixed Capital ( ii + iii + iv): Rs. 11.40 Lakhs**

**Working Capital (Per Month):**

**(i) Salary & Wages:**

Sl. No.	Designation	No.	Rate	Total (Rs.)
1.	Manager (Marketing/Purchase)	1	20000	20000
2.	Salesman	1	12000	12000
3.	Accountant/Computer operator	1	12000	12000
4.	Skilled Workers	1	10000	10000
5.	Un-skilled Workers	2	8000	16000
			<b>Total:</b>	<b>70000</b>
	Perquisites @ 15%			10500
			<b>Total:</b>	<b>80500</b>



**(ii) Raw Material:**

Sl. No.	Item	Qty.(MT)	Rate (Rs./MT)	Value (Rs.)
1.	Raw Mango, Chilly, Ginger, Garlic, Carrot, Karaunda, Lemon etc.	20	15000	300000
2.	Salt	1.5	15000	22500
3.	Oil	1.25	160/- per Kg	200000
4.	Spices, Preservative etc.	2	80000	160000
5.	Packing materials			75000
<b>Total:</b>				<b>757500</b>

**(iii) Utilities:**

1. Water	1,000/-
2. Fuel	10,000/-
3. Electricity	5,000/-
<b>Total:</b>	<b>16,000/-</b>
<b>Say</b>	<b>Rs. 0.16 Lakh</b>

**(iv) Other Contingent Expenses (P.M.):**

1	Consumable Stores	3000
2	Maintenance and Repairs	1000
3	Transportation & Travelling	10000
4	Insurance	3000
5	Advertisement & Publicity	10000
6	Rent	10000
7	Other Expenses	1000
<b>Total:</b>		<b>38000</b>
<b>Say</b>		<b>Rs. 0.38 Lakh</b>

**(v) Working Capital / Total Recurring Expenditure (P.M.):**

1.	Salary & Wages	<b>Rs.80500</b>
2.	Raw Materials	<b>Rs. 757500</b>
3.	Utilities	<b>Rs. 16000</b>
4.	Other Contingent Expenses	<b>Rs. 38000</b>
	<b>Total:</b>	<b>Rs. 892000</b>

**(vi) Total working capital for 1.5 months 892000 X 1.5 = Rs. 13.38 Lakh**

**B) TOTAL CAPITAL INVESTMENT:****(Rs. In Lakhs)**

I.	Fixed Capital	<b>11.40</b>
II.	Working Capital for 1.5 months	<b>13.38</b>
	<b>Total:</b>	<b>24.78</b>

**FINANCIAL ANALYSIS:****i) Cost of Production (Per annum)**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Value (Rs. In Lakhs)</b>
1.	Total Recurring Expenditure Cost	107.04
2.	Depreciation on machinery and equipment @ 10%	0.95
3.	Depreciation on Furniture @ 20%	0.10
4.	Interest on Total Capital Investment @ 12%	2.9736
	<b>Total: -</b>	<b>111.0636</b>

**ii) Turnover (Per Annum)**

<b>Item</b>	<b>Value (Rs. In Lakhs)</b>
Pickles 150 MT @ Rs. 100/- Kg.	<b>150.00</b>
Less -Sales Commission: LS @20% (-)	<b>30.00</b>
<b>Net Sales</b>	<b>120.00</b>

**iii) NET PROFIT (Per annum) Before Taxation:**

Turn Over	(-)	Cost of Production	=	<b>Rs. 8.94 Lakhs</b>
120.00		111.06		

**iv) NET PROFIT RATIO: (Per Annum):**

**7.45%**

**v) RATE OF RETURN (Per Annum):**

**36%**

**vi) BREAK EVEN POINT:**

**51.81%**

**Names & Addresses of Machinery & Equipment Suppliers:**

1. M/s Shri Krishna Pulverisers, 30 Industrial Estate, Kalpi Road, Kanpur-208012.  
Ph. 512-3268062, M. 9598076680
2. M/s Ramesh Gas Service Centre, 111A/1, Shop No. 8, Gurudwara Building, 80 Ft. Road, Kanpur. Ph. 0512-252632, 2077168, M. 9450348535
3. M/s Moon Star Refrigeration, B-161, Nirala Nagar, Lucknow-226020. Mob. 09936241655, Ph. 0522-2789953, 4009579
4. M/s Janta Engineering, 104/421, P Road, Bankhandeshwar Mandir Road, Kanpur-208012. Ph. 0512-2550142, M. 9336331243, 9335028650
5. M/s Parle Global Technologies Pvt. Ltd., Shripal Industrial Estate, Bldg. no. 3, Wing A, Waliv Road, Vasai (East) Dist. Thane-401208 T. 91-250-6632222
6. M/s Unique Equipments, Z-15, Marmagoa Indl. Estate, Airport Road, Chicalim, Vasco-Da-Gama, Goa-403711 (India) T. 0832-2541467, 2540058, 2540059 M. 09422438234, 9225987066

**Names & Addresses of Chemical Suppliers:**

1. M/s Raj Essence Mart, 106/371, Tajamal Market, Jarib Chowki, Kanpur-208012.  
Mob. 9335891161, 8808066690.
2. M/s Pari Chemicals, 37, Nagdevi Street, Ground Floor, Muimbai-400003.  
Tel. 022-66312022, 23470740
3. M/s Tata Chemicals, Ltd., Leela Business Park, Andheri Kuria Road, Andheri n(E), Mumbai-4090059. Tel. 020-66075100
4. M/s Uma Brothers, C-110, Bhaveshwar Plaza, Ist Floor189, LBS Marg, Ghatkopar(W), Mumbai-400086 Tell. 022-25004579/4510
5. M/s Vinayak Ingredients (India) Pvt. Ltd., Unit No. 116, Ist Floor, Cama Indl. Estate, Sun Mill Compound, Lower Parel (W), Mumbai-400013

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