

PROJECT PROFILE ON PICKLES

INTRODUCTION

Pickles are important food product as they enhance palatability of food due to its taste and flavour. The raw materials needed for the product are easily available in the rural villages / small towns of our country. The technology involved in preparation is simple and do not need specialized or advanced knowledge / training. Considering the plus points of this industry, over other types of industry it is very easy for an educated entrepreneur to start this industry in rural villages & small towns of the country.

MARKET POTENTIAL

Pickles are in high demand for restaurant / dhaba / hotels / houses in rural and urban areas of the country. A large number of brands of pickle are available in the market; still there is good scope for pickle manufacturing in rural villages, small towns of the country. The logic behind this is the major raw materials of the product are fruit and vegetables which originate from villages. Therefore, the cost of product of rural village / town unit will always be competitive to the pickle manufactured by units situated in big cities / towns.

PROCESS OF MANUFACTURE

Pickles have to be manufactured as per FPO and PFA Standards. There are a lot of recipes for pickle manufacturing depending upon the market segment for which entrepreneur is targeting. In general for pickles manufacturing, fruit and vegetables are washed, cut into appropriate size, cured in salt solution and stored as such till the next season. As per the market requirement drained pieces are then added to the oil in which all spices, salt and permitted preservatives are added. Finally, all the ingredients are mixed and packed in suitable containers.

FINANCIAL ASPECT

	Rs.
i) Land and Building.	Rented / Own
ii) Equipment & Machinery: Viz. aluminium utensils, trays, sealing machine, packaging / sealing machine etc.	22,000
iii) Working Capital (Raw material, Salary & Wages, Utilities etc.	33,000
iv) Monthly Production / Sale.	39,600
v) Monthly Income / Profit.	6,600
viii) Employment.	4 Nos.