

## **Concept Note**

### **Project Sampada – SHG-Based Pickle Manufacturing Cluster in Bihta Industrial Area**

**Submitted by**

**Jai Jawan Jai Kisan Agriculture Society (JJJKAS)**

#### **1. Background**

**Bihar is a major producer of fruits and vegetables including mango, lemon, chilli, garlic, and other horticultural crops. However, a large portion of this produce is sold in raw form without value addition, resulting in low price realization for farmers and limited income opportunities for rural households.**

**At the same time, Bihar has a strong network of women's Self-Help Groups (SHGs) engaged in small-scale food processing activities such as pickle making using traditional knowledge.**

**Despite the presence of these skills, most SHG activities remain informal, small-scale, and poorly connected to organized markets.**

**Project Sampada seeks to address this gap by organizing SHGs engaged in pickle production into a structured production cluster, enabling them to improve production standards, scale up operations, and access larger markets.**

## **2. Institutional Context**

**The project proposes to leverage the ecosystem created by:**

**National Bank for Agriculture and Rural Development**

**JEEViKA**

**Bihar Industrial Area Development Authority  
(BIADA)**

**The initiative aligns with NABARD's support for Producer Organisations through the Producer Organisation Development Fund (PODF).**

**The PODF scheme provides support for capacity building, market linkages, and business activities of producer organisations to ensure their economic sustainability.**

## **3. Project Rationale**

**The rationale for focusing on pickle production includes:**

**A. Existing Traditional Skill - Pickle preparation is already practiced by many rural women in Bihar.**

**B. Low Entry Barrier - Pickle production requires relatively modest investment and can be scaled gradually.**

**C.. High Demand - Pickles have strong and stable demand in both rural and urban markets across India and in Global markets.**

**D. Value Addition**

**Processing vegetables and fruits into pickles increases their market value.**

**E. Women-Led Enterprise**

**The activity is naturally suited for SHG-based production.**

**4. Project Location**

**The pilot phase of Project Sampada is proposed to be implemented in:**

**Bihta Industrial Area (Patna District, Bihar)**

**This location offers several advantages:**

**Proximity to Patna urban market**

**Access to transportation infrastructure**

**Availability of industrial sheds**

**Potential for cluster-based processing units**

**The project proposes to establish a common processing cluster within the industrial complex.**

## **5. Project Objectives**

**The major objectives of Project Sampada are:**

**To organize women SHGs engaged in pickle production into a structured enterprise system.**

**To promote value addition of locally available fruits and vegetables.**

**To facilitate the formation and strengthening of a Producer Organisation (PO) for processed food products.**

**To enhance income opportunities for rural women through collective food processing enterprises.**

**To develop market linkages for SHG-produced processed foods.**

## **6. Proposed Project Model**

**The project will adopt a cluster-based production model.**

### **1. SHG Mobilization**

**JJKAS will identify and mobilize SHGs engaged in pickle preparation in the Bihta–Maner region.**

### **2. Capacity Building**

**Training will be provided on:**

**Hygienic food processing**

**Standardized recipes**

**Packaging and labeling**

**Basic enterprise management**

### **3. Common Processing Facility**

**A common processing facility may include:**

**Cutting and washing equipment**

**Mixing and preparation units**

**Storage space**

**Packaging equipment**

**This will enable multiple SHGs to produce pickles efficiently.**

### **4. Producer Organisation Development**

**The project aims to facilitate the formation or strengthening of a Producer Organisation owned by the producers themselves.**

**Producer organisations allow small producers to:**

**Aggregate production**

**Access finance**

**Improve bargaining power**

**Develop market linkages.**

## **7. Role of JJJKAS**

**JJKAS will act as the promoting and facilitating organization for the project.**

**Its responsibilities will include:**

**Identification and mobilization of SHGs**

**Organizing training programmes**

**Facilitating producer organisation development  
Coordination with NABARD and other institutions**

**Market linkage development**

**Monitoring project progress**

## **8. Expected Outcomes**

**The project is expected to generate the following outcomes:**

**Economic Outcomes: Increased income opportunities for SHG members**

**Development of rural food processing enterprises**

**Higher value realization for agricultural produce  
Institutional Outcomes**

**Formation of a producer-led enterprise structure**

**Strengthening of women-led economic institutions**

**Social Outcomes**

**Women's economic empowerment**

**Local employment generation**

## **9. Potential Product Lines**

**During the pilot phase, the focus will be on  
traditional pickle varieties, including:**

**Mango pickle**

**Lemon pickle**

**Mixed vegetable pickle**

**Chilli pickle**

**Garlic pickle**

**Future product diversification may include:**

**Banana chips**

**Spice mixes**

**Other processed food products suitable for SHG production.**

## **10. Alignment with NABARD PODF**

**The proposed project aligns with the objectives of the Producer Organisation Development Fund (PODF) of NABARD, which supports:**

**Capacity building of producer organisations**

**Market linkage development**

**Value addition and processing activities**

**Financial sustainability of producer enterprises:**

**NABARD**

**CSR Funding**

**Government Schemes**

**By organizing SHG producers into a structured enterprise model, the project seeks to build a sustainable rural business ecosystem.**

## **11. Way Forward**

**The immediate next steps include:**

**Identification of SHGs in the Bihta–Maner region.**

**Engagement with relevant institutions for project support.**

**Preparation of a detailed project proposal under the PODF framework.**

**Establishment of pilot processing activities.  
Formation and strengthening of the producer organisation.**

## **12. Conclusion**

**Project Sampada seeks to transform traditional household food processing into a structured, market-linked rural enterprise system.**

**By organizing women SHGs into a pickle manufacturing cluster in Bihta Industrial Area and**

**leveraging institutional support from NABARD, the project aims to create a sustainable model for rural agro-processing and women-led economic development in Bihar.**