

## Idly/Dosa mix

PRODUCT CODE	10618
QUALITY AND STANDARDS	IS - 2234 : 1989    Idly Mix IS- 10622: 1983    Dosa Mix
PRODUCTION CAPACITY	Idly mix & Dosa mix 75 Tonne each/annum ; Value Rs. 52,50,000/- each/annum
MONTH AND YEAR OF PREPARATION	March 2021
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### A. INTRODUCTION

With growing demand of convenience food across world, India is becoming one of largest producer and exporter of ready to eat food packets. Because of its benefits of less preparation time, nutritional adequacy, shelf life, storage and distribution, this industry is growing faster than any other food industry. India has abundant resources as farming is the most basic in economy plus technical and machinery expertise has brought India forward in Ready to eat and Ready to serve food industry.

Convenience foods provide the housewives novelty, convenience, reducing the drudgery and satisfaction of preparing at home. Idli Mix, Dosa Mix are some of the traditional food items commonly used in Indian homes. The ready mixes provide hygienic products of standard and uniform quality with good shelf life. Ready mixes such as Idli and Dosa were earlier used in southern region but now they find applicability in the day to day menu all over India. Since, these ready mixes have undergone processing to a considerable extent, only little processing such as mixing with water for making dough, shaping and frying is required at home. Nutritionally also these products are rich and wholesome.

### B. MARKET POTENTIAL

Due to increasing urbanization, more and more number of women taking up jobs, improving financial status of the middle income group, the market for ready mixes is increasing day –by -day. The estimated future demand for the ready mixes is estimated to be over 4500 tonnes per annum.

### C. BASIS AND PRESUMPTIONS

- i. It is presumed that the unit will run single shift per day and 300 working days per annum.
- ii. Labour wages have been taken as per market rates..
- iii. The rate of interest has been taken 10% on an average both for fixed investment and working capital.
- iv. The rates quoted in respect of Machinery/equipment, raw materials are those prevailing at the time of preparation of report and are likely to vary from place to place and supplier to supplier and necessary changes are to be made as and when required.

### D. IMPLEMENTATION SCHEDULE

The approximate time required for various activities is given below. However, it may vary from place to place depending upon the local circumstances:

- |      |   |                                |
|------|---|--------------------------------|
| i.   | Selection of site   | 1 Month                        |
| ii.  | MSME Registration, electricity connection                           | 15 days                        |
| iii. | Project Report Preparation.   | 1 Month                        |
| iv.  | Availability of Finance   | 6 Months.                      |
| v.   | Machinery Procurement, Erection,<br>Commissioning & Trial Run, etc. | 5 <sup>th</sup> months onward. |

### E. TECHNICAL ASPECTS

#### 1. Production Details & Process of Manufacture

Dosa Mix: Rice, Black gram and lentil are first passed through Destoner and Shifter to remove any stones, dust and other foreign matters. After this, in a disintegrator powder of these materials is made. Rice Flour, Black gram flour, lentil flour, salt, fenugreek powder are dried in drier to required moisture content. After this, Dough raising agents, citric acid and sodium bicarbonate are mixed in a blender and packed.

Idli Mix: Rice Flour, Black gram flour are dried and then salt, citric acid sodium bicarbonate, rasins (optional) are mixed in a blender and packed.

2. Motive Power Requirement: 20 HP

3. There are no pollution control problems in the unit.

## F. FINANCIAL ASPECTS

### 1. Land & Building:

- |     |  |            |
|-----|--|------------|
| i.  | Land 200 sq. mtr. @ Rs. 350/-per sq. mtr.  | 70,000/-   |
| ii. | Built up area for production, lab, office, etc-50 sq. mtr.<br>@ Rs. 4000/-per sq. mtr. | 2,00,000/- |

**Total cost of Land & Building** **Rs. 2,70,000/-**

### 2. Machinery & Equipments. -

Sl. No.	Machine description	Quantity	Unit Price (Rs.)	Price (Rs.)
1	Blender/ Mixer	1	15000	15000
2	Disintegrator with 5HP Motor	1	80000	80000
3	Destoner	1	25000	25000
4	Sifter with 3HP Motor	1	40000	40000
5	Cabinet dryer 48 Trays fitted with heating elements and two motor	1	80000	80000
6	Fumigation Chamber	1	30000	30000
7	Platform weighing machine 100 Kg capacity	1	10000	10000
8	Air dehumidifier	1	40000	40000
9	Self indicating counter balance	2	2500	5000
10	Working table with AI top	4	3500	14000
11	Trays & Trolley	LS	---	10000
12	Total			3,49,000
13	Electrification and Installation charges @ 10%			34,900 Say 35000
14	Office Furniture and Equipments			1,00,000
15	Pre-Operative Expenses			50000
16	Total			5,34,000

3. Total Fixed Cost (1+2) **Rs. = 2,70,000+5,34,000=8,04,000/-**

## 4. Working Capital (per Month)

## a. Personnel:

Sl. No.	Manpower requirement	No.	Wages (Rs.)
1	Manager cum-Food Technologist	1	15,000
2	Production Supervisor	1	12,000
3	Skilled worker	2	12,000
4	Un skilled Worker	4	20,000
5	Sales Supervisor	1	10,000
6	Clark	1	8,000
7	Peon	1	6,000
8	Total		83,000
9	Addition pre-requisite @10%		8300
10	Total		<b>91,300</b>

## b. Raw material (per month)

Sl. No.	Raw material	Quantity	Price(Rs.)	Value(Rs.)
1	Rice	7.5Ton	26/Kg	1,95,000
2	Black gram dal	4.2 Ton	70/Kg	2,94,000
3	Lentil Dal	1.2 Ton	70/Kg	84,000
4	Salt, Sodium Bicarbonate citric acid, Rasins, Dry spices			30,000
5	Packing material to be packed in 500 gm packets inside PP, outside card board	25,000 packs	Rs. 2/- pack	50,000
6	Total			6,53,000

## c. Utilities (per month)

Power 2000 KW @ Rs. 8.00 per unit =

Rs. 16,000/-

## d. Other Contingencies Expenses (per month)

Sl. No.	Description	Amount (Rs.)
1	Postage and Stationery	2000
2	Telephone/Mobile Charges	1000
3	Repair & maintenance	3000
4	Advertisement & Publicity	5000
5	Transport	2000
6	Other Miscellanies Expenses	5000
7	<b>Total</b>	<b>18000</b>

E. Working Capital per Month (a+b+c+d)Rs.= **91,300+ 6,53,000+16,000+18000**

**Rs. =7, 78,300/-**

Working Capital for one Month =Rs. **7, 78, 300/-**

## F Total Capital Investment

i.	Fixed Capital	: <b>2, 70, 000</b>
ii.	Working Capital for one Months	: <b>7, 78, 300</b>
	<b>Total</b>	: <b>10, 48, 300</b>

## G. Financial Analysis

## 1. Cost of production per year

Sl. No.	Description	Value(Rs.)
1	Total recurring cost	93,39,600
2	Depreciation on building @ 10%	20,000
3	Depreciation on Machinery @ 10 %	34900
4	Depreciation on furniture @20%	20000
5	Interest on total investment @ 10%	10483
6	<b>Total</b>	<b>94,24,983</b> <b>Say 94,25,000</b>

## 2. Turnover per year

Sl. No.	Products	Price	Amount (Rs.)
1	Dosa Mix -75 Ton	Rs. 70/Kg	52,50,000/-
2	Idli Mix-75 Ton	Rs. 70/Kg	52,50,000/-
3	Total		1,05,00,000/-

H. Net Profit per year (Rs.) = Total Turn Over - Total Cost of Production

$$=1,05,00,000 - 94,25,000$$

$$=10,75,000/-$$

I. Net Profit Ratio =  $\frac{\text{Net Profit}}{\text{Turnover per annum}} \times 100$   
 $= \frac{10,75,000}{105,00,000} \times 100$   
 $= 10.24 \%$

J. Rate of Return =  $\frac{\text{Net Profit}}{\text{Total Investment}} \times 100$   
 $= \frac{10,75,000}{94,25,000} \times 100$   
 $= 11.41 \%$

## K. Break Even Point

Fixed cost per Year:

Sl. No.	Description	Value(Rs.)
1	Depreciation on Machinery @ 10 %	34900
2	Depreciation on furniture @ 20%	20000
3	40 % Salary & Wages	438240
4	40% of other expenses	86400
5	40% of Utilities	76800
6	Total	<b>656343</b>

**BEP:**  $\frac{\text{Fixed cost} \times 100}{\text{Fixed cost} + \text{Profit}}$

$$= \frac{656343 \times 100}{656343 + 10,75,000}$$

$$= 37.91\%$$

**Address of Machinery and Equipment supplier:**

- 1 M/s Authentic Designer C-112,  
Sector-10, Noida-201 301 (U.P)
- 2 M/s Reliance Engineering Works K.No. 4065,  
Sec.-46-D, Chandigarh-160 047
- 3 M/s Sembhi Engineers 4-5, New Colony,  
Opp. KMV College, Jalandhar-144 004
4. M/s Aroras Box and Cartons Pvt Ltd.  
39th K. M., Delhi-Jaipur Road, (N.H.No. 8),  
Gurgaon-122 001 (Haryana)
5. M/s Jain Packaging Products 33, Sarai Pipal Thala,  
Behind Mangat Ram Dal Mill, Subzi Mandi,  
Azadpur, Delhi-110033
6. M/s United Packaging  
19/21, Shakti Nagar,  
Delhi-110 007
7. M/s RajatElectronics  
1309, A-5, FirstFloor, Pan Mandi,  
Sadar Bazar, Delhi-110006
8. M/s Ambica Packers and Printers  
2687, Kinari Bazar,  
Dariba Kalan, Delhi-110 006

**Raw Materials:**

Raw Materials would be sourced from the local Suppliers and dealers.