

## PROJECT PROFILE ON IDLI/DOSA MIX.

**PRODUCT** : IDLI/DOSA MIX.

**PRODUCT CODE** : N.A.

**QUALITY STANDARD.** : The BIS has laid down specifications for the product :  
IS- 10622: 1983 Dosa Mix.  
IS- 2234 : 1989 Idli Mix.

<b><u>PRODUCTION CAPACITY (P.A.)</u></b>	<b><u>Item</u></b>	<b><u>Qty. (MT)</u></b>	<b><u>Value (Rs.)</u></b>
	Dosa Mix.	150 MT	67,50,000
	Idli Mix.	150 MT	67,50,000

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**MONTH & YEAR OF PREPARATION** : March 2011.

**PREPARED BY** : MSME-Development Institute,  
11-A, IDC, Karnal..

A. **INTRODUCTION.**

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: -

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|------|--|--------------------------------|
| i.   | Selection of site.   | 1 Month                        |
| ii.  | SSI Registration.  | 3 days                         |
| iii. | Project Report Preparation.                                      | 1 Month                        |
| iv.  | Availability of Finance  | 2 Months.                      |
| v.   | Machinery Procurement, Erection, 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, Blackgram 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**

⇒ Land – 500 sq. mtr. @ Rs. 350/- per sq. mtr. 1,75,000/-

⇒ Built up area for production, lab, office, etc – 300 sq. mtr. 12,00,000/-  
@ Rs. 4000/- per sq. mtr.

Total cost of Land & Building **Rs. 13,75,000/-**

2, **Machinery & Equipments.**

<b><u>S.No.</u></b>	<b><u>Description Of Machines.</u></b>	<b><u>Nos</u></b>	<b><u>Price (Rs.)</u></b>
1.	Blender/Mixer	1	15,000
2.	Disintegrator with 5 HP Motor.	1	80,000
3.	Destoner.	1	20,000
4.	Sifter with 3 HP motor	1	25,000
5.	Cabinet Drier 48 Trays fitted with heating elements and two motors.	1	85,000
6.	Fumigation Chamber	1	25,000
7.	Platform weighing Machine- 100 kg. Capacity..	1	10,000
8.	Air Dehumidifier.	1	40,000
9.	Self Indicating counter Balance	2	3,000
10...	Working table with AI Top	4	12,000
11...	Trays & Trolleys.	LS	10,000
	<b>Total</b>		<b>3,25,000</b>
	Electrification & Installation charges @ 10%		32,500/-
	Total		3,57,500/-
	Office Furniture & Equipments.		25,000/-
	Total		3,82,500/-
	<b><u>Pre -operative Expenses.</u></b>		<b>50,000/-</b>
	<b><u>Total Fixed Capital ( 1+2+3)</u></b>		<b>18,07,500</b>

#### **4) Working Capital ( Per Month).**

##### **i) Personnel:**

<b><u>S.No.</u></b>	<b><u>Designation.</u></b>	<b><u>No.</u></b>	<b><u>Total (Rs.)</u></b>
1.	Manager-cum-Food Technologist.	1	12,000/-
2.	Production Supervisor.	1	6,000/-
3.	Unskilled Worker	5	15,000/-
4.	Skilled Workers.	2	8,000/-
5.	Sales Supervisor.	1	6,000/-
6.	Clerk	1	5,000/-
7.	Peon.	1	3,000/-
	<b>Total</b>		<b><u>55,000/-</u></b>
	Add pre-requisites @ 10%		<u>5,500/-</u>
	<b>Total</b>		<b><u>60,500/-</u></b>

**ii) Raw Material. (Per Month).**

<b><u>S.No.</u></b>	<b><u>Particulars</u></b>	<b><u>Value (Rs.)</u></b>
1.	Rice 15.00 MT @ Rs. 1500/- per MT	2,25,000
2.	Block Gram Dhal- 8.5 MT @ Rs. 20,000 per MT	1,70,000
3.	Lentil Dhal 2.5 MT @ Rs. 25000/- per MT.	62,500
4.	Salt, Sodium Bicarbonate citric acid, rasins, dry spices	30,000
5.	Packing material to be packed in 200 gm packets inside PP outside Card Board total 1,25,000 packs @ Rs. 2/- per pack.	2,50,000
<b>Total</b>		<b>7,37,500</b>

**iii) Utilities (Per Month) :-**

1	Power - 2240 kwh @ Rs.5.25 per unit.	11,760
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**IV) Other Contingent Expenses (P.M.)**

	<u>(In Rupees.)</u>
1. Postage and Stationery.	1,000
2. Telephone Charges	1,000
3. Repair & Maintenance.	1,000
4. Advertisement & publicity.	1,00,000
5. Transport charges.	25,000
6. Other Miscellaneous Expenses.	2,000
<b>Total</b>	<b>1,30,000</b>

**v.) Working Capital (Per Month):** **Rs. 9,39,760**

**vi) Working capital for 2 months.** **Rs. 18,79,520**

**5. Total Capital Investment.**

i.	Fixed Capital.	18,07,500
ii.	Working capital for 2 Months	18,79,520
<b>Total Rs.</b>		<b>36,87,020</b>

**(G) FINANCIAL ANALYSIS.**

**1. Cost of Production (per year).**

	<b><u>(Rupees.)</u></b>
1. Total recurring cost .	1,12,77,120
2. Depreciation on building @ 8%.	1,20,000
3. Depreciation on machinery @ 10% p.a.	32,500

4.	Depreciation on furniture @ 20%	5,000
5.	Interest on total investment @ 15%	5,16,183
	<b>Total Rs.</b>	<b><u>1,19,50,803</u></b>

2. **Turnover (per year).**

		<b><u>Value (Rs.)</u></b>
	Dosa Mix 150 MT @ Rs. 45000/- per Ton.	67,50,000/-
	Idli Mix 150 MT @ Rs. 45000/- per Ton.	67,50,000/-
	<b>Total</b>	<b><u>1,35,00,000/-</u></b>

3. **Net Profit per year = Rs. 15,49,197**

4. **Net Profit Ratio**

$$= \frac{15,49,197 \times 100}{13500000}$$

$$= 11.48\%$$

5. **Rate of return**

$$= \frac{15,49,197 \times 100}{36,87,020} = 42\%$$

6. **Break Even Point.**

**Fixed Cost (per year).**

		<b>(RUPEES.)</b>
1.	Depreciation on machinery @ 10% p.a.	32,500
2.	Depreciation on furniture @ 20% p.a.	5,000
3.	Interest on total investment.	5,16,183
4.	40% of salary & wages.	2,90,400
5.	40% of other expenses.	6,24,000
6.	40 % of utilities.	56,448
	<b>Total Fixed Cost.</b>	<b><u>Rs. 15,24,531</u></b>

BEP

$$= \frac{\text{Fixed Cost} \times 100}{\text{Fixed cost} + \text{Profit}}$$

$$= \frac{15,24,531 \times 100}{15,24,531 + 15,49,197}$$

$$= \frac{15,24,531 \times 100}{30,73,728}$$

$$= 49.6\%$$

**(H). ADDRESSES OF MACHINERY & EQUIPMENT SUPPLIERS:-**

1. M/s. Gardners Corporation, 158, Golf Links, New Delhi- 110 003.
2. . M/s. Mather & Plott (India) Ltd. PB No. 7  
 , Mumbai- Pune Road, Chinchwaad, Pune- 411 001.
3. M/s. Premur Impex Ltd., 44/45, Kings Road, Ist. Floor, Howrah- 711 101.
4. M/s. D.P. Pulveriser Industries, 4/6, Godavari Industrial Estate,  
 Station Road,  
 P.O. Bhayanderi(W), Distt. Thane- 401101.
5. M/s. Grovers Pvt. Ltd., 3-F4, Shankardham Sunder Van Complex,  
 Opp. Lotahand Complex Road, Andheri (W), Mumbai- 400 057.

**(I) ADDRESSES OF RAW MATERIAL SUPPLIERS.**

Local Traders/ Dealers.

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