

PROJECT PROFILE

ON

**SWEET CHUTNEYS AND MURABBAS
(WOMEN ONLY)**

Month & Year
Aug 2010

**PREPARED BY
TANSTIA-FNF SERVICE CENTRE
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Supported by

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STIFTUNG **FÜR DIE FREIHEIT**



SWEET CHUTNEYS AND MURABBAS (WOMEN ONLY)

1. Introduction

Sweet Chutneys and Murabbas are a delicacy because of their exclusive sweet sour tastes. They are basically made from raw grated mangoes, lime peels, amla (emblica) tomatoes etc. They make an ideal garnishing with wheat preparations such as “pooris’ and “chapaties”.

2. Market

The major market outlets are the “ A” and “B” class stores. The product also finds placement in self service counters and departmental stores. Bakeries also sell chutneys and murabbas. The product has a good export potential.

3. Packaging

Sweet Chutneys and Murabbas are packed in half kilogram packaging in bottles.

4. Production capacity

- The plant will be in operation for two shifts a day.
- The production capacity is estimated at 50 kilograms per day.
- The total production of sweet chutneys and murabbas will be 1250 kilograms per month and that per annum would be 15 metric tonnes.
- The time period required for achieving full capacity utilization is one year.

5. Sales revenue

- With an ex-factory selling price at Rs. 270 per kilogram the total sales revenue will be Rs. 40.50 lakhs.

6. Production process outline.

Raw mangoes of large size are taken and the skin peeled with a scraper. They are then grated and steamed in the cooking kettle with constant stirring using a wooden ladle till the volume reduces to one fourth. To this mass is added equal parts of jaggery and sugar and the mass cooked once again till water has evaporated and a thick consistent mass is obtained. A few pieces of cardamom is added for better taste and flavour.

In the case of lime sweet chutneys, the pulp after removal of juice is softened by steam in the cooking kettle. To the mass are added sugar and jaggery in equal parts and the mass cooked once again till water has evaporated and a thick consistent mass obtained. Traces of chilli powder, fennel, pepper, and salt are added to give an unique sweet sour taste.

Amla (emblica) is steamed dry and the seeds removed. The mashed mass is dipped into a concentrated sugar syrup and boiled till a thick mass formed. Either cardamom or salt and spices are added and the chutney obtained.

7. Quality specifications

- A certificate of approval for production has to be obtained under the Fruit Products Order (FPO)
- The product shall be free from mold and fungal growth.
- The product shall be prepared under hygienic conditions and should be free from coliform, salmonella and streptococci bacteria.
- Artificial sweeteners and coal tar food colours are prohibited from being added.
- Only sugar, dextrose, invert sugar, liquid glucose, either singly or in combination can be used as sweetening agents.
- Sweet chutneys and murabbas shall not contain tartaric acid, agar or gelatin.
- If dried fruits are used, they shall be declared on the label.

8. Pollution control measures

Not necessary as there are no pollutants or effluents. However, the peel and seeds of fruits processed have to be disposed off carefully failing which it could pollute the surrounding areas on fermentation, yielding a foul odour.

9. Energy conservation measures

Common measures will do.

10. Land and construction cost for the proposed unit

The proposed unit is to be set up in a leased area. The total area required is 1500 square feet as described below:

SI	Description	Sq. feet
1	Processing area	500
2	Raw material store	200
3	Packing material store	100
4	Finished goods store	200
5	Laboratory space	100
6	Baby boiler area	100
7	Machinery spares room	100
8	Office room	100
9	Toilets	100
10	Total	1500

Lease rent – Rs. 6.00 per square foot

Total rent per month – Rs. 9000

Lease advance – Rs. 50000

11. Costing of machinery and equipment

SI	Description	Rs. lakhs
1	Fruit washing tank	0.100
2	Baby boiler and accessories	1.250
3	Steam jacketed kettle	0.650
4	Motor, reduction gear, stirrer	0.350
5	Working tools	0.100
6	Weighing scales – fine and coarse	0.240
7	Stainless steel working tables	0.300
8	Plastic crates for handling raw materials	0.500
9	Stainless steel collection vessels	0.300
10	Total	3.790
11	Laboratory equipment	0.500
12	Grand total machinery and equipment	4.290

12. Project cost

SI	Description	Rs. lakhs
1	Land	On lease
2	Civil works	On lease
3	Plant machinery	3.790
4	Laboratory equipment	0.500
5	Transport vehicle (Tata Ace)	3.760
6	Pollution control equipment	0.000
7	Energy conservation equipment	0.000
8	Cost of power connection	0.250
9	Cost of electrification	0.500
10	Erection and commissioning	0.370
11	Cost of machinery spares	0.010
12	Cost of office equipment	1.000
13	Deposits if any	0.300
14	Company formation expenses	0.100
15	Gestation period expenses	0.500
16	Sales tax registration expenses	0.100
17	Initial advertisement and publicity	10.000
18	Contingencies	0.500
19	Working capital margin money	1.145
20	Total	22.825

13. Working capital requirements per month

a. Salaries and wages

SI	Description	No of persons	Total salary / month (Rs. lakhs)
1	Production Manager (female)	1	0.150
2	Production supervisor cum chemist (female)	1	0.100
3	Skilled workers (female)	1	0.060
4	Unskilled workers (female)	1	0.040
5	Packing workers (female)	1	0.040
6	Administrative staff (female)	1	0.100
7	Driver	1	0.075
8	Total	7	0.565

b. Raw material requirement per month

SI	Description	Qty (kgs)	Rate / kg (Rs)	Value (Rs. lakhs)
1	Raw fruits	2800	20.00	0.560
2	Sugar	320	24.00	0.077
3	Jaggery	320	24.00	0.077
4	Spices, salt, condiments	12	60.00	0.007
5	Total raw material	3452		0.721

c. Packaging material requirement per month

SI	Description	Qty	Rate / unit (Rs)	Value (Rs. lakhs)
1	Plastic cups with foil and lid	6300 nos	5	0.315
2	Cartons and straps	630 nos	40	0.252
3	Total			0.567

Total raw + packaging material = Rs. 1.288 lakhs

d. Utilities per month

SI	Description	Rs. lakhs
1	Power 1000 kwh @ Rs. 5.50 per unit	0.055
2	Water	0.050
3	Boiler fuel	0.100
4	Total utilities	0.205

e. Contingent expenses per month

SI	Description	Rs. lakhs
1	Rent for processing shed	0.090
2	Postage and stationery	0.010
3	Telephones, fax etc.	0.050
4	Consumable stores	0.020
5	Repairs and maintenance	0.040
6	Local transports, loading and unloading	0.200
7	Advertisement and publicity @ 5% of sales	0.150
8	Insurance	0.005
9	Sales expenses @ 1% of sales	0.030
10	Miscellaneous expenses @ 1% of sales	0.030
11	Trade incentives @ 2% of sales	0.060
12	Taxes @ 4%	0.120
13	Total contingent expenses	0.805

f. Total working capital requirement per month

SI	Description	Rs. lakhs
1	Salaries and wages	0.565
2	Raw material and packaging material	1.288
3	Utilities	0.205
4	Contingent expenses	0.805
5	Total	2.863

14. Means of finance

SI	Description	Rs. lakhs
1	Total Project Cost	22.825
2	Equity	7.532
3	Debt	15.293
4	Working capital margin money	1.145

15. Financial analysis

SI	Description	Rs. lakhs
1	Total recurring cost per year	34.356
2	Depreciation on land and building	0.000
3	Depreciation on machinery	0.500
4	Depreciation on furnaces	0.000
5	Depreciation on moulds and fixtures	0.020
6	Depreciation on office equipment	0.100
7	Interest on long term loan @ 13.5%	2.064
8	Interest on short term borrowings@ 13.5%	0.232
9	Total cost of production	37.272

16. Turnover per year

SI	Item	Qty	Rate/unit (Rs)	Total Rs. lakhs
1	Sweet chutneys	15000 kgs	270	40.50

17. Viability analysis

SI	Description	Value
1	Net profit before income tax (Rs. lakhs)	3.228
2	Net profit ratio	8.0%
3	Internal rate of return	23.4%
4	Break even percentage	56%
5	Debt service coverage ratio	2.001

List of machinery suppliers for production of sweet chutneys and murabbas

1. Geeta Food Engineering, Plot No. C - 7 / 1, TTC Industrial Area, Pawana MIDC, Thane - Belapur Road, Behind Savita Chemicals, Navi Mumbai 400705. Maharashtra.; Tel: 022 - 56101973; Fax: 022 - 55906450