

CENTRAL FOOD TECHNOLOGICAL RESEARCH INSTITUTE, MYSORE

READY MIX - VADA

INTRODUCTION

The convenience food has a social relevance to the extent that it has been responsible towards blending the food habits of different regions and ethnic groups with varied tastes. This ready mix provides convenience, reducing drudgery and novelty to the housewives. The housewives can have the satisfaction of preparing these items at home. This ready mix could find a ready market in the urban middle income working families.

MARKET POTENTIAL

Ready mixes are convenience foods and find a good market in the urban, middle income working families, industrial labour and large scale catering establishments. Fast urbanization in India and better purchasing power of the middle income group combined with the value attached to convenience can be expected to create a large demand for instant mixes. Besides this, there seems to be a good export potential for these products, wherever Indians have settled.

RAW MATERIAL

Raw material required are: Blackgram grits, wheat flour, vanaspati, salt, asafoetida, citric acid, sodium bicarbonate etc.

PROCESS

Pre-cleaning of ingredients → Blending → Sieving → Packing → Fumigation → Storing

EQUIPMENTS

Drier, Blender, Disintegrator, Sifter, De-stoner, Fumigation chamber, Dehumidifier, Powder filling machine, Weighing scales, Heat sealer etc. are required as major equipments.

PROJECT COST – FIXED COST – WORKING CAPITAL (in Rs. '000)

(estimate for a model project)

1.	Land (500 M ²)	190.00
2.	Building (233 M ²)	936.00
3.	Principal Plant & Equipment	1663.00
4.	Auxiliary Equipment	141.00
5.	Other fixed asset	150.00
6.	Preliminary/Preoperative Expenses	365.00
	Total fixed capital	3445.00
	Working Capital (Margin)	555.00
	Total project cost	4000.00

Means of Finance

- Promoter's contribution	1416.25
- Term loan	2583.75

PRODUCTION CAPACITY- (estimate)

Capacity	: 150 tonnes/annum
Working	: 1 shift/day ; 300 days /annum
Optimum capacity utilization	: 70%

TECHNOLOGY/MANUFACTURING PROCESS – Availability

The technology for production of ready mix - Vada has been developed at CFTRI, Mysore using appropriate equipment for optimal product recovery of right quality. The Institute has the necessary expertise to provide technical assistance and guidance for setting up the project. The CFTRI can also offer further technical assistance for project implementation, under technical consultancy arrangement.