

INSTANT PONGAL MIX (KITCHADI)

Introduction

Pongal is a common breakfast food in Tamilnadu. Rice and greengram dhal are cooked seasoned with spices, pepper being the dominant spice, topped up with ghee and coconut shreds or copra bits. The method of preparation is just seasoning cashew nuts with curry leaves in ghee and adding water as per instructions. Boil, stir and mix and continue cooking for 6-8 minutes, product will be ready for serving.

Marketing information

The instant mix formulated has the advantage of overcoming the time consuming steps in the kitchen, drudgery to the housewife. Pongal preparation has a special significance on 14th January of every year as "Pongal Day" and has become a common breakfast food in Tamilnadu and spread over to other southern region also.

Raw materials

It is based on processed rice, pulse and spices etc.

Plant & Machinery

Destoner, roaster, sifter, plate mill, retort, cabinet tray drier, baby boiler, paddle mixer, hammer mill (pulveriser), pouch sealing machine etc.

**PROJECT COST – FIXED COST – WORKING CAPITAL (in Rs. ‘000)
(estimate for a model project)**

a)	Land (1000 M ²)	70
b)	Building (345 M ²)	900
c)	Principal Plant & Equipment	1174
d)	Auxiliary Equipment	555
e)	Other fixed asset	450
f)	Preliminary/Preoperative Expenses	395
	Total fixed cost	3544
	Working Capital (Margin)	965
	Total Project Cost	4509
Means of Finance		
-	Promoters contribution	1851.00
-	Term loan	2658.00

PRODUCTION CAPACITY- (estimate)

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

TECHNOLOGY/MANUFACTURING PROCESS – Availability

The technology for production of instant pongal mix 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.