

**CENTRAL FOOD TECHNOLOGICAL RESEARCH INSTITUTE, MYSORE – 570 020**  
**READY MIX- JAMUN**

**INTRODUCTION**

The convenience foods have 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. These ready mixes could find a ready market in the urban middle income working families. Of all the ready mixes type of convenience foods, gulab jamun mix the most popular, highest selling item.

**MARKENT 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: Maida, Skimmed milk powder, Vanaspati, Sodium bicarbonate and Citric acid.

**PROCESS**

Mixing → Blending → Sieving → Packing → Fumigation → Storing

**EQUIPMENTS**

Drier, Blender, Grinder, Sifter, Filling machine, Fumigation chamber, Weighing scales, 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 <sup>2</sup> )	96.00
2.	Building (327 M <sup>2</sup> )	1122.00
3.	Principal Plant & Equipment	1400.00
4.	Auxiliary Equipment	387.00
5.	Other fixed asset	170.00
6.	Preliminary/Preoperative Expenses	373.00
	Total fixed capital	<b>3548.00</b>
	Working Capital (Margin)	626.00
	Total project cost	<b>4174.00</b>

**Means of Finance**

- Promoter's contribution	1513
- Term loan	2661

**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 ready mix - Jamun 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.