

READY MIX- JELEBI

INTRODUCTION

Jelebi is the most popular traditional Indian dishes relished in almost all the households of India. The traditional method of preparation of this item requires elaborate and laborious procedures, which is time and energy consuming. The housewife may feel drudgery too. In order to make the preparation easy and make it convenience - oriented, ready mix, has been formulated and developed for commercial utilization. This mix can be prepared at the village level on a cottage scale, utilizing the readily available facilities with minimum cost.

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: Wheat Flour, Blackgram Flour, Vanaspati, Sodium bi-carbonate, Citric acid, Edible Food Colours.

PROCESS

Mixing → Blending → Sieving → Packing → Fumigation → Storing

EQUIPMENTS

Drier, Blender, Grinder, Sifter, Filling machine, Dehumidifier, 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 ²)	190.00
2. Building (248 M ²)	1005.00
3. Principal Plant & Equipment	1587.00
4. Auxiliary Equipment	163.00
5. Other fixed asset	150.00
6. Preliminary/Preoperative Expenses	368.00
Total fixed capital	3463.00
Working Capital (Margin)	473.00
Total project cost	3936.00

Means of Finance

- Promoter's contribution	1338.75
- Term loan	2597.25

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 - Jelebi 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.