

CENTRAL FOOD TECHNOLOGICAL RESEARCH INSTITUTE, MYSORE

READY MIX : UPMA

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. Convenience foods have provided the housewives, novelty, convenience with reduced drudgery, but yet the satisfaction of preparing at home. These ready mixes could find a ready market in the urban middle income working families. Of all the ready mix type of convenience foods, Upma ready mix the most popular, highest selling item.

MARKENT POTENTIAL

As this product is a common breakfast and food item for the majority of the population in the country for people of all age groups it has a very high market potential. It also saves enormous drudgery of preparing the special Upma at household levels. Presently such a product of reasonably good quality is not available in the market. Thus it is has tremendous market potential both present as well as future.

RAW MATERIAL

Raw material required are Wheat, Soji, Refined oil, Hydrogenated fat, Bengal Gram, Black Gram Dhals, Red Chillies, Green Chillies, Coriander seed, Dried onions, Dried curry leaves, Turmeric, Tamarind powder and cashew-nuts.

PROCESS

Seasoning → Mixing → Cooling → Weighing → Packing

EQUIPMENTS

Drier, Roaster, Mixer, Filling machine, Weighing scales, Sealer etc. are required as major equipments.

PROJECT ECONOMICS

Capacity of production	300 Tones / annum
Cost of plant and equipments	Rs.18 Lakhs
Total project cost	Rs. 35 Lakhs