



DETAILED PROJECT REPORT

Murukku Making Machine



By



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1. OVERVIEW OF THE JLG MEMBERS

Name of the JLG:

Number of the members.

Name of Gram Panchayat/Taluk:

Name of the District:

Account details of JLG:

Details of JLG members with Hierarchy;

1.

2.

3.

4.

5.

6.

KYC:

Aadhar/PAN/Photo:



2. OBJECTIVES OF SVSY

Under Yuva Niti 2022, the new Swami Vivekananda Yuva Shakti Yojana is proposed on the following grounds to achieve holistic development of 2.1 crore youth of the state and to bring about constructive social change by the youth in keeping with the India@2047 vision of the Hon'ble Prime Minister.

The current scenario of the state on various parameters is as follows:

- i. Political Representation:** Out of total 1,01,308 members in rural local bodies, 12,411 (12.25 per cent) youths and 360 youths (5.36 per cent) out of 6713 municipal councillors are political representatives.
- ii. Education:** Out of a total of 2.1 crore youth, 21.55 lakh (10.37 per cent) students are in high school, 11.75 lakh (5.65 per cent), 6.45 lakh (3.10 per cent) in general degree colleges, 1.51 lakh (2.72 per cent), 1.11 lakh in polytechnics. (0.53 per cent), 0.74 lakh (0.36 per cent) The total number of students studying in medical courses is 43.12 lakh, which is per cent of the total youth. 21 percent will be. Remaining 157.88 lakh youth have below 10th standard education.
- iii. Employment:** According to the National Skill Development Corporation report, out of the total 2.1 crore youth in the state, 82 lakh (41 per cent) youth are in the labour force. As the remaining 119 lakh youth (59 per cent) are not in the professional labour force, they need to be given skill training to make them self-reliant.
- iv. Skill Development:** Out of the total 82 lakh youth in the workforce, 16 lakh youth (20 per cent) have received skill vocational training. The remaining 66 lakh (80 percent) youth need to be given skill development training. Out of this, only one



lakh youth are being trained by the NLRM department every year. Therefore 65 lakh untrained rural youth need skill training. To achieve this every school needs to provide vocational education from class 6 onwards.

- v. Internship:** According to the 6th Economic Census, there are a total of 28.80 lakh enterprises in the state, out of which 78,022 enterprises employ more than 8 people. About 30 lakh youths can be trained in skills by undertaking the internship program for a period of three months in local industries related to agriculture and agri-based/MSME/self-employment/service sector.
- vi. Migration Control:** Rural people have migrated from various districts to urban areas for job opportunities, of which 40 lakh (20 percent) youth are in Bangalore city. Therefore, there is a need to provide more employment opportunities at the village level.
- vii. Consolidation of programs for rural employment:** In total there are 27,395 revenue villages in the state and it is proposed to form Swami Vivekananda Self Help Groups, one in each village, on the model of Women's Self-Help Groups to provide self-employment to the unorganized workers in these. There are about 15 to 20 youth in each group, and 5.50 lakh youth in 27,395 self-help groups have received Rs. 1.5 lakh to provide margin money estimated at Rs. 410 crores will be required.
- viii. Bank Linked Schemes:** Coordination and inclusion of Yuva Shakti schemes with schemes linked to 25 banks. There are 35000 shelves of projects under the Mudra loan scheme, and steps will be taken to select the financial activities of the self-help societies based on these models.



- ix. Training:** Skill development training will be imparted to the youth under the National Entrepreneurship Mission under the 18 programs being implemented by various departments under this scheme. Training for agriculture and other activities will be provided through the Rural Development Self Employment Training Institute (RUDSETI).
- x. Formation of State Level Committee:** It is proposed to constitute a committee under the chairmanship of the Minister of Youth Empowerment and Sports at the State level for implementation and monitoring of the programme. RDPR, Commerce and Industry, Labour, Skill Development and Bank representatives will be members of this committee.
- xi. District Level Committee:** It is proposed to constitute a District Level Committee under the Chairmanship of the Chief Executive Officer of the Zilla Panchayat for the implementation and supervision of the program at the district level. The members of this committee are the officers of Rural Development and Panchayat Raj, Commerce and Industry, Labour, Skill Development Departments and District Lead Bank Managers.
- xii. Village level stewardship:** The village level stewardship of this program will be handled by Rural Development and Panchayat Raj Departments and Youth Empowerment and Sports Departments.

3. ABOUT VKF

VKF is a Think Tank of Community Change Champions who are from various walks of Social Spaces with diverse backgrounds and specialists from their domains.



VKF is a platform that enables as a think tank to evolve an aggregation of the social impact service providers and entrepreneurs for bringing about a transformational movement of social Change that is measurable on the lines of the Strategic Sustainable Development Goals (SSDG) of United Nation (UN).

VKF's is primarily focused on the development of Karnataka state in collaboration and co-creation initiatives.

VKF is a platform that enables as a think tank to evolve an aggregation of the social impact service providers and entrepreneurs for bringing about a transformational movement of Social Change that is measurable on the lines of the Strategic Development Goal of UN.

VKF's strong focus is on enhancing the rural mass entrepreneurship development clubbed with rural livelihood options. In this direction, VKF team is working with the rural livelihood SHGs members and handholding them to elevate themselves to newer socio-economic status and uplifting the whole geography of the cluster by setting up of CFCs.

VKF's experience spans across conceptualizing, cluster mapping, conducting baseline surveys, awareness creation, trust building activities, capacity building, design thinking activities etc., to enhance capabilities of the artisans and livelihood SHGs in the clusters.

VKF also indulges in facilitating Common Facility Centres, Preparation of DPR, Govt. liaising, market linkage activities, brand awareness, branding initiatives, value addition of the products produced by clusters etc. In this, regards we have collaborated and working with MSME, ESTC, IDEMI, Tribes India, NRLM and WCD to support rural masses in terms upgrading their livelihood opportunities.



4. NAME OF PRODUCT AND TECHNOLOGY

Murukku Making Machine

In India, Murukku is a savory snack food that is popular in South India and other parts of Southeast Asia. It is made from a mixture of rice flour, urad dal flour, and seasonings that is shaped into spirals or loops and then deep-fried until golden brown. There are many variations of murukku, with some made with a mixture of flours, while others are made with just rice flour.

The snack is usually served as an accompaniment to tea or coffee, or as a snack on its own. It is a staple food during festivals and celebrations, and is often given as a gift to friends and family. Murukku is a delicious and crunchy snack that can be enjoyed on its own or as part of a larger meal. It is a great snack to have on hand for when you're feeling peckish and want something to munch on. Apart from being delicious, Murukku is also a healthy snack option as it is gluten-free and low in fat. It is also a good source of carbohydrates, making it an excellent energy booster. This snack is easy to prepare and can be stored for a few days, making it a convenient snack option for people who are always on the go. Murukku is a beloved South Indian snack that has captured the hearts and taste buds of people all over the world. Its unique taste and crunchy texture make it an irresistible snack that can be enjoyed at any time of the day.



Fig: Different type of Murukku's made

5. DELIVERABLES AND MARKET OF THE PRODUCT

- The primary deliverables of murukku are as a snack food, often enjoyed with tea or coffee or as a standalone snack. The crunchy and savory taste of murukku has made it a popular snack in India and around the world. It is commonly sold in small packets, both in traditional shops and modern supermarkets, and it is also widely available in online stores.
- In India, murukku is particularly popular in the southern states of Tamil Nadu, Kerala, Karnataka, and Andhra Pradesh. However, it is also consumed in other parts of the country, as well as by the Indian diaspora around the world.
- The market for murukku has grown significantly in recent years due to its popularity as a snack and the increased demand for ready-to-eat snacks. Many small and medium-sized businesses have entered the market, offering a wide



range of flavors and packaging options. Large corporations, including food and snack companies, have also entered the market, increasing the competition.

- The demand for murukku is expected to continue to grow, particularly as the snack food market expands and consumers become more interested in trying new and exotic flavors. Murukku's long shelf life, low cost, and easy availability make it an attractive option for both consumers and producers. With the right marketing and distribution strategies, murukku has the potential to reach an even wider audience and become a popular snack food around the world.

Project Assumptions:

This model DPR for Murukku Making Unit is basically on certain assumptions that may vary with capacity, location, raw materials availability etc. An entrepreneur can use this model DPR format and modify as per requirement and suitability. The assumptions made in preparation of this particular DPR are given in Table below. Therefore, land and civil infrastructures are assumed as already available with the entrepreneur.

Table: Detailed Project Assumptions		
Parameter	Value	
Assumed Capacity of the machine:	100kg/day	
Utilization of capacity:	Year 1	60%
	Year 2	65%
	Year 3	70%



	Year 4	75%
	Year 5	80%
Working days per year:	300 days	
Working hours per day:	8-10 hours	
Average price of raw material:	Rs. 40/kg	
Average sale price of product	Rs. 80/ kg	

Machines



Murukku Making Machine
Power: 25kw
ABC Agro and Food Machine
Venkitta Puram, Coimbatore, Tamil Nadu

Machinery is also available in Bengaluru.



Market Output:

VKF will hand hold them to facilitating better packing and market linkage.

Market Linkage

- ❖ Super Markets
- ❖ Kiranas Stores
- ❖ Snacks stores

❖ Condiment Stores

- ❖ Food processors
- ❖ Caterers and food suppliers
- ❖ Households

6. ROLE OF EACH OF THE JLG MEMBERS

How JLG will participate:

- 2 persons will be used to procurement
- 3 persons for production
- 5 persons for the logistics & sales

7. SOFT INTERVENTION

The following are the soft interventions to be arranged:

- Awareness on financial inclusion will help in getting the assistance from Government and other sources.
- Export promotional orientation for the JLG members.
- Awareness/ training programmed on product quality, handling practices.
- Capacity Building activity
- Trust Building activities
- Programs on technical skill enhancement to unit owners.



- programs on Business and entrepreneurship skill enhancement to unit owners
- Mass entrepreneurship development program in the JLG eco system.

8. ESTIMATED COST OF THE PROJECT AND THE IMPLEMENTATION SCHEDULE

The proposed cost of the project is as follows:

Sl. No.	Details	Cost in Rs.	Percentage
1	Bank Loan	1,10,700	90%
2	JLG contribution	11,070	10%
3	Total	1,21,770	100%

Sl. No.	Details	Cost in Rs.
1	Machine Cost	31,000
2	Furniture	20,000
3	Working capital (Shed deposit, electric connection deposit, Miscellaneous and preoperative expenses)	70,000
	TOTAL	1,21,770



The proposed project implementation schedule is as follows:

Sl. No.	Project Component	Schedule
1	Shed for the project on rental basis	Identified
2	Electricity and Water facility Installation	Present
3	Arrival of Machinery	Within 1 months of Order
4	Erection of Machinery	Within 5 days of arrival
5	Commissioning	Within 2-4 days of erection
6	Commercial Usage	Within 2 months from approval

9. LAND/SHED STATUS:

The JLG has already identified the shed required for the project within the project area.

10. SWOT ANALYSIS OF THE PROJECT

I. Strength

- JLG members are very young and aware of the need for ready to use products in the upcoming market as well as the local markets.
- High potential of ready to use murukku as popular snack across the globe.
- There is abundant raw material available in the district.
- The source of raw material procurement is very convenient due to local availability.
- The JLG members are having good coordination and co-operation among



themselves and are serious about providing solutions to the community.

- Government is very favorable for supporting the youths.

II. Weakness

- If, people are not familiar with murukku, they may not purchase it. This is particularly true in areas where murukku is not a common snack or where it is not widely available.
- Murukku is a deep-fried snack and may not be suitable for people who are health-conscious or have dietary restrictions. Additionally, some people may be concerned about the quality or hygiene of the product.
- Products have lower export potential as there is poor quality due to lack of proper packing.
- The JLG members lack insufficient place for working/processing in their units. All the process was being carried at one small area.
- The JLG members are unable to purchase modern machineries due to financial limitations.
- The JLG members have poor access to national and international markets. This will affect initially the profitability of the JLG members.
- There is no branding for the product.



III. Opportunities

- There is an opportunity to offer different flavors and variations of murukku to appeal to a wider range of consumers. With new ingredients and seasonings, producers can create new flavors that appeal to different taste preferences.
- JLG members are still very young if they start performing well in business and in future modern process machinery with better productivity and quality as well as special features for the final products and value addition products also can be done within JLG members.
- Murukku is a traditional snack that is often associated with festivals and family gatherings. There is an opportunity to tap into the emotional appeal of murukku and position it as a nostalgic snack that brings back memories of childhood or family events.
- Young JLG members have long way to go with new Innovation in the ready to use products by innovating various combinations with the Murukku which will help to create global impact on product innovations.

IV. Threats

- Due to poor market access the profitability of the JLG members may fall bit low level. This may discourage initially to JLG members.
- Main attributed to less profitability of the business is due to lower price at the beginning and JLG members need to work hard.



11. YOUTH EMPOWERMENT IMPACT OF THE PROJECT ON ECOSYSTEM

We have surplus youths in the state, graduate, undergraduate etc. supporting them to create self-employment will motivate to become entrepreneurs, they will live independent life.

Entrepreneurship will greatly impact the lifestyle of the youths, if businesses work along with their involvement of all the members towards creating awareness and promoting positive impacts on others.

12. THE END PRODUCTS PRODUCED WITH CHILLY POWDER



Fig: Murukku with packing



13. FINANCIALS

CASH FLOW STATEMENT

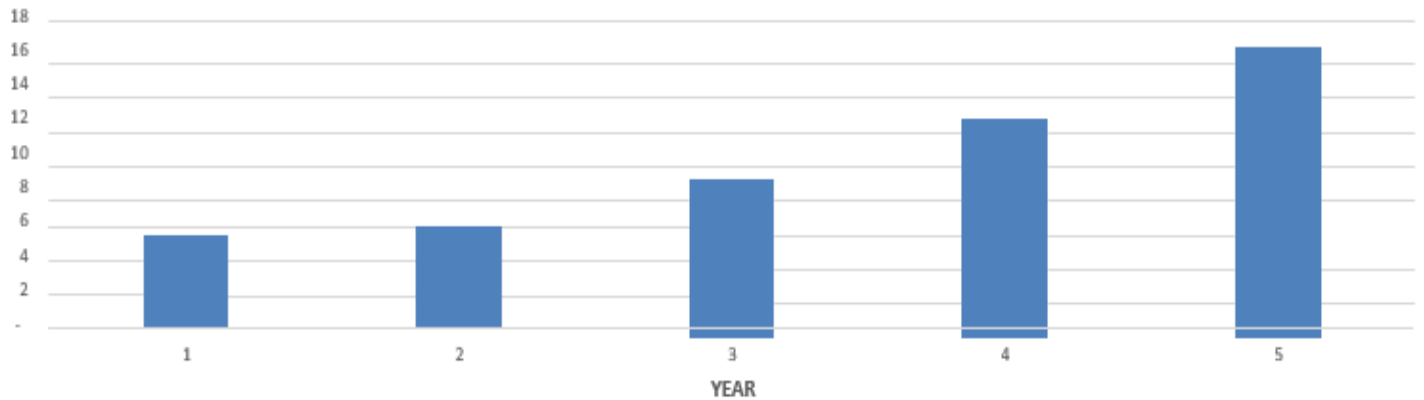
Particulars	Year				
	Year 1	Year 2	Year 3	Year 4	Year 5
<u>REVENUE FROM SALE OF MURUKKU</u>					
No. of working days in a Year	300	300	300	300	300
Less : Days for off Season	-	-	-	-	-
No. of Machine Running days in a Year	300	300	300	300	300
Capacity of the machine in kgs per day	100	100	100	100	100
Production in KGs	100%	100%	100%	100%	100%
Utilisation of the Capacity (%)	60%	65%	70%	75%	80%
Production during the year (in KGs)	18,000	19,500	21,000	22,500	24,000
Rate per KG	80	88	97	106	117
Gross Revenue earned per annum – A	14,40,000	17,16,000	20,32,800	23,95,800	28,11,072
<u>COST OF RAW MATERIALS</u>					
Consumption of Raw Materials	18,000	19,500	21,000	22,500	24,000
Rate per KG	40	44	48	53	59
Total Cost of Raw Material per annum – B	7,20,000	8,58,000	10,16,400	11,97,900	14,05,536
<u>EXPENDITURE</u>					
Salaries and Wages	4,80,000	5,28,000	5,80,800	6,38,880	7,02,768
Electricity Charges	48,000	52,800	58,080	63,888	70,277
Transportation and Travelling	24,000	26,400	29,040	31,944	35,138
Packaging and Promotion Expenses	36,000	39,600	43,560	47,916	52,708
Miscellaneous Expense	20,000	22,000	24,200	26,620	29,282
Total Expenditure – C	6,08,000	6,68,800	7,35,680	8,09,248	8,90,173
Net Profit before Interest /Cash Flow (A-B-C)	1,12,000	1,89,200	2,80,720	3,88,652	5,15,363



PROJECTED TERM LOAN DSCR STATEMENT

	Year 1	Year 2	Year 3	Year 4	Year 5
	Projected	Projected	Projected	Projected	Projected
Profit available to service the debt	1,12,000	1,89,200	2,80,720	3,88,652	5,15,363
Loan Repayment	10,104	21,700	23,853	26,221	28,823
Interest on Term Loan	10,318	8,628	6,474	4,107	1,505
Debt to be Served	20,422	30,328	30,328	30,328	30,328
Debt Service Coverage Ratio	5	6	9	13	17
AVERAGE DSCR	10				

DEBT SERVICE CEVERAGE RATIO



BREAKEVEN ANALYSIS

Investment Value Including Margin Rs. 123000

Year ended	Year 1 Projected	Year 2 Projected	Year 3 Projected	Year 4 Projected	Year 5 Projected
Cash Flow as per Statement of Income	1,12,000	1,89,200	2,80,720	3,88,652	5,15,363
Less : Interest on Loan	10,318	8,628	6,474	4,107	1,505
Less : Estimated Drawings/Personal Expenses	56,000	94,600	1,40,360	1,94,326	2,57,682
Net Cash Flow	45,682	85,972	1,33,886	1,90,219	2,56,177
Cumulative Cash Flow	45,682	1,31,654	2,65,539	4,55,758	7,11,935
Break Even Investment (in years)		1 Year and 10.8 Months			



REPAYMENT SCHEDULE

Year	Quarter	Loan Installment	Principal Payment	Loan Outstanding	Interest at 9.5%	Cumulative Interest
1	1	2,629	-	1,10,700	2,629	10,318
	2	2,629	-	1,10,700	2,629	
	3	7,582	4,992	1,05,708	2,590	
	4	7,582	5,112	1,00,596	2,470	
2	1	7,582	5,234	95,362	2,348	8,628
	2	7,582	5,359	90,003	2,223	
	3	7,582	5,488	84,516	2,094	
	4	7,582	5,619	78,897	1,963	
3	1	7,582	5,753	73,143	1,828	6,474
	2	7,582	5,891	67,252	1,691	
	3	7,582	6,032	61,220	1,550	
	4	7,582	6,177	55,044	1,405	
4	1	7,582	6,324	48,719	1,257	4,107
	2	7,582	6,476	42,243	1,106	
	3	7,582	6,631	35,612	951	
	4	7,582	6,790	28,823	792	
5	1	7,582	6,952	21,871	630	1,505
	2	7,582	7,119	14,752	463	
	3	7,582	7,289	7,463	293	
	4	7,582	7,463	-	118	
Total		1,41,732	1,10,700		31,032	31,032





DETAIL REPAYMENT SCHEDULE

Year	Quarter	Loan Installment	Principal Payment	Loan Outstanding	Interest at 9.5%	Cumulative Interest
1	1	2,629	-	1,10,700	2,629	10,318
	2	2,629	-	1,10,700	2,629	
	3	7,582	4,992	1,05,708	2,590	
	4	7,582	5,112	1,00,596	2,470	
2	1	7,582	5,234	95,362	2,348	8,628
	2	7,582	5,359	90,003	2,223	
	3	7,582	5,488	84,516	2,094	
	4	7,582	5,619	78,897	1,963	
3	1	7,582	5,753	73,143	1,828	6,474
	2	7,582	5,891	67,252	1,691	
	3	7,582	6,032	61,220	1,550	
	4	7,582	6,177	55,044	1,405	
4	1	7,582	6,324	48,719	1,257	4,107
	2	7,582	6,476	42,243	1,106	
	3	7,582	6,631	35,612	951	
	4	7,582	6,790	28,823	792	
5	1	7,582	6,952	21,871	630	1,505
	2	7,582	7,119	14,752	463	
	3	7,582	7,289	7,463	293	
	4	7,582	7,463	-	118	
Total		1,41,732	1,10,700		31,032	31,032



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