



DETAILED PROJECT REPORT

TUTTI FRUTTI PRODUCTION



By



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TABLE OF CONTENT

SL NO	Content	Page No
1	Overview Of JLG Members	3
2	Objectives of SVSY	3
3	About VKF	5
4	Name of the product Technology	7
5	Deliverables and market	9
6	Role of each member	12
7	Soft intervention	13
8	Estimated cost of Project Implementation Schedule	14
9	Land/shed Status	15
10	SWOT Analysis	15
11	Youth empowerment Impact of the project on ecosystem	16
12	The end products	17
13	Financials	18

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:



1. 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.

2. 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.



3. NAME OF PRODUCT AND TECHNOLOGY

TUTTI FRUTTI PRODUCTION:

Tutti Frutti is a type of confectionery that is commonly made of small, brightly colored candies that have a fruit-flavored gummy center. The candies come in a variety of fruit flavors, such as cherry, lemon, lime, orange, and raspberry. They are often coated in sugar and are chewy and sweet. Tutti Frutti candies are popular among children and adults alike and are often used as a topping for ice cream and other desserts. In some countries, Tutti Frutti is also used as a flavor for yogurt, jams, and syrups.

The production process of Tutti Frutti candies typically involves the following steps:

Mixing ingredients: The fruit-flavored gummy center is made by mixing sugar, corn syrup, gelatin, flavorings, and food coloring.

Cooking the mixture: The mixture is cooked until it reaches the desired consistency.

Pouring the mixture into molds: The hot mixture is poured into molds of various shapes and sizes.

Cooling and solidifying: The molds are then cooled until the gummy centers solidify.

Coating in sugar: The solidified gummy centers are then coated in sugar.

Cutting and packaging: The sugary Tutti Frutti candies are then cut into desired shapes and sizes and packaged in airtight containers or bags.

The production process can vary slightly depending on the manufacturer and the type of Tutti Frutti product being produced.

The machinery used to produce Tutti Frutti candies varies depending on the size and scale of the production, but typically includes the following:

Mixing machines: Mixers of various capacities are used to combine the ingredients for the fruit-flavored gummy center.

Cooking equipment: Cookers and kettles are used to heat the mixture to the desired consistency.

Molds: Molds of various shapes and sizes are used to create the gummy centers.

Cooling equipment: Cooling systems, such as refrigerators and air conditioning units, are used to cool the gummy centers and solidify them.

Sugar coating machines: Sugar coating machines are used to coat the gummy centers in sugar.

Cutting machines: Cutting machines are used to cut the sugary Tutti Frutti candies into desired shapes and sizes.

Packaging machinery: Packaging machinery, such as form-fill-seal machines and flow wrappers, are used to package the Tutti Frutti candies in airtight containers or bags.

These are some of the common machineries used in the production of Tutti Frutti candies, but the specific equipment used can vary depending on the size and scale of the operation, as well as the desired output.

4. DELIVERABLES AND MARKET OF THE PRODUCT

Deliverables of Tutti Frutti production typically include a variety of fruit-flavored gummy candies that are coated in sugar. These candies come in different shapes and sizes, and are packaged in airtight containers or bags for distribution to various markets.

The market for Tutti Frutti products is widespread and includes grocery stores, supermarkets, convenience stores, online retailers, and bulk food stores, among others. Tutti Frutti candies are popular among children and adults and are often used as a topping for ice cream and other desserts, or as a snack on their own. The demand for Tutti Frutti products is high, especially in countries where the

confectionery market is well-developed, and there is a steady growth in the demand for these products in emerging markets.

In terms of competition, Tutti Frutti production faces competition from other candy and confectionery manufacturers, as well as from other types of snacks and sweets. To succeed in this market, Tutti Frutti production companies need to differentiate themselves by offering high-quality products, attractive packaging, and competitive pricing. Additionally, companies can expand their market reach by offering a wider range of flavours and by using innovative marketing and advertising strategies to reach new customers.

Project Assumptions: This model DPR for Tutti Frutti Production 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. Therefore, land and civil infrastructures are assumed as already available with the entrepreneur.

Table: Detailed Project Assumptions		
Parameter	Value	
Assumed Capacity of the Tutti Frutti Production unit:	400- 500 kg	
Utilization of capacity:	Year 1	80%
	Year 2	85%
	Year 3	90%
	Year 4	95%
	Year 5 ONWARDS	95%
Working days per year:	300 days	
Working hours per day:	8-10 hours	
Average price of raw material:	Rs. 60/kg	
Average sale price of product	Rs. 230/kg	

Machineries



Dicing And Cubing Machine
Capacity: 1 ton/day
Material: Stainless Steel
Packaging Solutions
Ghaziabad, Uttar Pradesh
Machine Available in Bangalore

Market Output:

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

Market Linkage

- ❖ Supermarkets
- ❖ E-commerce
- ❖ Hypermarkets
- ❖ Hotels

5. ROLE OF EACH OF THE JLG MEMBERS

How JLG will participate:

- 2 persons for procurement
- 2 persons for production
- 1 person for logistics & sales
- 1 person for value addition
- 1 person for waste management



6. 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 programme on product quality, handling practices.
- Capacity Building activity
- Trust Building activities
- Programme on technical skill enhancement to unit owners.
- Programme on Business and entrepreneurship skill enhancement to unit owners
- Mass entrepreneurship development program in the JLG eco system.

7. 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	2,02,500	90%
2	JLG contribution	20,250	10%
3	Total	2,22,750	100%

S. No.	Details	Cost
1	Machine Cost	87,750
2	Furniture	30,000
3	Working capital (Shed deposit, electric connection deposit, Miscellaneous and preoperative expenses)	1,05,000
Total		2,22,750



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 4 days of arrival
5	Commissioning	Within 2-4 days of erection
6	Commercial Usage	Within 2 months from approval

8. LAND/SHED STATUS:

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

9. 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.
- Extensive network of suppliers and vendors
- Proven track record of delivering high-quality events.
- High demand for Tutti Frutti products: Tutti Frutti candies are popular among people of all ages, which creates a large and growing market for these products.



- Versatility of Tutti Frutti candies: These candies can be used as a topping for ice cream and other desserts, or as a snack on their own, which makes them appealing to a wide range of consumers.
- Wide variety of flavors: Tutti Frutti candies are available in a variety of fruit flavors, which helps to attract customers who prefer different tastes.

II. Weakness

- Limited financial resources
- Lack of diversity in event portfolio
- Dependence on a small number of key clients.
- The JLG members have poor access to national and international markets. This will affect initially the profitability of the JLG members.
- Competition: Tutti Frutti production faces competition from other candy and confectionery manufacturers, as well as from other types of snacks and sweets.
- High sugar content: Tutti Frutti candies are high in sugar, which may be a concern for some health-conscious consumers.
- Production costs: The cost of ingredients, machinery, and labor involved in the production of Tutti Frutti candies can be high, which can impact profitability.

III. Opportunities

- Expansion into new markets: There is potential to expand the market reach of Tutti Frutti candies by offering them in new countries and regions.
- Development of new flavors and products: Offering new and innovative flavor



and products can help Tutti Frutti production companies stand out from the competition.

- Increasing demand for organic and natural products: The demand for organic and natural products is growing, and Tutti Frutti production companies could capitalize on this trend by offering organic and natural alternatives to traditional Tutti Frutti candies.
- Growing demand for event planning and management services in Bangalore.
- Potential for expanding into new event types and markets.
- Increasing use of technology and innovation in the event industry.
- Potential for building partnerships with other businesses and organizations.

IV. Threats

- Changes in consumer preferences: The preferences and tastes of consumers can change quickly, which can impact the demand for Tutti Frutti candies.
- Regulation and labeling requirements: The production of Tutti Frutti candies is subject to various regulations and labeling requirements, which can be complex and difficult to navigate.
- Fluctuations in the cost of ingredients: The cost of ingredients, such as sugar and gelatin, can fluctuate, which can impact the profitability of Tutti Frutti production



10. 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.

11. THE END PRODUCTS:





12. FINANCIALS

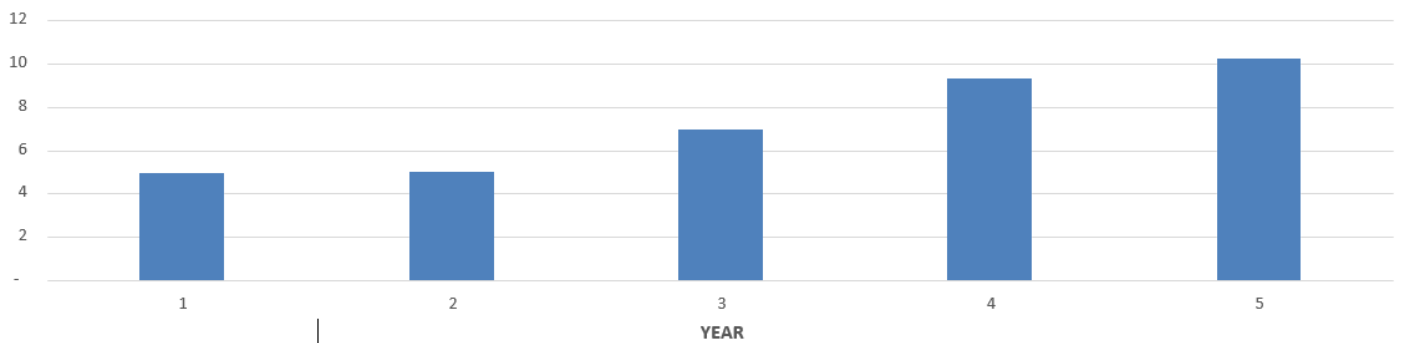
CASH FLOW STATEMENT

Particulars	Year				
	Year 1	Year 2	Year 3	Year 4	Year 5
<u>REVENUE FROM SALE OF TUTTY FRUTTY</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	50	50	50	50	50
Production in KGs	100%	100%	100%	100%	100%
Utilisation of the Capacity (%)	80%	85%	90%	95%	95%
Production during the year (in KGs)	12,000	12,750	13,500	14,250	14,250
Rate per KG	150	165	182	200	220
Gross Revenue earned per annum - A	18,00,000	21,03,750	24,50,250	28,45,013	31,29,514
<u>COST OF RAW MATERIALS</u>					
Consumption of Raw Materials	12,000	12,750	13,500	14,250	14,250
Rate per KG	60	66	73	80	88
Total Cost of Raw Material per annum - B	7,20,000	8,41,500	9,80,100	11,38,005	12,51,806
<u>EXPENDITURE</u>					
Salaries and Wages	7,20,000	7,92,000	8,71,200	9,58,320	10,54,152
Electricity Charges	24,000	26,400	29,040	31,944	35,138
Rent	72,000	79,200	87,120	95,832	1,05,415
Transportation and Travelling	25,000	27,500	30,250	33,275	36,603
Packaging and Promotion Expenses	28,000	30,800	33,880	37,268	40,995
Miscellaneous Expense	25,000	27,500	30,250	33,275	36,603
Total Expenditure - C	8,94,000	9,83,400	10,81,740	11,89,914	13,08,905
Net Profit before Interest /Cash Flow (A-B-C)	1,86,000	2,78,850	3,88,410	5,17,094	5,68,803



	Year 1	Year 2	Year 3	Year 4	Year 5
	Projected	Projected	Projected	Projected	Projected
Profit available to service the debt	1,86,000	2,78,850	3,88,410	5,17,094	5,68,803
Loan	18,48	39,69	43,63	47,96	52,72
Repayment	2	4	4	5	5
Interest on	18,87	15,78	11,84	7,51	2,75
Term Loan	5	3	3	3	2
Debt to be Served	37,357	55,477	55,477	55,477	55,477
Debt Service Coverage Ratio	5	5	7	9	10
AVERAGE DSCR	7				

DEBT SERVICE CEVERAGE RATIO





BREAKEVEN ANALYSIS

Investment Value Including Margin Rs. 225000

Year ended	Year 1 Projected	Year 2 Projected	Year 3 Projected	Year 4 Projected	Year 5 Projected
Cash Flow as per Statement of Income	1,86,000	2,78,850	3,88,410	5,17,094	5,68,803
Less : Interest on Loan	18,875	15,783	11,843	7,513	2,752
Less : Estimated Drawings/Personal Expenses	93,000	1,39,425	1,94,205	2,58,547	2,84,401
Net Cash Flow	74,125	1,23,642	1,82,362	2,51,034	2,81,649
Cumulative Cash Flow	74,125	1,97,767	3,80,129	6,31,163	9,12,812
Break Even Investment (in years)		2 Year and 1.8 Months			

DETAIL REPAYMENT SCHEDULE

Year	Quarter	Loan Installment	Principal Payment	Loan Outstanding	Interest at 9.5%	Cumulative Interest
1	1	4,809	-	2,02,500	4,809	18,875
	2	4,809	-	2,02,500	4,809	
	3	13,869	9,132	1,93,368	4,737	
	4	13,869	9,350	1,84,018	4,519	
2	1	13,869	9,574	1,74,443	4,295	15,783
	2	13,869	9,803	1,64,640	4,066	
	3	13,869	10,038	1,54,602	3,831	
	4	13,869	10,278	1,44,323	3,591	
3	1	13,869	10,525	1,33,799	3,345	11,843
	2	13,869	10,776	1,23,022	3,093	
	3	13,869	11,034	1,11,988	2,835	
	4	13,869	11,299	1,00,689	2,571	
4	1	13,869	11,569	89,120	2,300	7,513
	2	13,869	11,846	77,274	2,023	
	3	13,869	12,130	65,145	1,740	
	4	13,869	12,420	52,725	1,449	
5	1	13,869	12,717	40,008	1,152	2,752
	2	13,869	13,022	26,986	848	
	3	13,869	13,333	13,653	536	
	4	13,869	13,653	(0)	217	
Total		2,59,266	2,02,500		56,766	56,766



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