



# Detailed Project Report

## Tomato Puree Making



By



2023



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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:**



**Tomato puree is a thick, smooth paste made by cooking fresh tomatoes, removing the skins and seeds, and then pureeing the flesh until it reaches a smooth consistency. The puree is typically used as a base for soups, sauces, and stews, and it can also be used as a topping for pizzas or as a filling for lasagna and other baked dishes.**

**Tomato puree is a concentrated source of tomato flavor and nutrients, including vitamins A, C, and K, potassium, and lycopene, which is a powerful antioxidant that has been associated with a reduced risk of certain types of cancer and heart disease.**

## **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 per cent) 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 per cent) 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.

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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**

##### **Tomato Puree Making**

A tomato puree machine is a device designed to puree or process tomatoes into a smooth consistency. These machines are commonly used in food processing and can be found in commercial kitchens and industrial food production facilities. Tomato puree machines come in various sizes and configurations, from small countertop models for home use to larger, more powerful machines for commercial use.

When using a tomato puree machine, it's important to follow the manufacturer's instructions for safe and efficient operation. It's also important to clean and maintain the machine regularly to ensure it remains in good working condition and produces high-quality puree.

#### **5. DELIVERABLES AND MARKET OF THE PRODUCT**

- **Base for sauces:** Tomato puree can serve as the base for sauces, including pizza and pasta sauces.
- **Flavoring for soups and stews:** Tomato puree can add a rich tomato flavor to soups, stews, and chili.



- **Time-saving:** Tomato puree can be a time-saving ingredient, as it eliminates the need to peel and seed fresh tomatoes.
- **Nutritional value:** Tomato puree is a good source of vitamins A and C, as well as potassium and fiber.
- **Longer shelf life:** Tomato puree has a longer shelf life compared to fresh tomatoes, which can spoil quickly.

**Project Assumptions:** This model DPR for Tomato Puree 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. Therefore, land and civil infrastructures are assumed as already available with the entrepreneur.

Table: Detailed Project Assumptions		
Parameter	Value	
Assumed Capacity of the Tomato Puree processing unit:	100 kg per 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. 50/ kg	
Average sale price of product	Rs. 125/ kg	



## Machineries



Automatic SS304 Tomato Paste and Puree Processing Plants

Capacity: 500 kg – 2 tons/day

Material: SS304

SS Engineers & Consultants  
Rajahmundry, East Godavari,  
Andhra Pradesh

Machinery is also available in Bengaluru and Coimbatore.

## Market Output:

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

### Market Linkage

- ❖ Restaurants
- ❖ Hotels
- ❖ Grocery Stores

### ❖ Supermarkets and Departmental

#### Stores

- ❖ E-commerce
- ❖ Quick Commerce



## **6. ROLE OF EACH OF THE JLG MEMBERS**

### **How JLG will participate:**

- 2 persons will be used to procurement of raw materials
- 2 persons for production
- 2 persons for the logistics & sales
- 2 persons for sieving
- 2 persons for maintenance of machines

## **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 programme on product quality, handling practices.
- Capacity Building activity
- Trust Building activities
- Programmes on technical skill enhancement to unit owners.
- Programmes 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	2,70,000	90%
2	JLG contribution	27,000	10%
3	<b>Total</b>	<b>2,97,000</b>	<b>100%</b>

Sl. No.	Details	Cost in Rs.
1	Machine Cost	2,02,000
2	Furniture	25,000
3	Working capital (Shed deposit, electric connection deposit, Miscellaneous and preoperative expenses)	70,000
	<b>TOTAL</b>	<b>2,97,000</b>



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

- Growing awareness among entrepreneurs about the need for modernization, managerial and technical skill.
- There is a high potential for export.
- Tomato puree is a versatile ingredient that can be used in a wide variety of dishes.



- Tomato puree is a convenient ingredient as it eliminates the need to prepare and chop fresh tomatoes, which saves time and effort.
- Tomato puree is a good source of vitamins A and C, as well as potassium and fiber, which makes it a healthy ingredient.
- The cluster members are having good coordination among themselves and are serious about resolving cluster problems.

## II. Weakness

- Once opened, tomato puree has a relatively short shelf life and needs to be used within a few days.
- The quality of tomato puree can vary depending on the quality of the tomatoes used, and the processing method used to make it.
- Depending on the location and season, the cost of producing tomato puree can be high, which may affect its affordability.

## III. Opportunities

- Manufacturers can diversify their product line by producing different flavors of tomato puree, such as with added herbs and spices.
- As more people become interested in cooking and healthy eating, the demand for tomato puree is increasing.
- Modern process machinery that can give better productivity and quality as well as special features for the final products are available globally.





#### 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.
- The cost and availability of tomatoes can vary depending on the season, which can affect the cost of producing tomato puree.
- Main attributed to less profitability to this industry 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.

#### **Ecosystem Support from Project**

- **Lowering carbon emissions:** Compared to fresh tomatoes, tomato puree has a longer shelf life and is more compact, meaning it can be transported more efficiently.
- **Supporting sustainable agriculture:** By sourcing tomatoes from local or sustainable farms, a tomato puree making business can support



environmentally responsible farming practices and help to promote more sustainable agriculture.

- **Reducing the need for preservatives:** Some tomato products, such as canned tomatoes, require preservatives to extend their shelf life. By making puree from fresh tomatoes, a tomato puree making business can reduce the need for preservatives, which can have environmental and health benefits.

## **12. THE END PRODUCTS PRODUCED FROM THE MACHINE**





## 13. FINANCIALS

### CASH FLOW STATEMENT

Particulars	Year				
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>REVENUE FROM SALE OF TOMATO PUREE</b>					
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 Kg per day	100	100	100	100	100
Production in Kg	100%	100%	100%	100%	100%
Utilisation of the Capacity (%)	60%	65%	70%	75%	80%
No of ltrs Produced in a year	18,000	19,500	21,000	22,500	24,000
Rate per Kg	125	138	151	166	183
<b>Gross Revenue earned per annum - A</b>	<b>22,50,000</b>	<b>26,81,250</b>	<b>31,76,250</b>	<b>37,43,438</b>	<b>43,92,300</b>
<b>COST OF RAW MATERIALS</b>					
Consumption of Raw Materials	18,000	19,500	21,000	22,500	24,000
Rate per Kgs	50	55	61	67	73
<b>Total Cost of Raw Material per annum - B</b>	<b>9,00,000</b>	<b>10,72,500</b>	<b>12,70,500</b>	<b>14,97,375</b>	<b>17,56,920</b>
<b>EXPENDITURE</b>					
Salaries and Wages	7,20,000	7,92,000	8,71,200	9,58,320	10,54,152
Electricity Charges	60,000	66,000	72,600	79,860	87,846
Other Manufacturing Expenses	36,000	39,600	43,560	47,916	52,708
Transportation and Travelling	30,000	33,000	36,300	39,930	43,923
Rent	1,20,000	1,32,000	1,45,200	1,59,720	1,75,692
Packaging and Promotion Expenses	60,000	66,000	72,600	79,860	87,846
Miscellaneous Expenses	24,000	26,400	29,040	31,944	35,138
<b>Total Expenditure - C</b>	<b>10,50,000</b>	<b>11,55,000</b>	<b>12,70,500</b>	<b>13,97,550</b>	<b>15,37,305</b>
<b>Net Profit before Interest /Cash Flow (A-B-C)</b>	<b>3,00,000</b>	<b>4,53,750</b>	<b>6,35,250</b>	<b>8,48,512</b>	<b>10,98,075</b>

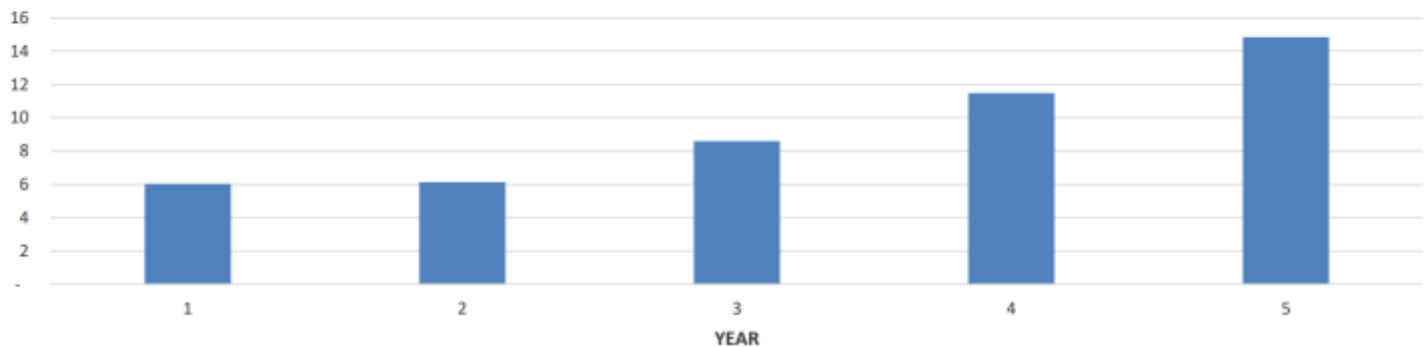


## DSCR STATEMENT

### 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	3,00,000	4,53,750	6,35,250	8,48,512	10,98,075
Loan Repayment	24,643	52,926	58,179	63,953	
Interest on Term Loan	25,167	21,044	15,791	10,017	70,300
					3,670
<b>Debt to be Served</b>	<b>49,810</b>	<b>73,970</b>	<b>73,970</b>	<b>73,970</b>	<b>73,970</b>
Debt Service Coverage Ratio	6	6	9	11	15
<b>AVERAGE DSCR</b>	<b>9</b>				

DEBT SERVICE COVERAGE RATIO





## BREAKEVEN ANALYSIS

Investment Value Including Margin Rs. 300000

Year ended	Year 1 Projected	Year 2 Projected	Year 3 Projected	Year 4 Projected	Year 5 Projected
Cash Flow as per Statement of Income	3,00,000	4,53,750	6,35,250	8,48,512	10,98,075
Less : Interest on Loan	25,167	21,044	15,791	10,017	3,670
Less : Estimated Drawings/Personal Expenses	1,50,000	2,26,875	3,17,625	4,24,256	5,49,037
<b>Net Cash Flow</b>	<b>1,24,833</b>	<b>2,05,831</b>	<b>3,01,834</b>	<b>4,14,239</b>	<b>5,45,368</b>
<b>Cumulative Cash Flow</b>	<b>1,24,833</b>	<b>3,30,664</b>	<b>6,32,498</b>	<b>10,46,738</b>	<b>15,92,105</b>
<b>Break Even Investment (in years)</b>		<b>1 Year and 10.2 Months</b>			

## REPAYMENT REPAYMENT

### DETAIL REPAYMENT SCHEDULE

Year	Quarter	Loan Installment	Principal Payment	Loan Outstanding	Interest at 9.5%	Cumulative Interest
1	1	6,413	-	2,70,000	6,413	25,167
	2	6,413	-	2,70,000	6,413	
	3	18,492	12,176	2,57,824	6,317	
	4	18,492	12,467	2,45,357	6,025	
2	1	18,492	12,766	2,32,591	5,727	21,044
	2	18,492	13,071	2,19,520	5,421	
	3	18,492	13,384	2,06,136	5,108	
	4	18,492	13,705	1,92,431	4,788	
3	1	18,492	14,033	1,78,398	4,460	15,791
	2	18,492	14,369	1,64,030	4,124	
	3	18,492	14,713	1,49,317	3,780	
	4	18,492	15,065	1,34,253	3,428	
4	1	18,492	15,425	1,18,827	3,067	10,017
	2	18,492	15,795	1,03,032	2,698	
	3	18,492	16,173	86,860	2,320	
	4	18,492	16,560	70,300	1,933	
5	1	18,492	16,956	53,344	1,536	3,670
	2	18,492	17,362	35,981	1,130	
	3	18,492	17,778	18,203	715	
	4	18,492	18,203	-	289	
<b>Total</b>		<b>3,45,688</b>	<b>2,70,000</b>		<b>75,688</b>	<b>75,688</b>



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