

CENTRAL FOOD TECHNOLOGICAL RESEARCH INSTITUTE, MYSORE

READY MIX – MADDUR VADA

INTRODUCTION

In all spheres of life, India has many diversities. Food habit is one among them. The food habits vary with taste region wise among the different ethnic economic and social groups. The convenience foods have a social relevance to some extent and thus are responsible for blending these food habits. They reduce drudgery providing convenience and novelty to the housewives. The housewives will have the satisfaction of preparing these items at home.

MARKENT POTENTIAL

Ready mixes provide hygienic products of standard and uniform qualities with good shelf-life. They have ready market in the urban middle income working families, industrial labour and large scale catering establishments because of convenience, saving on time and labour in the preparation of such foods of uniform quality under hygienic conditions. Maddur vada is one of the ready mixes developed by the Institute. It is a popular fried snack. This may be because of its origin from a town called Maddur in Mandya district, Karnataka.

RAW MATERIAL

Raw material required: Rice flour, soji (rava), maida, green chilli, salt, dehydrated onion, vanaspati, curry leaves and poppy seeds etc.

PROCESS

Mixing → Blending → Sieving → Packing → Fumigation → Storing

EQUIPMENTS

Drier, Blender, Disintegrator, Sifter, De-stoner, De-humidifier, Fumigation chamber, Powder filling machine, Weighing scales, Heat 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 (233 M ²)	883.00
3.	Principal Plant & Equipment	1517.00
4.	Auxiliary Equipment	141.00
5.	Other fixed asset	150.00
6.	Preliminary/Preoperative Expenses	351.00
	Total fixed capital	3232.00
	Working Capital (Margin)	541.00
	Total project cost	3773.00

Means of Finance

- Promoter's contribution	1349
- Term loan	2424

PRODUCTION CAPACITY- (estimate)

Capacity	: 156 tonnes/annum (520 kg/day)
Working	: 1 shift/day ; 300 days /annum
Optimum capacity utilization	: 70%

TECHNOLOGY/MANUFACTURING PROCESS – Availability

The technology for production of ready mix – Maddur vada 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.