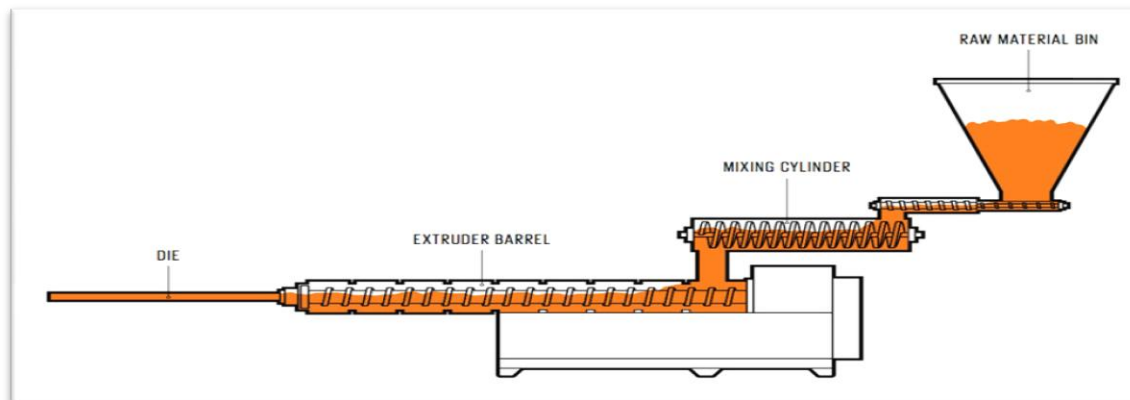


A starter's guide to
Mfg. of Soya Nuggets & Chunks

Soya Nuggets & Chunks (Nutri)



Introduction:

Soya nuggets/chunks or "Bari" is commonly referred to as *vegetarian meat*. It is prepared from defatted (DOC) soya flour by the process of extrusion cooking. During the process, the protein in the flour undergoes structural changes and forms a fiber like network. When soaked in water, the texturized nuggets absorb the water and develop meat like and chewy characteristics (hence the reference to "vegetarian meat").

They are a rich source of protein. Among the vegetable proteins they contribute a maximum level of 50% protein. As they are free from cholesterol they are also commonly used as meat substitutes.

Market Snapshot:

Soya nugget demand is hotting up as health conscious Indians heap more on their plate. While new entrants have started offering soya chunks, older players are expanding capacities to meet demand.

The soya nugget market in India is growing at a rate of 25% to 30% year on year basis, which are prompting companies to become more active.

The demand for Soya nuggets is on the rise both in households and in the commercial food joints, hostels, hospitals, defence kitchens etc. because of its high protein content, cheap price, taste and easy to cook nature.

Available Supply Sources:

- i. *Local Brands*: Rehmat, Agrino etc.
- ii. *National Brands*: Rajdhani, Nutrela, Sahara-Q shop, Priyagold, Fortune, Savour Nutri etc.

Economics:

Capital Cost	₹ 25.00 Lakhs
a) Land	Owned/Leased
b) Building	₹ 8.00 Lakhs
c) Machinery/Equipment	₹ 17.00 Lakhs
Operational Cost (per month)	₹ 21.00 Lakhs
Total Cost	₹ 46.00 Lakhs

Dos & Don'ts:

Do

1. Select the location where availability of clean water, power, input and market access is ensured.
2. Survey the markets before jumping into this venture so that the risk can be minimized.
3. Make sure to obtain NOC from PCB before starting the venture.
4. Ensure Quality Control as per HACCP, FSSAI and BIS requirements.
5. Ensure natural ventilation in production premises to avoid use of electricity (for lighting) during day hours.

Don't

1. Start the plant without HACCP Certification
2. Start the plant without PFA (Prevention of Food Adulteration Act 1954) NOC.
3. Start the plant without FSSAI Certification.
4. Start the plant without BIS (Bureau of Indian Standards) Certification.

Opportunities & Challenges:

Opportunities:

1. Huge Gap between demand & Supply at all major cities and towns.
2. Huge Export market at disposal.

Challenges:

1. Tough competition from Local and National players.
2. High investments involved.
3. Sustainability during winter season.

Check List:

1. Land

- Area: 6000 sq.ft (owned/leased)
- Nature: Non-residential area preferably Industrial Estate

2. Building

- Processing shed : 4000 sq ft.
- Finished goods shed : 30 X 20 sq ft.
- Raw material shed : 30 X 20 sq ft.
- Washroom : 10 X 10 sq ft.

3. Machinery & Equipment:

The major equipment in the plant includes:

1. Raw Material Mixer (Blender)
2. Varam Conveyor
3. Extruder (with dies of variable shape and size)
4. Lift Conveyor (Shifting)
5. Multipass Electric Dryer
6. Cooling Conveyor Belt
7. AC/DC Motors, Electrical Panels, Cables, Starters, Switches etc.

4. Plant Specifications:

- a) Production Capacity : 200-250Kgs/hour
- b) Operational hours : 8 Hours/day
- c) Operational days : 25 Days/month
- d) Raw Material (@ ₹40-45/kg) : Defatted High PDI Soya Flour & Water
- e) Raw Material Requirement : Soya- 40-45 MT/month
: Water- 350 Kilolitres/month
- f) Power Requirements : 118 HP Connected load

5. Money:

- Check various financial schemes at JKEDI.

6. Suppliers:

- Machinery (from registered dealers outside the state)

7. Buyers:

- Restaurants/Dhabas.
- Government and private hostels.
- Government and private hospitals.
- Households.
- Defence supplies

Relevant Government Departments:

- National Centre For HACCP Certification(NCHC)- *For HACCP Certification*
- Deptt. designated by Food Safety & Standards Authority of India - *For FSSAI Certification*
- Deptt. designated by Prevention of Food Adulteration (PFA)- *For NOC*
- Bureau of Indian Standards (BIS) - *For ISI Certification*
- J&K State Pollution Control Board (JKSPCB)- *For NOC*
- J&K SIDCO- *For Land Allotment.*
- J&K Power Development Deptt.(PDD)- *For Electricity Connection*
- J&K Public Health Engineering Deptt.(PHE)- *For Water Connection*
- Concerned District Industries Centre(DIC)- *For SSI Registration*

Disclaimer: Users of this document should not solely rely on the information contained here and are advised to consult domain experts prior to the start of their venture based on the identified market opportunity.