

PROJECT PROFILE ON JAM, JELLY AND MARMALADES

INTRODUCTION

Among preserved fruits, jam, jelly and marmalades forms an important class of products. These products are being manufactured very commonly in Indian homes all over the country. A large number of units manufacturing jam, jellies and marmalades to cater the needs / demands of rural as well as urban population of the country. The product is used as a spread on bread for sandwiching, stuffing in bakery products and as supplement with parata. These products can also be taken along with chapathi, dosa or other similar breakfast food to make them more appealing.

MARKET POTENTIAL

Due to rapid industrialization of the country and with growing higher living standard of people, its demand is increasing day by day for restaurants / dhabas / hotels / houses and bakery industries. Although a large number of branded jam, jelly and marmalade are available in the market, still there is good scope for manufacturing of these products in rural villages / small towns of the country as its basic input originates from the field of the farmers. Therefore, the cost of product of rural village / town unit will always be competitive in comparison to the products manufactured by units situated in big cities / towns.

MANUFACTURING PROCESS

Jam, jelly and marmalade have to be manufactured as per FPO and PFA standards. Fruit jam is prepared from fruit pulp, sugar, citric acid and pectin using them in proportionate quantity whereas jellies is prepared from fruit extract with proportionate amount of sugar, pectin and citric acid. Marmalade is nothing but it is jellies wherein clean sterilized and shredded fruit peel are also added.

The fruit pulp/extract according to the product is boiled with proportionate quantity of sugar, acid, pectin to the desired brix level (68⁰). The permitted colour, flavour and preservative are added in the last and hot filled in wide mouth bottles of different size. The product is then labeled to get ready for supply in the market.

FINANCIAL ASPECT

	Rs.
i) Land & Building.	Own/Rented
ii) Tools, equipments including as furnace, utensils and accessories.	22,000
iii) Working capital including raw material, salary and wages, utilities etc.	33,000
iv) Monthly Production / Sale.	39,600
v) Monthly Income / Profit.	6,600
vi) Employment Generation.	4 Nos.