

PROJECT PROFILE ON SALTED SNACKS

INTRODUCTION

The salted snacks or namkeen products are quite famous in India and are consumed in good quantity. Dalmoth, Chanachur & Bhujia are the important names of salted snacks. These are very tasty and flavouring. These are used during tea and drink hours. They are also used in medicinal way, however little it may be, according to ayurveda because of their carminative stimulative digestive properties.

MARKET POTENTIAL

There is good scope of manufacturing of salted snacks in rural areas as there is good demand of these items. The salted snacks are used during tea and breakfast times in India and even while serving drinks during social occasions. The salted snacks viz. dal moth, chana-chur or Bhujia like products are well known not only in India but world wide also. These can be manufactured by using very small investment to generate income for the rural people.

MANUFACTURING PROCESS

The main ingredients to prepare these products are grams, pulses, flour & spices etc. The various food additives and colours may be used to provide cosmetic attraction for the products. The ingredients are plentifully available in rural areas. Broadly speaking, snack food products may be divided into the following categories based on the process technology associated with their manufacture as Deep Fat fried, Quick fried, Extrusion-cooked, Roasted, Baked etc. The primary ingredients for snacks are potato, either fresh or dehydrated, cereals (Maize, Rice, Wheat etc.). The main steps in making salted snacks are Soaking, Dehydrating, Frying, Flavouring and then Packing.

FINANCIAL ASPECT

	Rs.
i) Land & Building.	Own/Rented
ii) Machinery/equipments (Gas with Burner/Khadai, Buckets/Knife/Utensils. Others like weigh scale/spoons etc.	19,800
iii) Working capital (pm) (Raw material ingredients, salary & wages, utilities etc.).	26,400
iv) Production/Sale of Salted Snacks.	33,000
v) Profit per month.	6,600
vi) Employment Generation.	3 Nos.