

PROJECT PROFILE ON SQUASH, SHARBAT & SYRUPS

INTRODUCTION

A large number of fruits and vegetables are grown in our country in almost all seasons of the year. The fruit based Squash can be prepared from orange, lime, pineapple etc. The Squash, Sharbat and Syrups are prepared by mixing the juice with sugar as per the specification of FPO. The main Sharbat and Syrups available in the market are of Khas, Rose etc. The storage life of these products is more than a year. It is also served on different occasions like birthday parties, marriage celebrations etc. These products can be prepared with a minimal investment at rural level to increase the employment generation.

MARKET POTENTIAL

India is the second largest producer of fruits and vegetables. The processed fruits and vegetables industry sector is growing at the rate of 15% per year. Although, the volume of processed fruits and vegetables consumed in India is very low, the export potential of fruit products is encouraging. During the recent past, hotel industry and tourism industry have increased in India. People are now aware about the chemicals used in synthetic food which are harmful to human health. Considering its nutritional value, there is good demand for fruit products in hotels, restaurants, bus stands, defense canteens, picnic spots, railway canteens etc. These products can be prepared in villages in small scale with very less investment to generate income for the rural people.

BRIEF MANUFACTURING PROCESS

The Squash, Sharbat and Syrup have to be manufactured as per FPO standards. In the process of preparation of these products, the fruits are prepared by peeling, cutting and juice is extracted. To prepare sugar syrup, the sugar water, citric acid are mixed, boiled and filtered through muslin cloth and cooled at room temperature. Then fruit juice and sugar syrups are mixed together and colour and flavouring materials are added and mixed. This squash/sharbat is then filled in glass bottles and sealed and then labeled to supply in the market.

FINANCIAL ASPECT

	Rs.
i) Land & Building.	Own/Rented
ii) Machinery/Equipments. (Fruit juicer, Buckets/Knife/Utensils, Gas with Burner/Khadai. Others like weigh scale/spoons etc.)	22,000
iii) Working capital (Per Month) (Raw Material, salary, wages & utilities, packaging material etc.)	33,000
iv) Production/Sale value by selling of bottles (per month).	39,600
v) Profit per month.	6,600
vi) Employment Generation.	3 Nos.