

# **Organic Turmeric Paste Trading**

## **Unit in Uttarakhand**



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### 1. Introduction

Organic turmeric paste trading involves sourcing high-quality organic turmeric paste from certified local producers and marketing it to retailers, wellness stores, food processors, and online customers. Turmeric paste is increasingly valued as a ready-to-use product for culinary, medicinal, and cosmetic purposes. By focusing on organic certification and sustainable sourcing, this unit can tap into the premium health-conscious market while also benefiting local farmers in Uttarakhand.

This venture will act as a value chain integrator between farmers and markets by standardizing product quality, handling packaging and branding, and building reliable distribution channels. It will not require heavy production machinery as it will focus on procurement, quality testing, cold storage, packaging, and distribution. This makes it suitable for entrepreneurs seeking a lower-investment entry into the wellness and organic food sector.

By positioning itself as a trusted supplier of organic turmeric paste, this unit will contribute to increasing the market visibility of Uttarakhand's organic produce, create employment opportunities in logistics and sales, and support the state's broader vision of becoming an organic agriculture hub.

### 2. Industry Overview

India is the world's largest producer and exporter of turmeric, and demand for value-added turmeric products like paste, capsules, and extracts is rising rapidly in domestic and international markets. The global turmeric market is projected to grow steadily, driven by demand from the wellness, nutraceutical, cosmetic, and food industries. Consumers are increasingly seeking ready-to-use formats for convenience, and turmeric paste fits this trend perfectly.

Within India, the organic food industry is witnessing double-digit growth annually, supported by growing health consciousness, increasing disposable incomes, and government policies promoting organic farming. Uttarakhand has been declared an organic state in several districts, which positions it strongly to become a key supplier of organic turmeric-based products.

Despite this potential, most turmeric produced in Uttarakhand is sold as raw rhizomes or dried powder without value addition or branding. Establishing a trading unit for organic turmeric paste can fill this gap by offering a branded, quality-assured product to niche markets at premium prices.



### 3. Products and Application

The main product will be ready-to-use organic turmeric paste packed in sealed jars, sachets, or pouches. It will be available in various sizes such as 100 g, 200 g, and 500 g packs. The paste can be blended with small quantities of natural preservatives like organic coconut oil or honey for extended shelf life while maintaining organic certification standards.

The applications of turmeric paste are extensive. It can be used directly in cooking as a spice base, consumed with milk as a health drink, applied in skin care routines, or used in Ayurvedic remedies for inflammation and immunity. It also serves as a raw material for food processing, herbal cosmetics, and wellness supplement industries.

Custom labeling and bulk packaging will be offered to institutional buyers such as organic stores, spas, Ayurvedic wellness centers, and food service businesses. This will help the unit cater to diverse market segments beyond retail consumers.

### 4. Desired Qualification

The entrepreneur should have a basic understanding of food product handling, organic certification processes, and supply chain management. A background in agri-business, food technology, or business administration would be beneficial but not mandatory if supported by capable staff.

Knowledge of food safety and hygiene standards like FSSAI regulations and organic certification guidelines is important to maintain credibility. Skills in branding, digital marketing, and logistics management will help expand the market reach.

Hiring experienced staff in procurement, quality testing, packaging, and sales will be essential to ensure operational efficiency and consistent product quality. Training programs from MSME or agriculture departments can help build the team's skills.

### 5. Business Outlook and Trend

The business outlook for organic turmeric paste is positive due to the convergence of several trends: growing health and wellness consciousness, preference for natural remedies, and the increasing popularity of ready-to-use products. Consumers are actively seeking chemical-free food products and traditional health supplements.

There is also a rising trend of e-commerce platforms offering organic food and wellness products, which allows small brands to reach a wider customer base without heavy investment in physical retail. This favors trading-based models that can focus on branding and distribution.

As more farmers in Uttarakhand adopt organic cultivation, the local supply of certified turmeric will grow, creating opportunities for long-term raw material linkages and brand-building around the Himalayan origin of the product.



## 6. Market Potential and Market Issues

The market potential is strong across Uttarakhand and neighboring states, with urban wellness-conscious populations forming the primary consumer base. Tourism hubs like Rishikesh, Mussoorie, and Nainital also have high demand from health resorts, cafes, and Ayurvedic spas.

Challenges include building trust in a relatively new product format, maintaining consistent quality from different suppliers, and ensuring compliance with shelf-life and packaging standards. Price sensitivity in certain markets can also limit adoption initially.

These issues can be addressed through strict quality control, transparent sourcing practices, attractive and informative branding, and awareness campaigns highlighting the product's health benefits. Establishing organic certification and lab testing reports will build consumer confidence.

## 7. Raw Material and Infrastructure

Raw material will include organic turmeric paste procured from certified farmer groups, cooperatives, or local processors in Uttarakhand. Supporting materials include glass jars, food-grade pouches, labels, cartons, and tamper-proof seals. Secondary items like organic oil or honey may be sourced if used as natural stabilizers.

Infrastructure will include a 1500–2000 square foot space for receiving, storing, packaging, labeling, and dispatching. Cold storage or refrigeration units may be needed to maintain product quality and shelf life, especially in summer months.

A small office space for administration, an area for quality testing, and a loading dock for logistics will complete the infrastructure needs. The unit should be located close to both suppliers and transport hubs for efficiency.

## 8. Operational Flow and Flow Chart

Operations will begin with procurement of turmeric paste batches from certified suppliers. The product will undergo quality checks for texture, aroma, moisture content, and microbial safety. Accepted batches will be portioned into retail packs, labeled, sealed, and packed into cartons.

Finished packs will be stored in controlled temperature conditions until dispatch. Orders from retailers, online platforms, and institutional buyers will be processed and delivered through logistics partners or in-house transport vehicles.



**Flow Chart:**

**Procurement from Farmers → Quality Testing → Portioning and Packaging → Labeling → Cold Storage → Dispatch to Retailers → Market Distribution**

## 9. Target Beneficiaries

Primary beneficiaries include health-conscious consumers who will gain access to safe, organic turmeric products. Local farmers and producer groups will benefit through better price realization for their produce.

Retailers, organic stores, and wellness businesses will gain a new high-margin product category. The venture will also create employment for youth and women in packaging, labeling, warehousing, and sales.

Overall, this initiative will support sustainable agriculture and local economic development while meeting growing consumer demand for organic wellness products.

## 10. Suitable Locations

Ideal locations include Dehradun, Haridwar, Rishikesh, Haldwani, and Rudrapur due to good transport connectivity, access to packaging suppliers, and proximity to organic production clusters in hill districts.

Units can also be set up in towns like Almora, Pauri, or Chamoli to promote local value addition closer to turmeric-growing areas if reliable logistics support is available.

Location should allow easy procurement from farmers and efficient dispatch to urban markets, retail hubs, and e-commerce distribution centers.

## 11. Manpower Requirement

Initially, about 15 workers will be needed including 1 manager, 2 procurement officers, 3 quality and packaging supervisors, 6 packaging workers, 2 sales executives, and 1 accountant. Support staff like drivers and loaders may be hired on contract.

As the business scales, more staff can be added in sales, marketing, and logistics. Training programs should focus on hygiene, quality standards, customer service, and inventory handling.

Empowering women in packaging and labeling will also align the venture with rural livelihood promotion goals.



## 12. Implementation Schedule

Activity	Timeline (Months)
Business registration and DPR preparation	0–2
Infrastructure setup and procurement of packaging equipment	2–4
Recruitment and training	4–5
Supplier tie-ups and trial batch procurement	5–6
Packaging and branding development	6–7
Commercial launch	8–9

## 13. Estimated Project Cost

Cost Head	Amount (INR)
Building/warehouse rent and setup	6,00,000
Cold storage and packaging equipment	10,00,000
Office setup and IT systems	2,00,000
Initial working capital and raw material stock	8,00,000
Salaries and training	12,00,000
Marketing and brand development	4,00,000
Total Estimated Cost	42,00,000



## 14. Means of Finance

The project can be financed with 30% promoter equity, 60% term loan from banks under the MSME trading category, and 10% subsidy from state start-up or organic value chain support schemes. CGTMSE can provide collateral-free credit cover.

Working capital can be supported through cash credit limits, invoice discounting, and advance payments from institutional buyers. Organic certification costs can be supported by government agriculture schemes.

Strong financial planning will help maintain inventory cycles, meet seasonal demand spikes, and sustain marketing efforts during the initial growth period.

## 15. Revenue Streams

Revenue will come from the sale of organic turmeric paste packs to retailers, wholesalers, wellness stores, spas, and food processors. Bulk institutional orders will provide steady recurring income.

E-commerce sales through platforms like Amazon, Flipkart, and organic marketplaces will add an important revenue stream. White-label supply to other brands can also be explored.

Value-added services like custom labeling for corporate gifting or wellness hampers can further diversify revenues.

## 16. Profitability Streams

Profitability will improve through economies of scale, strong supplier contracts ensuring competitive prices, and premium pricing supported by organic certification and branding. Selling directly to consumers through online channels will give higher margins.

Introducing larger bulk packs for B2B buyers will reduce packaging costs per unit. Efficient inventory management and demand forecasting will reduce wastage and improve profitability.

Over time, building brand loyalty and securing long-term contracts with retailers and wellness chains will provide predictable cash flows and profit stability.



## 17. Break-even Analysis

Parameter	Estimate
Total project cost	42,00,000
Average monthly revenue	6,50,000
Average monthly operating expenses	4,00,000
Monthly net surplus	2,50,000
Break-even period	18–20 months

## 18. Marketing Strategies

Marketing will focus on positioning the product as a premium organic wellness food. Branding should highlight Himalayan origin, purity, and health benefits. Attractive eco-friendly packaging will build consumer trust.

Marketing channels will include social media campaigns, influencer marketing, in-store tastings, and collaborations with cafes and spas. Participation in organic and wellness fairs will boost visibility.

E-commerce platforms, a dedicated website, and subscription models for regular customers will be leveraged to reach wider markets and build long-term relationships.

## 19. Machinery Required and Vendors

Machinery	Quantity	Purpose	Suggested Vendors (Uttarakhand)
Cold storage units	2	Preserve paste quality	Haridwar industrial suppliers
Automatic sealing and labeling machine	2	Sealing jars and pouches	Dehradun machinery dealers





<b>Machinery</b>	<b>Quantity</b>	<b>Purpose</b>	<b>Suggested Vendors (Uttarakhand)</b>
Weighing and filling machines	2	Accurate portioning into packs	Rudrapur equipment suppliers
Barcode printer and scanner	2	Inventory tracking	Kashipur machinery vendors
Carton strapping machine	1	Packing for dispatch	Haldwani packaging suppliers

## 20. Environmental Benefits

This venture promotes organic farming by creating demand for chemical-free turmeric cultivation, reducing the environmental impact of synthetic fertilizers and pesticides. It supports soil health, biodiversity, and sustainable land use practices.

By sourcing locally, it reduces carbon emissions associated with long-distance transport. Using recyclable packaging and minimizing food waste through efficient cold storage will further enhance environmental benefits.

Promoting organic wellness products also increases consumer awareness about sustainable lifestyles and contributes to building a green brand image for Uttarakhand.

## 21. Future Opportunities

Future opportunities include expanding the product line to other organic spice pastes like ginger-garlic or herbal blends, launching turmeric-based wellness drinks or cosmetics, and building an export-oriented organic product brand.

Franchising or setting up branded kiosks in tourist areas can increase market penetration. Collaborations with Ayurvedic companies and health food brands can open large B2B contracts.

In the long term, the venture can evolve into a leading organic products trading company from Uttarakhand, supporting thousands of farmers and strengthening the state's organic economy.



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