

# 13 JUICE AND JELLY PARLOUR



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## 1. INTRODUCTION

The Juice and Jelly Parlour in Uttarakhand envisions blending the state's rich bounty of local fruits with the growing demand for natural beverages. The main objective of the Juice and Jelly Parlour is to harness the richness of Uttarakhand's fruit varieties, crafting an array of fresh, unadulterated juices, and vibrant jellies. The core strategy revolves around the utilization of locally sourced fruits, including Kaafal, Plum, Amla and Burans ensuring a distinctive and authentic product line that resonates with both the local populace and visiting tourists. This venture transcends the conventional by offering not only popular fruit juices like apple, orange, and mixed fruit blends but also introducing unique local flavors such as Kaafal Jelly, Burans (Rhododendron) Jelly, and other fruit Jellyies.

## 2. PRODUCT & ITS APPLICATION

The product line of the Juice and Jelly Parlour includes an eclectic mix of:

Juices:

- Fresh Fruit Juices: Apple, orange, mixed fruit blends.
- Locally inspired options like Kaafal, Plum, Amla, and Burans Juice.

Vibrant Jellies:

- Unique local flavors such as Kaafal Jelly and Burans (Rhododendron) Jelly.
- Traditional favorites including orange, and mixed fruit Jellies.

These products are not only intended for immediate consumption but also offer versatile applications, enhancing breakfasts, desserts, and snacks with their natural flavors.

## 3. DESIRED QUALIFICATION FOR PROMOTER

To steer this venture successfully, the promoter must ideally have an understanding of the food and beverage industry, must keep knowledge of local fruits and flavors prevalent in Uttarakhand, possess marketing skills and basic financial management acumen. These qualifications are crucial for the sustainable operation and growth of the Juice and Jelly Parlour.

## 4. BUSINESS OUTLOOK AND TRENDS

The Indian fruit juice market is currently experiencing a noteworthy surge, driven by a broader trend toward health-conscious consumer choices. Fruit juices, recognized for their organic and healthful attributes, are increasingly sought after due to their rich content of vital vitamins, minerals, and antioxidants. To further stimulate this trend, the government has strategically introduced tax incentives under the Goods and Services Tax (GST) regime. Notably, beverage manufacturers incorporating real fruit juice in their products are eligible for a lower tax rate. This initiative not only incentivizes the use of genuine and natural ingredients but also supports the health and wellness aspirations of consumers. The business outlook for venture in the fruit juice sector appears highly favorable. The convergence of Uttarakhand's prolific fruit production, the growing health-conscious mindset among consumers, and supportive government policies positions the business for significant growth.

## 5. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

Uttarakhand's status as a leading producer of pears, plums, peaches, and apples ensures a local and abundant supply of high-quality fruits, contributing to the freshness and authenticity of fruit juices. This also allows for the creation of unique and appealing fruit juice blends, catering to

varied taste preferences and enhancing market competitiveness. However, issues around efficient and timely supply of fresh fruits to meet production demands can be a logistical challenge. Businesses need to establish robust supply chain networks to maintain the quality and availability of raw materials.

## 6. RAW MATERIAL REQUIREMENTS

Following raw materials will be required for Juice and Jelly:

- For Fresh Fruit Juices: Apples, Oranges, Kaafal, Plum, Amla (Indian Gooseberry), Burans (Rhododendron) and Burans flowers for extracting the essence, providing a distinct local flavor.
- For Vibrant Jellies: Kaafal, Burans (Rhododendron), Oranges, Mixed Fruits.
- Additional Ingredients: Sugar, Pectin, Natural Preservatives (optional).

Citric acid or lemon juice may be added for acidity and flavor balance.

Ensuring the freshness and quality of these raw materials is crucial to achieving the desired flavors and textures in the final products. The sourcing of fruits locally will support the community and also contributes to the authenticity of the Juice and Jelly Parlour's offerings.

## 7. MANUFACTURING PROCESS

Following process is ideally followed at a Juice and Jelly parlor :

1. Washing and Preparation: The fruits are washed thoroughly to remove any impurities. They are peeled or cut into suitable sizes for juicing and jelly making.
2. Juice Extraction:
  - For Fresh Fruit Juices (Apple, Orange, Mixed Blends): A fruit juicer or extractor is used to obtain fresh juice. And then it is strained to remove any pulp or seeds. The extracted juice is poured in the glass and served immediately.
  - For Locally Inspired Options (Kaafal, Plum, Amla, Burans): The juice is extracted using suitable methods (e.g., crushing, pressing) and strained to achieve a smooth consistency. It is also served immediately.
3. Jelly Making: The juice from fruits like Kaafal berries or Burans flowers is extracted which is then combined with sugar and pectin in a controlled ratio. The mixture is heated to dissolve sugar and activate pectin. The mixture is set to cool down, forming the jelly. The jelly is stored into sterilized jars.

## 8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Jucie and Jelly Maker/Kitchen Expert	1	12	0.2	2.4
3	Helper	1	12	0.12	1.44
	<b>Total</b>				<b>3.84</b>

## 9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

## 10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	-
3	Plant & Machinery	2.20
4	Equipment and Furniture Exp.	1.20
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.10
7	Working Capital	0.71
	<b>Total Project Cost</b>	<b>4.23</b>

## 11. MEANS OF FINANCE

Bank-term loans are assumed @ 60 %

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	1.69
2	Bank Finance	2.54
	<b>Total</b>	<b>4.23</b>

## 12. LIST OF MACHINERY REQUIRED

### A. Machinery

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Juice Extractor	3	0.15	0.45
2	Presses	3	0.05	0.15
3	Pulp Extractor	2	0.20	0.40
Total Amount				1.00
Tax, Transportation, Insurance etc.				1.00
Electrification Exp.				0.20
Grand Total Amount				2.20

## B. Furniture & Equipment

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Tools & Equipment (Knives, mixing and heating equipment, juice filling utensils, cleaning tools etc.)	-	0.20	0.20
2	Furniture & Set-up (Lighting, kitchen platform, chairs, shelves and racks etc.)	-	0.50	0.50
3	Computer	-	0.50	0.50
	<b>Total</b>			<b>1.20</b>

The availability of machines and equipment from local manufacturers is a promising advantage for the entrepreneur. It is essential to carefully choose the right mix of products and suitable machinery and tooling to facilitate modern and flexible production. Here are some of the suppliers of machinery an entrepreneur can consider:

### 1. Gupta Electronics

Dispensary Road, Dehradun City,  
Dehradun – 248001,  
Uttarakhand, India

### 2. R. C. Electronics

54, Dispensary Road,  
Back Side of Kothali,  
Dehradun- 248001,  
Uttarakhand, India

### 3. Dev Enterprise

Career House, G.M.S. Road,  
Behind Hotel Kamla Palace,  
Dehradun-248001,  
Uttarakhand, India

## 13. SALES REALISATION

Sr. No	Product	Sales in Percentage
1	Juices(Kaafal, Plum, Amla, Buran, Apple, Orange Juice, etc.)	80.0%
2	Vibrant jelly(Kaafal Jelly and Burans (Rhododendron) Jelly, etc.)	20.0%
	<b>Total</b>	<b>100.00%</b>

\*Annual Total Juice Sales is 15,000 glasses i.e. 50 glasses of juice per day and 9000 kgs of jelly i.e. 30kgs of jelly per day.



## 14. PROFITABILITY CALCULATIONS

The basis of profitability calculation:

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	24.30
B.	Cost of production	
i)	Raw materials	12.15
ii)	Utilities	0.60
iii)	Manpower Cost (Salaries/wages)	3.84
iv)	Administrative expenses	0.28
v)	Packaging Cost	0.06
vi)	Material Lost Cost	0.06
vii)	Selling & distribution expenses	0.90
viii)	Repairs & maintenance	0.00
ix)	Rent	0.40
x)	Interest	0.28
xi)	Misc. expenses	0.00
	Total (B)	18.58
	Gross profit/loss (A – B)	5.72
	Less: Depreciation	0.28
C.	PBIT	5.44
D.	Income-tax	-
E.	Net profit/loss	5.44
F.	Repayment (Annual)	0.24
G.	Retained surplus (E-F )	5.20

The production capacity of the unit is estimated at 90%.

## 15. BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	0.40
Depriciation	0.28
Interest	0.28
Manpower	1.15
<b>Total Fixed cost</b>	<b>2.12</b>
Variable cost	
Raw materials	12.15
Utilities	0.60
ManPower	2.69
Administrative expenses	0.28
Selling & distribution expenses	0.90
<b>Total Variable cost</b>	<b>16.62</b>
<b>Contribution margin</b>	<b>20%</b>
Break-Even Point in Value	10.58

## 16. STATUTORY/GOVERNMENT APPROVALS

The Food Safety and Standards Authority of India (FSSAI) is the regulatory body responsible for ensuring food safety and standards in India. It is established under the Food Safety and Standards Act, of 2006, and governs all matters related to food, storage, distribution, sales, and import. Any entity operating a food business has to abide by the food safety rules and regulations and fulfill the legal requirements. Non-compliance with FSSAI regulations can lead to penalties, fines, and even closure of the business.

Besides an FBO license, a food processing unit has to secure and register a business under MSME. It also has to secure various types of licenses such as:

1. Trade License: This license is important for any food-related business. The local municipal authority gives it.
2. GST Registration: Registration under the GST is mandatory for any business with a certain turnover and is involved in the sales of goods including food products.
3. Other legal approvals include meeting with labeling compliance, local permits, and state-specific licenses if any.

### 2. TRAINING CENTERS AND COURSES

There are few specialized Institutes that provide degree certification in Food Technology, The most famous and authenticate Institutions are as follows:

#### 1. FCI Institute of Management

11, Subash Road, Opposite Police HQ,  
Dehradun, Uttarakhand, India

#### 2. Food Industry Capacity & Skill Initiative (FICSI)

1, 3rd floor, Shriram Bharatiya Kala Kendra,  
Copernicus Marg, Mandi House-110001,  
Delhi, India

#### 3. National Institute of Food Technology Entrepreneurship and Management

97, Niftem Rd, HSIIDC, Industrial Estate,  
Kundli, Sonipat- 131028,  
Haryana, India

Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

### Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.