Grains And Pulses (Pre Seed Stage)
India

INTRODUCTION:

Dear sir,
Hope you find my message with the best of yours health and happiness.

Myself Alkesh wankhede from (BETUL, Madhya Pradesh, India) and i am the permanent resident of this place have done Post diploma from N. P. T. I. i have a valid passport with non criminal back ground.
I had worked experience of more than 10 years in the project consulting field and successfully completed the tasks assigned to me at various stages of project.

Being a project consultant i truly understands the concept of demand and supply so i came up with the idea of grains and pulses industry, under which some information is as follows:

1). Madhya Pradesh ranks first in the production of soybean, gram, Black gram split, pigeon peas, Black gram split, linseed, second in the production of maize, sesame, ramtil, Green gram and third in the production of Pulses, Sorghum and barley in the country. At the same time, Pulses, gram, peas, lentils, mustard, sugarcane, linseed are sown in abundance in Rabi.

2). Hosangabad region, pigeon peas which is grown on the banks of Narmada, does not even need to be polished with sweetness. The lentils here shine without polish. Due to these special reasons, there is a lot of demand for it.

3). The total estimated area of summer Green gram in Madhya Pradesh is 4 lakh 50 thousand hectares. Out of this, about 2 lakh 60 thousand hectare area has been sown in Hoshangabad and Harda districts of Narmadapuram division alone. This is 55 per cent of the total sowing. Apart from this, summer Green gram whole has also been planted in Narsinghpur, Sehore, Raisen, Dewas, Khandwa, Jabalpur etc. districts.

4). Also, peas, peanuts, (red and white), lentils, black gram, soybean are available in abundance.

5). Along with this, farmers living in small districts of Madhya Pradesh also produce all these grains for which they do not use any pesticide.

6). Also, Nagpur Amravati, Paratwada, Yavatmal etc. districts bordering Madhya Pradesh are also famous for the quality of Pigeon Pea.
All these places are almost the same distance from Betul district, as well as all these grains are also grown in Betul.

Market details-

I am trying to give you some data for pulses and grains industry.

1) . The India pulses marźket reached a volume of 30.5 Million Tons in 2021.

2) . The global pulses market size reached US$ 87.6 Billion in 2021.

3). The global agriculture market grew from $12,245.63 billion in 2022 to $13,398.79 billion in 2023.

4). Nowadays people's health awareness is increasing, for which the use of unpolished pulses and cereals is increasing rapidly, which will be the USP (of our project, as well as we will also trade grains (Pulses, millet, etc.)

5). According to the state agriculture department, the area under bajra-kodo and kutki in Madhya Pradesh has increased to 1.51 lakh hectares in the year 2022-23, which is 68 per cent more than a year ago.The varieties of millets exported by India include Bajra, Ragi, Canary, Jawar, and BuckPulses. The major millet importing countries in the world are Indonesia, Belgium, Japan, Germany, Mexico, Italy, the U.S.A, United Kingdom, Brazil and Netherlands. World export of millet has increased from $400 million in 2020 to $470 million in 2021 (ITC trade map) India exported millets worth $64.28 million in the year 2021-22, against $59.75 million in 2020-21.Our goal is to make this startup a mega food park.

MANUFACTURING PROCESS:

Firstly, Pulses is thoroughly cleaned such that all dust particles, stones and other foreign matters will be removed. Clean Pulses will be tempered before grinding by treating with water so that the bran is separated from the endosperm. The tempered Pulses is crushed between corrugated rollers (Break rolls). The first break rolls are set relatively far apart to grind the Pulses lightly, while successive break yield finer and finer products. The first break is separated by sieving or bolting in to very fine particles , intermediate particles (middling) and coarse particles (stock). The stock is then sent to second break rolls. This process may continue through 5 to 6 breaks. The stock contains pieces of endosperm and bran and the stock from the last break is principally bran. The middling contains endosperm, bran and germ which are then successively classified and some of the bran removed is sent to reduction rollers. These are smooth rollers, but like the break rolls they are graduated so that successive reduction becomes finer and finer. After each reduction, sifters separate the Pulses, middling and stock, this process is continued until most of the endosperm has been removed as flour and most of the bran has been separated in the sifters.

MANPOWER REQUIREMENT:

The enterprise requires 10 employees as detailed below:

Sr. No.	Designation of Employees	Salary Per Person	Monthly Salary ₹	Number of employees required				
				Year-1	Year-2	Year-3	Year-4	Year-5
1	Operator	₹ 15,000	₹ 15,000	1	1	1	1	1
2	Un Skilled Workers	₹ 9,000	₹ 36,000	4	4	4	5	5
3	Accountant	₹ 10,000	₹ 10,000	1	1	1	1	1
6	Sales Supervisor	₹ 12,000	₹ 12,000	1	1	1	1	1
7	Sales Executive	₹ 10,000	₹ 20,000	2	2	2	2	4
8	Security Guard	₹ 6,500	₹ 6,500	1	2	2	2	2
9	Office Boy	₹ 6,000	₹ 6,000	1	1	1	1	1
11	Driver	₹ 10,000	₹10,000	1	1	1	1	2
12	In – outbound worker	₹ 6,000	₹12,000	2	2	2	3	4
	Total		₹ 127,500	14	15	15	17	21

IMPLEMENTATION SCHEDULE:

The project can be implemented in 6 months' time as detailed below:

Sr. No.	Activity	Time Required *(in months)*
1	Acquisition of premises	1.00
2	Construction (if applicable)	2.00
3	Procurement & installation of Plant & Machinery	2.00
4	Arrangement of Finance	0.00
5	Recruitment of required manpower	1.00
	Total time required (some activities shall run concurrently)	6.00

COST OF PROJECT:

The project shall cost ₹ 290 lacks as detailed below:

Sr. No.	Particulars	₹ in Lacs (INR))
1	Land	50.00
2	Building (Industrial Shed, office Labor room)	75.00
3	Plant & Machinery (Weighbridge and Machinery parts)	50.00
4	Furniture, Electrical Installations	10.00
5	Other Assets including Preliminary / Pre-operative expenses	5.00
6	Margin for Working Capital	100.00
	Total	**290**

Production Process

This business plan outlines strategies and operations for establishing a cereals and pulses business that caters to both B2B (business-to-business) and B2C (business-to-consumer) customers. Our company aims to offer high quality pulses and grains to consumers and various businesses such as restaurants, hotels and grocery stores. With a focus on quality, stability and customer satisfaction, we aim to become a leading player in the market
Pulses.

(Cost in INR)

Pulses	**B2B Model**	**(fluctuate According Market)**
Pigeon (Example)	Row Material Whole	Rs- 90
First Mile Step	**Origin To processing Unit**	**Price Calculations per kilogram**
Purchase Rate	90	
Labor Charges (Loading – Unloading)	.40	
Packaging material for row material	.60	
Transportation cost	1.00	
Final Rate to Reach to processing unit	Rs- 92	
Processing Calculations	**Row Material To final Product**	**Cost calculations per kilogram**
Manpower cost (break-up attached above)	.40	
Electricity consumption	.70	
Packaging Cost for ready product	.60	
Plant Maintains	.30	
Product Wastage Calculation (Rind and other)	1.50	
Last mile transport (unit to distributor)	1.00	
Final product price	**96.5**	
Product Margin per kilogram	**10**	
Product Final Rate with Margin	**106.5**	
Distributor Rate	120	According current market
Retail Rate	130	
Consumer Rate	145	

Note – All Pulses Processing Cost Are Same According to our Processing unit parameters

No.	**Product Name**	**Processing Cost**
1	Yellow split Pigeon peas	6.5
2	Split & skinned green gram, yellow lentil	6.5
3	Red lentils	6.5
4	Split & skinned black gram	6.5
5	Split Bengal gram lentil	6.5
6	Split green gram	6.5
7	Split Black gram	6.5
8	green spilt whole	5
9	Soya bean whole	5
10	Black Chickpeas	5

Targeted Market

Our proposed location is Betul (m.p), its center point of two major city Nagpur and Bhopal both city's distance around 200KM From our proposed location. And our locations cover around 5 small cities under 100km radius.

City	Distance from Betul	Partner Distributors
Nagpur	200Km	10
Padhurna	80Km	5
Multai	50Km	3
Amravati	90Km	5
Betul (Proposed Unit Location)	0	5
Itarshi	100Km	5
Hosangabad	130Km	5
Bhopal	200Km	10

Note –
We partner distributor work on B2B model and Minimum order of quantity is 3 ton every Week

Our Online Sales Channel Partner

Or Rates for Online Channel partner is fixed with our standard margin.

Flipkart Marketplace	B2C
Amazon India	B2C
Udaan	B2B
Reliance (Jio Mart	B2C
Wal-Mart India	B2B

Revenue Model

Costing Example
(PER 1KG)

(Cost In INR)

Whole Pulses Price	**90**
Processing Cost	6.5
Margin	10.0
Final Rate	106.5
Distributor Rate	120
Retail Rate	130
End Consumer Rate	**145**

6 Ton per Day calculation (6000kg per day)

Row Pulses	**Pulses price × Number of kg** **90×6000**	**540,000**
Processing cost	6.5×6000	39,000
Final Rate	**106.5×6000**	**639,000**

Monthly Breakeven

Working Days Monthly	20
Per Day Consumption	6 ton
Fixed Expanses	Included in processing cost
Daily Breakeven (Profit)	Final Rate – Row Pulses Rate+ processing Cost = daily pro. 639,000 - 540,000 + 39,000 = 60,000
Monthly Breakeven	Daily Breakeven × 20 Days 60,000× 20 = 1,200,000
Monthly Margin	**60,000×20 = 1,200,000**
Yearly Margin	Monthly profit × 12 Months 1,200,000 × 12 =**14,400,000**