

**Project Profile  
for  
Financial Assistance  
under  
Chief Minister's Atmanirbhar Asom Abhijan (CMAAA)**



Name of the scheme: Puffed rice (Muri) Making Unit  
Total project cost: Rs.3,50,000.00/-

**Project at a glance**

1. Name of the Entrepreneur :
  2. Constitution (Legal status) : Individual
  3. Father's/ Spouse's Name :
  4. Contact details :
    - District :
    - LAC :
    - Block/Town :
    - Village/Ward :
    - PO :
    - PIN :
    - Email ID :
    - Mobile No. :
  5. Location of the unit :
    - District :
    - LAC :
    - Block/Town :
    - Village/Ward :
    - PO :
    - PIN :
  6. Existing Bank Details : A/c No.-  
Bank & Branch:  
IFS Code:
  7. Proposed Activity : Puffed Rice (Muri) Making Unit
  8. Cost of the Project : Rs. 350000.00 (Approx.)
  9. Means of Finance :
    - Govt. Subsidy : Rs.100000.00
    - Bank loan : Rs.250000.00
    - Total : Rs.350000.00
- 2nd trench of Govt. assistance of Rs.100000.00 after 1 year & third party verification.  
(Govt. may consider further assistance to the successful units)*
10. Pay Back Period : 5 years

## 1. Background:

The "Chief Minister's Atmanirbhar Asom Abhijan 2023" is a visionary initiative of Hon'ble Chief Minister of Assam, aimed at addressing the issue of unemployment and fostering inclusive progress in the state. The Abhijan aims at empowering the youths of the state with self-employment opportunities and is a significant step towards building a more self-reliant and prosperous Assam. This holistic approach will not only benefit the individuals, but also will contribute to the overall socio-economic development of the state, creating a brighter future for all its residents.

Under the scheme financial assistance is proposed to be provided as indicated below:

Educational qualification of the applicant	Quantum of subsidy	Quantum of interest free loan	Total financial assistance
Minimum qualification: For general categories: Matriculate For ST/SC/ OBC: Up to Class-X ITI, Polytechnic, Diploma in other technical courses, post graduates from recognized universities/ institutes	Rs.50000.00 in first year  Rs.50000.00 in 2 <sup>nd</sup> year	Rs.50000.00 in the 1 <sup>st</sup> year  Rs.50000.00 in 2 <sup>nd</sup> year	Rs.200000.00
Degree holders in professional courses like Engineering, MBBS, BDS, Veterinary, fisheries, agriculture, CA etc.	Rs.125000.00 in first year  Rs.125000.00 in 2 <sup>nd</sup> year	Rs.125000.00 in first year  Rs.125000.00 in 2 <sup>nd</sup> year	Rs.500000.00

Out of the total project cost, amount other than the govt. assistance will be financed through Bank. Loan under the scheme will be covered under the CGTMSE and Assam Credit Guarantee Scheme.

## 2. Introduction about the project :

Puffed rice (muri) industry in Assam is a significant sector that plays an important role in the state's economy. Muri is a popular snack food that is consumed by people of all ages across India. In Assam, muri is a staple food and is often eaten with chira and jaggery. The muri industry in Assam is mainly composed of small-scale producers who use traditional methods to produce muri. The demand for muri extends beyond Assam, reaching various parts of India and even international markets. The industry's growth is also supported by innovations in packaging, marketing strategies, and the introduction of flavored or spiced

variations of muri to appeal to diverse consumer preferences. The industry has the potential to make a significant contribution to the state's economy and to the livelihoods of small-scale producers.

### **3. Potential of the Sector:**

Puffed rice holds significant market potential in Assam due to its popularity as a traditional and widely consumed snack in the region. The urbanization of Assam is leading to a change in lifestyle and eating habits, which is increasing the demand for processed and packaged food products like muri. Its light and crispy texture, combined with its affordability, has helped Muri to become a popular snack choice among people of all ages. *The Indian puffed rice manufacturing industry is expected to grow at a CAGR (compound annual growth rate) of 5% during the period FY2019-FY2024. The growth of the industry will be driven by the growing demand for puffed rice in the domestic and export markets.* The domestic market is the largest, with puffed rice consumed by many people across the country. The export market is also significant, with India exporting puffed rice to several countries around the world. The muri industry in Assam is still in its early stages of development, therefore, there is lot of potential to grow significantly in the coming years.

#### **4. Marketing Strategy (to be filled up by the applicant)**

Name of the district :  
Total population of the district :  
Tentative demand of muri in the district (in Quintal) :  
Nos. of existing muri units in the district :  
Production capacity of the existing units (in Quintal) :  
(Approx.)  
Major outside suppliers in the District :  
Target market of the applicant:  
Within the district (in Quintal) :  
Outside the district (in Quintal) :

#### **5. Process:**

Puffed rice, also known as muri, is made by heating rice kernels under high pressure until they puff up. Here's a general process:

- a) Preparation of Rice: Use a specific variety of rice suitable for puffing. The rice needs to have low moisture content. Usually, parboiled rice or raw rice with low moisture content works best
- b) Cleaning: The rice is thoroughly cleaned to remove any impurities or foreign particles.
- c) Drying: The rice is dried to reduce its moisture content further. This step is crucial as excess moisture can prevent the grains from puffing properly.
- d) Puffing Process: Specialized machines are used for puffing rice. These machines use high-pressure steam to puff the rice grains. The rice is placed in a chamber, and when the pressure is built up, the grains puff up.
- e) Cooling: Once the rice is puffed, it needs to be cooled down immediately. This can be done by spreading it out on a tray or allowing it to pass through a cooling chamber.
- f) Packaging: Finally, the puffed rice is ready for packaging. It's packed into bags or containers for distribution and sale.

## 6. Financial Analysis:

### COST OF PROJECT

A. Fixed Capital Investment			
a. Land/Building	:		Own
b. Cost of work shed		Area Sq.ft	Rate in Rs.
Assam Type Shed with CC Flooring, Brick wall, CGIC roofing		500	200.00
			Amt. In Rs.
			100000.00
<b>Total</b>			<b>100000.00</b>

C. MACHINERIES	Qty.	Rate	Amount in Rs.
Muri (Puffed rice) making machine (10 kg Per hour)including GST and transportation	1	150000.00	150000.00
Other accessories including utensils etc	Lump sum	10000.00	10000.00
Sealing machine	1	5000.00	5000.00
<b>Total</b>			<b>165000.00</b>

d. Preliminary & Pre-operative Cost :	Rs. 5000.00
e. Furniture & Fixtures :	Rs. 5000.00
f. Registration fees for <i>fssai</i> and Miscellaneous exp :	Rs. 6844.00
<b>Total Capital Expenditure :</b>	<b>Rs. 281844.00</b>

<b>Working Capital</b>	Rs. <b>68156.00</b>
(* Details provided below)	
<b>Total Cost Project :</b>	<b>Rs. 350000.00</b>

<b>Means of Financing :</b>	
Govt. Assistance	Rs. 100000.00
Bank Finance :	Rs. 250000.00
<b>Total</b>	<b>Rs. 350000.00</b>

\*\*\*2nd trench of Govt. assistance after 1 year & third party verification Rs. 100000.00

**STATEMENT SHOWING THE REPAYMENT OF BANK LOAN:**

Year	Opening Balance	Installment	Closing Balance	Interest @ 12.00%
1st	250000.00	30000.00	220000.00	30000.00
2nd	220000.00	130000.00	90000.00	26400.00
3rd	90000.00	30000.00	60000.00	10800.00
4th	60000.00	30000.00	30000.00	7200.00
5th	30000.00	30000.00	0.00	3600.00

Note: 2nd year installment includes adjustment of 2nd trench of Govt. assistance of Rs 100000.00

**STATEMENT SHOWING THE DEPRECIATION ON FIXED ASSETS:**

<b>WORKSHED</b>					<b>@</b>	<b>10.00%</b>
Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year	
Opening Balance	100000	90000	81000	72900	65610	
Depreciation	10000	9000	8100	7290	6561	
Closing Balance	90000	81000	72900	65610	59049	

<b>MACHINERIES</b>					<b>@</b>	<b>15.00%</b>
Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year	
Opening Balance	165000	140250	119213	101331	86131	
Depreciation	24750	21038	17882	15200	12920	
Closing Balance	140250	119213	101331	86131	73211	

<b>TOTAL DEPRECIATION</b>					
Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Workshed	10000	9000	8100	7290	6561
Equipments	24750	21038	17882	15200	12920
Total	34750	30038	25982	22490	19481

**Schedule of Sales Realization :****Details of Sales**

Particulars of Product	Rate	Quantity	Amount in Rs.
		kg	
Puffed rice (Muri)	80.00	24000	1920000.00
Total			<b>1920000.00</b>

**Capacity Utilization of Sales**

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Capacity Utilization	70%	80%	90%	90%	90%
Sales / Receipts	1344000.00	1536000.00	1728000.00	1728000.00	1728000.00

**Raw Materials**

<i>Particulars</i>	<i>Unit</i>	<i>Rate/unit</i>	<i>Reqd.Unit</i>	<i>Amount in Rs.</i>
Rice (including transportation cost)	KG	48.00	24000	1152000.00
Hydros (Sodium hydrosulfite) to make muri white and bigger	Pkt		Lump sum	3000.00
Packaging materials and cost of labels	Nos.		Lump sum	10000.00
<b>Total</b>				<b>1165000.00</b>

**Wages :(as per Labour Department norms)**

<b>Particulars</b>	<i>No. of</i>	<i>Wages</i>	<i>Amount in Rs.</i>
	<i>Worker</i>	<i>Per Month</i>	<i>(Per Annum)</i>
Semi skilled workers	1	12262.00	147144.00
Unskilled workers	0	0.00	0.00
<b>Total</b>	<b>1</b>		<b>147144.00</b>

Repairs and Maintenance	:	Rs. 5000.00
Power and water	:	Rs. 36000.00
Other Overhead Expenses	:	Rs. 6000.00

**Administrative Expenses :**

<b>Salary</b>	<b>No.</b>	<b>Per month</b>	<b>Amount (in Rs.) per annum</b>
Manager Cum supervisor (self)	1	0.00	0.00
<b>Total</b>	<b>1</b>	<b>0.00</b>	<b>0.00</b>

Advertisement, Publicity & selling expenditure	5000.00
Work shed Rent	0.00
Other Miscellaneous Expenses	5000.00
<b>Total</b>	<b>10000.00</b>

**Capacity Utilization of Manufacturing & Administrative Expenses :**

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Capacity Utilization	70%	80%	90%	90%	90%
<b>Manufacturing Expenses</b>					
Raw materials	815500.00	978600.00	1100925.00	1153350.00	1205775.00
Wages	147144.00	154501.20	169951.32	195444.02	234532.82
Repairs & Maintenance	3500.00	4000.00	4500.00	4500.00	4500.00
Power & Fuel	25200.00	28800.00	32400.00	32400.00	32400.00
Other Overhead Expenses	4200.00	4800.00	5400.00	5400.00	5400.00
<b>Administrative Expenses</b>					
Salary	0.00	0.00	0.00	0.00	0.00
Postage Telephone Expenses	0.00	0.00	0.00	0.00	0.00
Stationery & Postage	0.00	0.00	0.00	0.00	0.00
Advertisement, Publicity & selling expenses	5000.00	5000.00	5000.00	5000.00	5000.00
Workshed Rent	0.00	0.00	0.00	0.00	0.00
Other Miscellaneous Expenses	5000.00	5000.00	5000.00	5000.00	5000.00
<b>Total:</b>	<b>1005544.00</b>	<b>1180701.20</b>	<b>1323176.32</b>	<b>1401094.02</b>	<b>1492607.82</b>

**Assessment of Working Capital :**

Particulars	Amount in Rs.
<b>Sale</b>	<b>1920000.00</b>
<b>Manufacturing Expenses</b>	
Raw Material	1165000.00
Wages	147144.00
Repair & Maintenance	5000.00
Power & Fuel	36000.00
Other Overhead Expenses	6000.00
<b>Production Cost</b>	<b>1359144.00</b>
<b>Administrative Cost</b>	<b>10000.00</b>
<b>Manufacturing Cost</b>	<b>1369144.00</b>

**Working Capital Estimate :**

Element of Working Capital	No of Days	Basis	Amount in Rs.
Material cost	7	Material Cost	27183.00
Stock in process	3	Production Cost	13591.00
Working expenses	3	Manufacturing Cost	13691.00
Receivable by	3	Manufacturing Cost	13691.00
<b>Total Working Capital Requirement</b>			Per Cycle 68156.00

**Projected Profit & Loss Account :**

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Sale/ Receipt **	1344000.00	1612800.00	1814400.00	1900800.00	1987200.00
	1344000.00	1612800.00	1814400.00	1900800.00	1987200.00

Raw Material**	815500.00	978600.00	1100925.00	<b>1153350.00</b>	<b>1205775.00</b>
Wages **	147144.00	154501.20	169951.32	195444.02	234532.82
Repairs & Maintenance	3500.00	4000.00	4500.00	4500.00	4500.00
Power & Fuel	25200.00	28800.00	32400.00	32400.00	32400.00
Other Overhead Expenses	4200.00	4800.00	5400.00	5400.00	5400.00
Depreciation	34750.00	30037.50	25981.88	22489.59	19480.65
<b>Production Cost</b>	<b>1030294.00</b>	<b>1200738.70</b>	<b>1339158.20</b>	<b>1413583.61</b>	<b>1502088.48</b>
<b>Administrative Expenses</b>					
Salary	0.00	0.00	0.00	0.00	0.00
Advertisement, Publicity & selling expenses	5000.00	5000.00	5000.00	5000.00	5000.00
Work shed Rent	0.00	0.00	0.00	0.00	0.00
Other Miscellaneous Expenses	5000.00	5000.00	5000.00	5000.00	5000.00
<b>Administrative Cost</b>	<b>10000.00</b>	<b>10000.00</b>	<b>10000.00</b>	<b>10000.00</b>	<b>10000.00</b>
Interest on Bank credit @ 12%	30000.00	26400.00	10800.00	7200.00	3600.00
<b>Cost of Sale</b>	<b>1070294.00</b>	<b>1237138.70</b>	<b>1359958.20</b>	<b>1430783.61</b>	<b>1515688.48</b>
Net Profit Before Tax	273706.00	375661.30	454441.81	470016.39	471511.52
Less Tax	0.00	0.00	0.00	0.00	0.00
<b>Net Profit</b>	<b>273706.00</b>	<b>375661.30</b>	<b>454441.81</b>	<b>470016.39</b>	<b>471511.52</b>

**CALCULATION OF DEBT SERVICE CREDIT RATIO (D.S.C.R) :**

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Net Profit	273706.00	375661.30	454441.81	470016.39	471511.52
Add :					
Depreciation	34750.00	30037.50	25981.88	22489.59	19480.65
<b>TOTAL - A</b>	<b>308456.00</b>	<b>405698.80</b>	<b>480423.68</b>	<b>492505.98</b>	<b>490992.18</b>
<b>Payments :</b>					
On Bank Loan :					
Interest	30000.00	26400.00	10800.00	7200.00	3600.00
Installment	30000.00	30000.00	30000.00	30000.00	30000.00
<b>TOTAL - B</b>	<b>60000.00</b>	<b>56400.00</b>	<b>40800.00</b>	<b>37200.00</b>	<b>33600.00</b>
D.S.C.R = A/B	<b>5.14</b>	<b>7.19</b>	<b>11.78</b>	<b>13.24</b>	<b>14.61</b>

**PROJECTED BALANCE SHEET :**

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
<b>LIABILITIES :</b>					
Promoters Capital	100000.00	100000.00	100000.00	100000.00	100000.00
Profit	273706.00	375661.30	454441.81	470016.39	471511.52
Bank Loan	220000.00	90000.00	60000.00	30000.00	0.00
Sundry Creditors	0.00	0.00	0.00	0.00	0.00
	593706.00	565661.30	614441.81	<b>600016.39</b>	<b>571511.52</b>
<b>ASSETS :</b>					
Gross Fixed Assets :	270000.00	235250.00	205212.50	179230.63	156741.03
Less : Depreciation	34750.00	30037.50	25981.88	22489.59	19480.65
Net Fixed Assets	235250.00	205212.50	179230.63	156741.03	137260.38
Preliminary & Pre-Op. Expenses	5000.00	3750.00	2812.50	2109.38	1582.03
Current Assets	0.00	0.00	0.00	0.00	0.00
Cash in Bank/Hand	358456.00	360448.80	435211.18	443275.36	434251.15
Total	<b>593706.00</b>	<b>565661.30</b>	<b>614441.81</b>	<b>600016.39</b>	<b>571511.52</b>

**CASH FLOW STATEMENT :**

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Net Profit	273706.00	375661.30	454441.81	470016.39	471511.52
Add : Depreciation	34750.00	30037.50	25981.88	22489.59	19480.65
Bank Loan	220000.00	90000.00	60000.00	30000.00	0.00
Promoters Capital	100000.00	0.00	0.00	0.00	0.00
<b>Total</b>	<b>628456.00</b>	<b>495698.80</b>	<b>540423.68</b>	<b>522505.98</b>	<b>490992.18</b>
<b>Total Fixed Capital Invested</b>	281844.00				
Repayment of Bank Loan	130000.00	30000.00	30000.00	30000.00	0.00
Current Assets	0.00	0.00	0.00	0.00	0.00
<b>Total</b>	<b>130000.00</b>	<b>30000.00</b>	<b>30000.00</b>	<b>30000.00</b>	<b>0.00</b>
Opening Balance	0.00	498456.00	964154.80	1474578.48	1967084.46
Surplus	498456.00	465698.80	510423.68	492505.98	490992.18
Closing Balance	<b>498456.00</b>	<b>964154.80</b>	<b>1474578.48</b>	<b>1967084.46</b>	<b>2458076.64</b>

**BREAK EVEN POINT AND RATIO ANALYSIS :**

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Fixed Cost	44750.00	40037.50	35981.88	32489.59	29480.65
Variable Cost	1030294.00	1200738.70	1339158.20	1413583.61	1502088.48
Total Cost	1075044.00	1240776.20	1375140.07	1446073.21	1531569.13
Sales	1344000.00	1612800.00	1814400.00	1900800.00	1987200.00
Contribution (Sales-VC)	313706.00	412061.30	475241.81	487216.39	485111.52
B.E.P in %	14.26%	9.72%	7.57%	6.67%	6.08%
Break Even Sales in Rs.	191720.91	156706.00	137373.26	126753.17	120763.89
Net Profit Ratio	<b>20.37%</b>	<b>23.29%</b>	<b>25.05%</b>	<b>24.73%</b>	<b>23.73%</b>

\*\* 5% annual increase has been considered in sale price, raw material cost and wages

**Signature of the Applicant**