Insta Idly Dry Mix

Technology Description
Idly is a popular breakfast dish in the peninsular India. In traditional idly preparation rice and black gram dhal are soaked separately in water for about 4hr, wet ground mixed 2% salt and allowed for natural fermentation for about 14-18hrs. The wet grinding is cumbersome process, which is completely eliminated in the new invention by dry grinding. Well cleaned, parboiled rice and dehusked black gram are powdered in dry type grinder separately and sieved. The rice powder and black gram powder are mixed together with 2% table salt. The culture enzyme are added and thoroughly mixed in dry mix. Based on the commercial requirements different quantities of the dry mix are packed in polyethylene bags for the market. Method of use: The dry mix powder is mixed with water and allowed for 1 to 2 hrs for fermentation at 28°C to 30°C. The fermented batter is steam cooked for the preparation of idly by usual method. The qualities of prepared idly like texture, taste and nutritive value are equal to the traditional wet grind batter.

Benefits / Utility
- 4hr soaking process of rice and black gram is completely removed
- No need for wet grinding by hand or electrical method
- Fermentation period of 14-18hrs is completely eliminated
- Use of chemicals as added in commercial dry mix is completely avoided
- Easy to prepare idly within 1-2hrs

Country Context
Domestic market in India and international market on small scale

Scalability
Minimum capacity 5.0 tons/ year; it can be easily extendable for higher capacity

Business and Commercial Potential
Business Potential: Due to increasing urbanization, more and more number of women taking up jobs, improving financial status of the middle income group, the market for ready mixes is increasing day-by-day. The estimated future demand for the ready mixes is estimated to be over 4500 tonnes per annum.

Market Response: High market

Potential investors to this technical innovation
- Small and large entrepreneurs
- Working women
- Exporters
- Self - help groups

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Financials

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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<tbody>
<tr>
<td>VALUE OF THE TECHNOLOGY:</td>
<td>Rs.3 Lakh</td>
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<tr>
<td>Project cost</td>
<td>Rs.69 Lakh</td>
</tr>
<tr>
<td>Tech commercialization fee to be charged from one licensee=</td>
<td>Rs.3 Lakh</td>
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<tr>
<td>Production Targets</td>
<td>12.5 tons</td>
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<tr>
<td>Financial Requirements</td>
<td></td>
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<tr>
<td>Human Resource/mo.</td>
<td>Rs. 41,000</td>
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<td>Raw materials cost/mo.</td>
<td>Rs. 499,690</td>
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<td>Working cost / mo.</td>
<td>Rs. 752,491</td>
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<td>Fix assets: (Land and Building, Machinery, Electricity, others)</td>
<td>Rs. 2,656,238</td>
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<tr>
<td>Project Profitability Analysis</td>
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<tr>
<td>Total Income/year</td>
<td>Rs. 12,870,000</td>
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<td>Expenses/year</td>
<td>Rs. 11,686,130</td>
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Target Market / Customer
- Potential Clients: Instant food manufacturers, Exporters
- Working women

Limiting factors for large scale commercialization
- Mass preparation of culture enzyme with shelf-life
- Synchronization of the commercially available different machine for the dry mix production

Social impact of the technology
- Easy for office going people, restaurants, marriage/social functions
- Hygienically prepared food for better health
- Economic growth
- Job opportunity for many people

Any other relevant information
It is a normal cereals and pulse flour product with pro-biotic microorganisms, hence considered to be safe. Commercial use of this technology would promote use of ethnic food beyond the conventional