DETAILED PROJECT REPORT

FORMAT

FOR

Sales Outlet

Submitted To

NATIONAL MAKHANA BOARD

Submitted By

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(To Be Completed by the Applicant)

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1. Details of The Applicant

S. No.	Particulars	Details
i.	Name of the Applicant/Entity	
ii.	Constitution/Legal Status	☐ Proprietorship ☐ Partnership ☐ LLP ☐ Private Limited Company ☐ Other
iii.	Registration/Incorporation No./CIN	
iv.	Date of Establishment/Incorporation	
v.	GST No.	
vi.	PAN No. of the Applicant/Entity	
vii.	Address of the Registered Office	
viii.	Address of the Proposed Project Site	
ix.	District	
x.	State	
xi.	PIN Code	
xii.	Name of the Authorised Signatory	
xiii.	Whether the Lead Promoter Belongs to SC/ST/Woman/Minority	

1.1 Details of the Applicant/Promoter(s)/Partner(s)/Director(s)

S. No.	Name	Designation	Mobile No.	Email ID	Shareholding/ Ownership (%)	Relevant Experience
1						
2						
3						

1.2 Financial Details of the Applicant/Promoter(s)/Partner(s)/Director(s)

S. No.	Name	PAN No.	Qualification	Net Worth (₹ lakh/crore)
1				
2				
3				

2. Land Details

S. No.	Particulars	Details
1	Land Area (sq. ft./acre)	
2	Status of Legal Title and Possession	
3	If Leased, Period of Lease (years)	
4	Coordinates of Location	
5	Details of Change in Land Use (CLU), if Applicable	
6	Connectivity to Roads: State Highway/National Highway (km)	
7	Water Availability (litres/day or KLD)	
8	Availability of Power (commercial) (kW/kVA)	

S. No.	Particulars	Details
9	Outlet Covered Area (in sq feet) (For storage and outlet)	
10	Waste Disposal/Cleanliness Arrangement	

3. Background of the Project

3.1 Makhana Production Scenario in India and Bihar

Makhana (Gorgon Nut/Fox Nut), known for its high economic and nutritional value, is primarily cultivated in the waterlogged ecosystems of Bihar. The state leads India's Makhana production, contributing 85-90% of the total output. Key Makhana-producing districts include Madhubani, Darbhanga, Sitamarhi, Saharsa, Katihar, Purnea, Supaul, Kishanganj and Araria. Makhana has a rich history in India, deeply intertwined with cultural, religious, and agricultural traditions. It has been cultivated and consumed in India for centuries, particularly in the eastern states of Bihar, Assam, West Bengal, and Manipur. The Mithila region of Bihar is considered the hub of makhana production, accounting for nearly 90% of India's total output.

Field-based cultivation, improved varieties, value-added products, start-ups and Farmer Producer Organisations (FPOs) have widened the scope of the Makhana value chain. The National Makhana Board and related development initiatives further support processing, branding and market development.

3.2 Objectives of Setting up the Sales Outlet

The objective behind setting up the sales outlet is to establish a sustainable enterprise for the marketing and promotion of Makhana and its value-added products.

- To offer quality Makhana products directly to consumers.
- To develop and promote my own Makhana brand.
- To create a reliable market for locally produced Makhana.
- To increase sales through attractive packaging and product diversification.

3.3. PROCUREMENT PLAN FOR POPPED MAKHANA AND ITS VALUE-ADDED PRODUCT

Particulars	Details
Source of raw material (Own farm/directly from farmers/FPO/local market/other)	
Procurement area (Village/Block/District)	
Estimated annual procurement/Sales requirement of popped Makhana and its value-added product (Quantity in kg/MT)	
Transportation arrangement for procurement of Makhana and its value-added products (Own/hired/other)	
Temporary storage arrangement of popped Makhana and its value-added products. (Area and capacity) (It must be separate from space designed for sales outlet)	

4. Sales outlet operation

4.1 Process flow of operation

As an entrepreneur, I would follow a systematic process from the procurement of quality popped Makhana to its packaging, storage, promotion and final sale through retail, bulk and online channels, while maintaining product quality, proper inventory and customer satisfaction

Procurement → Receipt and Weight Verification → Quality Inspection and Grading → Cleaning and Sorting → Packaging and Branding → Storage → Display and Promotion → Retail/Online Sale → Billing and Stock Updating

S. No.	Operational Activity	Process to Be Followed

S. No.	Operational Activity	Process to Be Followed
1	**Procurement**	Procurement of popped Makhana from farmers, FPOs, processors or authorised suppliers.
2	**Receipt and Weight Verification**	Verification of supplied quantity, weight, invoice and delivery details.
3	**Quality Inspection and Grading**	Checking size, colour, cleanliness, moisture, freshness and overall product quality.
4	**Cleaning and Sorting**	Removal of damaged, discoloured or inferior Makhana, wherever required.
5	**Packaging, Labelling and Branding**	Packing in food-grade consumer packs with prescribed product and brand information.
6	**Storage and Inventory Management**	Batch-wise storage under clean and dry conditions, with regular stock monitoring.
7	**Display and Promotion**	Attractive product display, sampling and promotion through retail and digital channels.
8	**Retail and Online Sales**	Sale through the outlet, bulk orders, institutional customers and online platforms.
9	**Billing and Stock Updating**	Issuance of bills, recording of sales and updating the available inventory.

5. MARKETING PLAN

Particulars	Brief Details
Products proposed for sales of Makhana and value added makhana products	
Target buyers Local traders, wholesalers, processors, retailers, B2B, B2C or e-commerce	
Nearby markets outlet and district Head quarter	
Pack size of Makhana and Its value-added products.	
MRP (Rs. per kg/quintal) for Makhana and different types of value-added products.	

5.1 SWOC Analysis

As an entrepreneur, I have assessed the strengths, weaknesses, opportunities and challenges associated with establishing the proposed Makhana sales outlet. This analysis will help me utilise local advantages, address operational limitations, explore market opportunities and manage potential business risks effectively.

Strengths	Weaknesses
• Easy availability of popped Makhana from local producers and processors. • Darbhanga is located within a major Makhana-producing region. • Availability of different grades and value-added Makhana products. • Direct access to local consumers, tourists and institutional buyers.	• Limited initial recognition of a new brand. • Dependence on suppliers for consistent quality and grading. • Limited working capital for maintaining sufficient inventory. • Need for investment in packaging, promotion and skilled sales staff.
Opportunities	**Challenges**
• Growing demand for healthy, ready-to-eat Makhana products.	• Fluctuation in the procurement price of popped Makhana.

Strengths	Weaknesses
• Scope for selling flavoured Makhana, Makhana flour and Instant Kheer Mix. • Expansion through social media, home delivery and e-commerce platforms. • Potential supply to supermarkets, hotels, restaurants and corporate buyers.	• Competition from existing retailers and established brands. • Maintaining product quality, freshness and shelf life during storage. • Ensuring regular sales and effective stock management throughout the year.

6. IMPLEMENTATION SCHEDULE

S. No.	Activity	Proposed Start Date	Proposed Completion
1	Site readiness/minor civil work		
2	Purchase of machinery/equipment		
3	Installation and electrification		
4	Trial run		
5	Commercial operation		

7. Financial Analysis

7.1 Estimated Project Cost: Sales Outlet

S. No.	Name of Equipment/Component	Minimum Capacity/No.	Proposed Capacity/No.	Unit Cost (Rs.)	Remarks
1					Quotation
2					Quotation
3					Quotation
4					Quotation
5					Quotation
6	Civil Works				As per civil estimate prepared by CE

Total Fixed Cost: Rs. 20.00 lakh. Technical civil work should not exceed 25% of the total eligible project cost.

7.2 Means of Finance

S. No.	Item	Amount (Rs. lakh)	Percentage (%)
1	Term Loan from Bank/Financial Institution (if want to avail loan)		
2	Unsecured Loan		
3	Own Contribution		
	Total		

7.3 Revenue Projections (Rs. Lakh)

S. No.	Item	Year 1	Year 2	Year 3	Year 4	Year 5
1	Turnover					
2	Cost of Operations					
3	Profit Before Tax					

S. No.	Item	Year 1	Year 2	Year 3	Year 4	Year 5
4	Profit After Tax					
	Total					

Projected Balance Sheet and Projected Profit and Loss Statements covering the entire repayment period shall be attached.

7.4 Financial Parameters

S. No.	Item	Details/Ratio
1	Internal Rate of Return (IRR), with and without grant/subsidy	
2	Average Debt Service Coverage Ratio (DSCR)	
3	Break-Even Point (BEP)	
4	Debt-Equity Ratio	
5	Fixed Assets Coverage Ratio	

Declaration

I/We certify that the information furnished above is true and correct to the best of my/our knowledge and belief, and that no material fact has been concealed. If any information furnished in the application is found to be false or misleading, the application may be rejected at any stage and may be treated as ineligible under the applicable scheme.

Applicant	Chartered Accountant
Signature of the Applicant Date: _____ Place: _____	Signature: _____ Name: _____ UDIN: _____ Date: _____ Place: _____

Disclaimer

This DPR format is indicative and may be modified according to the nature, scope, capacity and specific requirements of the project. BHDS/NMB and the Bank/Financial Institution concerned may require additional information, documents, financial details, technical specifications or clarifications in accordance with the applicable scheme guidelines and project requirements.