



TM

HYGINATOR™

MULTI-PRODUCT HYGIENE & CLEANING SOLUTIONS MANUFACTURING UNIT
– PROJECT ORIENTATION Under Vyaparasetu Ecosystem by NGO –
Youngsters of Hyderabad Youth Welfare Association (YOHYWA)



TM

VYAPARASETU AN ECOSYSTEM OF 21ST CENTURY



1. PROJECT INTRODUCTION

The Hyginator™ Hygiene & Cleaning Solutions Manufacturing Unit is a **chemical-based FMCG manufacturing initiative** incubated under the **Vyaparasetu Ecosystem Enabling Program (VEEP)** of **NGO – Youngsters of Hyderabad Youth Welfare Association (YOHYWA)**.

This project is designed to establish a **scalable, compliant, and market-ready manufacturing facility** for producing **household, institutional, industrial, and personal hygiene liquid products** under a **single unified brand architecture – “Hyginator™”**, addressing the ever-growing demand for sanitation, cleanliness, and infection control across India.

The manufacturing unit will produce, but is not limited to:

- Hyginator Floor Wash Liquid
- Hyginator Toilet Wash Liquid
- Hyginator Bathroom Cleaner
- Hyginator Dish Wash Liquid
- Hyginator Hand Wash Liquid
- Hyginator Anti-Septic Liquid
- Hyginator Washing Machine Liquid (Fabric Wash)
- Hyginator Phenyl
- Hyginator Room Freshener
- Hyginator Glass Cleaner
- Hyginator Car Cleaner Liquid
- Hyginator Hand Sanitizer
- Additional hygiene SKUs introduced as per market demand

This project is strategically aligned with:

- Rising hygiene awareness post-pandemic
- Institutional sanitation mandates
- FMCG daily-consumption behavior
- Hospital, hospitality, office, and public-space hygiene norms
- Government emphasis on cleanliness, Swachh Bharat, and infection control

2. SCOPE OF MANUFACTURING

The Hyginator™ unit is structured as a **multi-SKU liquid chemical manufacturing plant**, capable of producing **low-viscosity to high-viscosity formulations** using standardized, repeatable, and QC-driven processes.

Product Categories Covered:

Household Hygiene Products

- Floor cleaners
- Bathroom & toilet cleaners
- Dish wash liquids
- Glass cleaners
- Room fresheners

Personal Hygiene Products

- Hand wash liquids
- Hand sanitizers
- Antiseptic liquids

Fabric & Utility Cleaning

- Washing machine liquids
- Phenyl
- Car wash liquids

Production Characteristics

- Batch-based formulation system
- Controlled chemical mixing
- Homogeneous blending
- Stable shelf-life formulations
- Bulk to retail-pack scalability

3. OBJECTIVES OF THE INITIATIVE

The Hyginator™ Manufacturing Project is initiated with the following core objectives:

3.1 Public Health & Hygiene Promotion

To make **affordable, effective, and safe hygiene products** accessible across urban, semi-urban, and rural markets.

3.2 Entrepreneurial Enablement

To provide aspirants with a **chemicals-manufacturing entry platform** backed by NGO subsidy support, reducing capital risk.

3.3 Import Substitution & Local Manufacturing

To encourage **Make-in-India hygiene FMCG production**, reducing dependency on multinational brands.

3.4 MSME Employment Generation

To generate **direct and indirect employment** in chemical handling, packaging, logistics, and sales.

3.5 Stable Market Integration

Through Vyaparasetu's ecosystem buyers, institutional channels, and retail networks, ensuring **demand continuity**.

4. PROJECT FEASIBILITY

The feasibility of the Hyginator™ project is driven by **consumption inevitability**.

- Hygiene products are **non-optional, daily-use consumables**
- Repeat purchase cycles are monthly or bi-monthly
- Products cater to homes, offices, hospitals, hotels, factories, schools
- Margins are stable due to low raw material cost vs branded pricing

The hygiene FMCG segment shows **double-digit CAGR growth**, with increasing penetration in Tier-2 and Tier-3 markets.

5. ELIGIBLE ASPIRANT CRITERIA

The aspirant must:

- Be **21+ years of age**
- Have a **legally identifiable manufacturing location**
- Maintain **chemical safety and hygiene protocols**
- Possess **banking transparency**
- Agree to Vyaparasetu branding, QC, and reporting norms
- Avoid parallel production of unsafe or banned formulations

Non-compliance attracts enforcement under Vyaparasetu rules.

6. WHY THIS INDUSTRY / WHY NOW?

- Hygiene is no longer discretionary
- Rising institutional procurement
- Hospitals & schools mandate cleaning chemicals
- Hospitality & commercial spaces require daily sanitation
- Consumers prefer **local, affordable, effective brands**

This creates a **recession-resistant, evergreen FMCG opportunity**.

7. COMPLETE MACHINERY LIST

1. **Liquid Mixing Reactor Tanks (SS Grade)**
2. **High-Speed Agitators & Homogenizers**
3. **Chemical Transfer Pumps**
4. **Semi-Automatic / Automatic Liquid Filling Machine**

5. **Capping & Sealing Machines**
6. **Labeling Machine**
7. **RO / DM Water Treatment Unit**
8. **Weighing Scales & Batch Measuring Systems**
9. **Power Backup & Electrical Panels**
10. **Safety Equipment & Chemical Storage Racks**

8. RAW MATERIALS & SOURCING

Key raw materials include:

- Surfactants
- Acids & bases (regulated concentrations)
- Fragrances
- Colorants
- Preservatives
- Stabilizers
- Alcohols (for sanitizer)
- DM/RO treated water

All sourcing must be:

- GST-compliant
- NGO-vetted
- BIS / industry-standard compliant

9. PRODUCTION WORKFLOW

1. Raw material verification
2. Batch formulation measurement
3. Controlled mixing & agitation
4. pH & viscosity checks
5. Stabilization period
6. Filling & sealing
7. Labeling
8. QC sampling
9. Packing & dispatch

10. SPACE, POWER & INFRASTRUCTURE REQUIREMENTS

- Minimum **800–1200 sq ft**
- Ventilated chemical-safe environment
- 3-phase power preferred
- Fire extinguishers & spill kits
- Separate raw material & finished goods areas

11. MANPOWER REQUIREMENT

- Chemical Mixing Operator – 2
- Packing & Labeling Staff – 3
- QC / Supervisor – 1
- Admin / Accounts – 1

Total: **6–8 persons**

12. QUALITY STANDARDS & CERTIFICATIONS

- pH stability testing
- Viscosity uniformity
- Microbial control (where applicable)
- Batch traceability
- Shelf-life consistency

13. LICENSING & GOVERNMENT COMPLIANCE

Mandatory:

- GST Registration
- MSME UDYAM
- Trade License
- Pollution Control norms (as applicable)
- Factory Act (if scale expands)

14. PROJECT COST

Total Project Cost: ₹16,00,000

Including:

- Machinery & tanks
- Raw material setup
- Packaging & branding
- Licensing & documentation
- Installation & contingency

15. FINANCIAL STRUCTURE

- **NGO Subsidy Support: ₹4,00,000**
- **Aspirant Investment: ₹12,00,000**

Subsidy is:

- Non-refundable
- Non-transferable
- Not equity
- Strictly utilization-linked

16. REVENUE & PROFIT ESTIMATIONS

Estimated Monthly Turnover:

₹3,50,000 – ₹6,00,000

Estimated Net Monthly Profit:

₹1,20,000 – ₹2,00,000

Annual Net Profit Potential:

₹14 – ₹24 Lakhs (scale-dependent)

17. NGO SUPPORT FRAMEWORK

NGO provides:

- Vendor onboarding
- Formulation SOP guidance
- Branding & label approval
- Market linkage
- Compliance assistance
- Periodic audits

18. ASPIRANT RESPONSIBILITIES

- Maintain hygiene & safety
- Follow formulations strictly
- Ensure accurate reporting
- Prevent misuse of brand

19. MONITORING & REPORTING

- Monthly production reports
- Batch QC logs
- Sales & inventory statements
- Quarterly review meetings

20. LEGAL TERMS & CONDITIONS

- No unauthorized formulation changes
- No brand misuse
- No unsafe chemical practices
- Hyderabad jurisdiction applies

21. BUSINESS SUSTAINABILITY

Hyginator™ products are:

- Consumable

- Repeat-purchase driven
- Institutionally demanded
- Scalable across SKUs

22. EXIT & ASSET TRANSFER POLICY

- 6-month notice mandatory
- Machinery belongs to new aspirant
- Brand & IPR remain NGO-controlled

ANNEXURE – A

PROJECT COSTING, INVESTMENT STRUCTURE & FINANCIAL ARCHITECTURE

This annexure defines the **binding financial framework** governing the establishment and operation of the **Hyginator™ Multi-Product Hygiene & Cleaning Solutions Manufacturing Unit** under the Vyaparasetu Ecosystem of NGO-YOHYWA.

A.1 Total Project Setup Cost – ₹16,00,000

Cost Component	Estimated Cost (₹)
SS Mixing Tanks & Reactors (Multiple Capacities)	2,40,000
High-Speed Agitators & Homogenizers	1,20,000
Liquid Filling & Capping Machines	1,50,000
Labeling & Sealing Equipment	80,000
RO / DM Water Treatment Unit	70,000
Electrical Panels, Pumps & Power Backup	90,000
Initial Raw Materials (All SKUs)	4,00,000
Packaging Materials (Bottles, Caps, Labels)	290,000
Branding, Artwork & Label Compliance	50,000
Licensing, Legal & Registrations	40,000
Installation, Calibration & Training	60,000
Contingency & Pre-Operational Expenses	80,000
TOTAL PROJECT COST	₹16,00,000

This structure is **final, auditable, and subsidy-locked**.

A.2 Investment Contribution Structure

Contributor	Amount (₹)
NGO Subsidy Support	4,00,000
Project Aspirant Investment	12,00,000
Total Project Cost	16,00,000

Subsidy Conditions

- Non-refundable
- Non-transferable
- Not equity / not partnership
- Strictly utilization-linked
- Subject to NGO inspection & compliance

A.3 Revenue Generation Streams

The Hyginator™ unit generates revenue through:

- Retail FMCG distribution
- Institutional cleaning contracts
- Hospitals & clinics
- Hotels, hostels & PG accommodations
- Offices, factories & schools
- Bulk government & NGO procurement
- Vyaparasetu ecosystem internal demand

A.4 Estimated Turnover & Profitability

- **Monthly Turnover:** ₹3.5L – ₹6L
- **Net Monthly Profit:** ₹1.2L – ₹2L
- **Annual Net Profit Potential:** ₹14L – ₹24L

Margins improve with scale, SKU expansion, and institutional orders.

ANNEXURE – B

NGO MONITORING, SUPERVISION & IMPLEMENTATION FRAMEWORK

This annexure defines the **authority, oversight, and enforcement powers** of NGO-YOHYWA.

B.1 Implementation Stages

1. Documentation & statutory registrations
2. Vendor onboarding & machinery finalization
3. Installation & test batches

4. SOP & safety training
5. Trial production & QC clearance
6. Branding & label authorization
7. Market linkage onboarding
8. Quarterly compliance audits

B.2 Supervisory Rights of NGO

NGO-YOHYWA reserves the right to:

- Inspect manufacturing premises without prior notice
- Audit subsidy utilization
- Verify formulations & raw materials
- Halt production on safety or compliance violations
- Suspend Vyaparasetu membership on breach

ANNEXURE – C

LEGAL COMPLIANCE, REGULATORY OBLIGATIONS & LICENSES

C.1 Mandatory Registrations

- GST Registration
- MSME UDYAM Certificate
- Trade License (Local Body)
- Fire Safety Compliance
- Pollution Control norms (if applicable)

C.2 Business Compliance Obligations

- GST invoicing for every sale
- Batch-wise production records
- Raw material traceability
- Employee safety compliance

C.3 Prohibited Activities

- Manufacturing unsafe or unapproved formulations
- Misuse of Hyginator™ branding
- Sale of counterfeit or diluted products
- Parallel brands using similar compositions

ANNEXURE – D

RAW MATERIAL SUPPLY CHAIN & PROCUREMENT FRAMEWORK

D.1 Approved Raw Materials

- Surfactants
- Acids / Alkalis (regulated concentrations)
- Alcohols (sanitizer grade)
- Fragrances & colorants
- Preservatives
- DM / RO treated water

D.2 Vendor Requirements

All vendors must be:

- GST-registered
- Quality-certified
- NGO-vetted
- Invoice-transparent

NGO may demand invoices, COAs, and quality certificates anytime.

ANNEXURE – E

RISK MANAGEMENT & MITIGATION PLAN

Risk Category	Mitigation Strategy
Raw Material Price Fluctuation	Bulk sourcing via NGO vendors
Product Quality Variation	Batch SOP & QC audits
Regulatory Changes	NGO compliance updates
Market Competition	Brand positioning & institutional focus
Safety Hazards	Mandatory PPE & SOP enforcement

ANNEXURE – F

PROJECT TIMELINE & EXECUTION SCHEDULE

Stage	Duration	Responsibility
Licensing & Documentation	15–25 Days	NGO
Machinery Procurement	26–45 Days	NGO

Stage	Duration	Responsibility
Installation & Setup	46–65 Days	NGO + Aspirant
Staff Training & SOP	66–75 Days	NGO
Trial Production	76–90 Days	NGO
Branding & Label Approval	91–100 Days	NGO
Market Integration	101–120 Days	NGO
Full Commercial Launch	121–150 Days	Aspirant

ANNEXURE – G

QUALITY CONTROL & PRODUCTION STANDARDS

Quality Parameters

- pH balance
- Viscosity uniformity
- Color & fragrance stability
- Shelf-life consistency
- Packaging integrity

Inspection Protocols

- Daily batch sampling
- Weekly equipment calibration
- Monthly NGO QC audits

ANNEXURE – H

NGO SUSTAINABILITY SUPPORT PACKAGE

NGO provides **non-financial, strategic support**, including:

- Institutional order access
- Branding evolution guidance
- Cost optimization advisory
- Expansion SKU strategy
- Crisis market repositioning

ANNEXURE – I
SOCIO-ECONOMIC IMPACT ASSESSMENT

Direct Impact

- 6–8 direct jobs
- Safer hygiene access

Economic Impact

- MSME strengthening
- Local supply chain activation

Social Impact

- Public health improvement
- Cleanliness awareness

ANNEXURE – J
BRAND & INTELLECTUAL PROPERTY RIGHTS (IPR)

- Hyginator™ brand, labels & artwork are **NGO-owned IP**
- Aspirant has **usage rights only**
- No alteration without written approval
- Violation leads to immediate termination & legal action

ANNEXURE – K
EXIT POLICY, TERMINATION & TRANSFER CONDITIONS

1. Minimum **6-month written notice** for exit
2. NGO may terminate for:
 - Quality violations
 - Brand misuse
 - Safety breaches
 - False reporting
3. Subsidy is **non-refundable**
4. Machinery remains new aspirant property
5. Branding rights **do not transfer**

ANNEXURE – L
LONG-TERM VISION & EXPANSION ROADMAP

- Expansion into disinfectants & institutional concentrates
- Larger automated filling lines

- Export-grade SKUs
- Government tenders
- 100+ Hyginator™ units under Vyaparasetu by 2030

ANNEXURE – M

SKU-WISE MARGIN & PRICING MATRIX

(Hyginator™ Hygiene & Cleaning Products Manufacturing Unit)

PRICING LOGIC APPLIED

All SKUs follow this standardized cost structure:

- **Raw Material Cost** (chemicals + water)
- **Packaging Cost** (bottle, cap, label)
- **Conversion Cost** (labor, power, wastage)
- **Overheads Allocation**
- **Manufacturer Gross Margin: 40%**
- **Local Retailer Gross Margin: 40%**
- **District Distributor Gross Margin: 20%**

1. HYGINATOR FLOOR WASH LIQUID

Pack Size: 1 Litre

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Manufacturer Margin: ~40%

High-volume SKU – backbone of cash flow

2. HYGINATOR TOILET WASH LIQUID

Pack Size: 500 ml

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~40%

Fast-moving institutional SKU

3. HYGINATOR BATHROOM CLEANER

Pack Size: 500 ml

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~50%

4. HYGINATOR DISH WASH LIQUID

Pack Size: 500 ml

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5

Component	Cost (₹)
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~40%

Repeat-purchase SKU

5. HYGINATOR HAND WASH LIQUID

Pack Size: 500 ml

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~40%

6. HYGINATOR ANTI-SEPTIC LIQUID

Pack Size: 250 ml

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65

Component	Cost (₹)
Distributor Price	72
Retail MRP	90

Net Margin: ~40%

High trust-value product

7. HYGINATOR WASHING MACHINE LIQUID (FABRIC WASH)

Pack Size: 1 Litre

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~40%

Premium household SKU

8. HYGINATOR PHENYL

Pack Size: 1 Litre

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~51%

Mass institutional mover

9. HYGINATOR ROOM FRESHENER (SPRAY)

Pack Size: 250 ml

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35

Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~54%

High fragrance value SKU

10. HYGINATOR GLASS CLEANER

Pack Size: 500 ml

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35

Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~52%

11. HYGINATOR CAR CLEANER LIQUID

Pack Size: 500 ml

Component	Cost (₹)
Raw Materials	18

Component	Cost (₹)
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~52%

Automobile segment growth SKU

12. HYGINATOR HAND SANITIZER

Pack Size: 500 ml

Component	Cost (₹)
Raw Materials	18
Packaging	12
Conversion & Overheads	5
Total Cost / Unit	35
Channel	Price (₹)
Ex-Factory Price	65
Distributor Price	72
Retail MRP	90

Net Margin: ~51%

IMPORTANT COMMERCIAL NOTES

1. Institutional bulk orders (20L / 30L packs) increase margins by **8–12%**
2. Private-label manufacturing further improves utilization
3. Packaging optimization significantly boosts profit
4. Distributor bypass (direct retail) increases margin by **10–15%**
5. Vyaparasetu ecosystem internal demand ensures baseline volume