



YOUTH WELFARE ASSOCIATION

BAKERY SEMI-MANUFACTURING & CENTRALIZED SUPPLY 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 Bakery Semi-Manufacturing & Centralized Supply Unit is a food-sector production and supply-chain enablement project incubated under the Vyaparasetu Ecosystem of NGO – Youngsters of Hyderabad Youth Welfare Association (YOHYWA). This initiative is specifically engineered to establish a centralized bakery preparation and semi-manufacturing unit capable of producing standardized bakery base products and semi-finished food components required for regular supply into the PHUGAT KI CHAI (PKC) outlet network and other approved ecosystem channels.

Unlike a conventional full-line bakery manufacturing setup, this project is designed as a specialized upstream production model. The project owner aspirant shall focus primarily on the preparation, semi-processing, batching, hygienic packing, and centralized dispatch of selected bakery raw and semi-finished products such as cake sponges, creams, topping ingredients, premixes, bakery fillings, non-baked burger bun mixed flour balls, non-baked pizza mixed raw flour roties, and other allied bakery base components as may be approved from time to time under Vyaparasetu operational standards.

The commercial and operational uniqueness of this project lies in its ecosystem-linked supply architecture. The project owner aspirant shall not be responsible for retail outlet-level direct sales to external walk-in markets as the primary model. Instead, the project owner shall act as the approved central supply source for PKC. PHUGAT KI CHAI, through its central operational control, shall ensure onward distribution and supply of these approved bakery components to all its active outlets, thereby creating a structured and recurring demand pipeline for the semi-manufacturing unit.

Further, to ensure standardization, freshness, production discipline, finishing consistency, and inventory control at the outlet level, trained cake artists, baking specialists, and bakery finishing professionals shall visit PKC outlets periodically and as operationally required to complete the final finishing stage of bakery items. This includes cake dressing, frosting application, topping execution, shaping, filling, presentation finishing, and batch utilization monitoring. This system ensures that the semi-manufacturing unit remains focused on central

consistency while PKC and its specialist teams ensure last-mile finishing quality and inventory optimization.

This orientation document is intended to serve as the governing framework for the project, covering the manufacturing scope, strategic rationale, project feasibility, machinery, manpower, infrastructure, financial structure, subsidy architecture, monitoring framework, legal conditions, risk controls, quality systems, commercial integration, and long-term expansion roadmap under the Vyaparasetu Ecosystem.

2. SCOPE OF MANUFACTURING

The Bakery Semi-Manufacturing & Centralized Supply Unit shall be structured as a semi-finished food production facility concentrating on the manufacture, preparation, conditioning, hygienic handling, storage, and dispatch of bakery-oriented semi-processed products.

The scope of production shall include, but shall not be limited to, the following categories:

A. Cake Base & Sponge Production Division

This division shall prepare and supply standardized cake sponges in multiple variants and sizes suitable for final finishing at PKC outlets. These may include vanilla sponge, chocolate sponge, butterscotch sponge, red velvet sponge, fruit sponge, tea cake bases, and other approved bakery sponge variants.

B. Creams, Frosting & Filling Preparation Division

This division shall prepare food-grade bakery creams, whipping bases, icing mixes, flavored creams, ganache components, mousse bases, pastry fillings, dessert toppings, syrups, and allied finishing ingredients, properly packed for safe cold-chain or controlled dispatch.

C. Topping Ingredients & Bakery Decoration Inputs Division

This category shall include measured and portioned toppings such as chocolate chips, cookie crumbs, fruit toppings, jelly compounds, nuts, sugar syrups, glazes, cocoa dusting materials, caramel preparations, premixed sprinkle kits, and other decorative bakery support materials.

D. Semi-Prepared Savoury Bakery Dough Division

This division shall produce non-baked burger bun mixed raw flour balls, non-baked pizza mixed raw flour roties, dough-based bakery preparations, and allied semi-finished food bases which can be proofed, shaped, baked, assembled, or finished later at approved locations as per PKC operational needs.

E. Ready-to-Finish Dessert & Café Support Components

This includes pre-portioned dessert bases, bakery premixes, filling concentrates, shot-cake components, pastry shells, tart base mixes, brownie premixes, donut support mixes, waffle/pancake premixes, and such other items approved for supply within the ecosystem.

The scope of this project is therefore not limited to “manufacturing” in the narrow traditional sense, but extends to centralized bakery preparation, batch-standardization, semi-processing, hygienic portioning, and demand-linked dispatch support.

3. OBJECTIVES OF THE INITIATIVE

The Bakery Semi-Manufacturing & Centralized Supply Unit is launched with the following primary objectives:

- First, to establish a centralized and quality-controlled bakery support infrastructure capable of serving PKC outlets with consistency, cost-efficiency, and scale readiness.
- Second, to reduce bakery preparation complexity at individual café outlets by moving critical base production to a single controlled semi-manufacturing location.
- Third, to ensure product standardization across all PKC outlets by centralizing cake sponge production, cream preparation, topping packing, and dough batching under approved SOPs.
- Fourth, to create an economically viable food-sector entrepreneurship opportunity for an eligible aspirant under the subsidy-backed Vyaparasetu ecosystem model.
- Fifth, to improve outlet-level inventory control by separating upstream preparation from final finishing, thereby reducing wastage, inconsistency, and dependency on untrained local labor.

- Sixth, to generate employment opportunities for bakery assistants, mixers, packing staff, cold-storage handlers, hygiene supervisors, and food logistics support personnel.
- Seventh, to create a scalable semi-manufacturing backbone that can later expand into wider bakery distribution, institutional food support, dessert component manufacturing, and private-label support services if approved by NGO and PKC authorities.

4. PROJECT FEASIBILITY

The project is commercially and operationally feasible because it addresses a real recurring demand within a controlled ecosystem instead of depending entirely on uncertain open-market walk-in sales. PKC outlets require regular bakery support inputs, especially when product consistency, finishing quality, menu discipline, and standardized consumer experience are important.

By centralizing the supply of sponges, creams, toppings, and dough components, the project eliminates duplication of effort across multiple outlets. Instead of requiring every outlet to maintain separate bakery infrastructure, separate skilled bakers, and separate procurement uncertainties, the ecosystem can rely on a single approved production source.

This project is further feasible because the output category falls in repeat-consumption food segments. Cakes, pastries, dessert toppings, burger buns, pizza bases, and bakery café support inputs are not one-time products. They contribute to daily and weekly sales cycles in cafés and food outlets. Since PKC is intended to scale through multiple outlets, the central semi-manufacturing model strengthens supply predictability and controls recipe variation.

The business model is also strengthened by the fact that the project owner mainly supplies to PKC, while PKC ensures onward movement to all its outlets. This significantly reduces early-stage marketing burden on the aspirant and converts the business into a more controlled B2B ecosystem supply model rather than a completely open and uncertain retail venture.

5. ELIGIBLE ASPIRANT CRITERIA

To qualify for this project, the aspirant must satisfy the following minimum criteria:

The aspirant must be 21 years of age or above and legally competent to undertake business responsibilities. The aspirant must maintain clean financial conduct, banking transparency, and willingness to operate within the NGO's ecosystem discipline. The aspirant must possess or arrange a legally usable production premises suitable for bakery semi-manufacturing and compliant, or capable of being made compliant, with food safety and hygiene norms. The aspirant must be willing to follow NGO-approved SOPs, PKC-linked production standards, branding restrictions, reporting formats, and inspection protocols. The aspirant must agree that unauthorized product deviation, parallel brand misuse, hidden procurement, unsafe ingredient substitution, and unapproved third-party commercial diversion shall amount to breach of project conditions.

6. WHY THIS INDUSTRY / WHY NOW?

Bakery and café-support components remain among the most commercially active food categories in India, particularly in urban and semi-urban café formats. Cakes, pastry bases, pizza supports, burger buns, creams, dessert toppings, and café-ready finishing materials have consistent operational demand. At the same time, many food outlets struggle with product inconsistency because their bakery preparation is fragmented, dependent on local untrained labor, or vulnerable to raw material quality variation.

The current timing is strategically favorable because PKC's growth model demands centralized supply discipline. A semi-manufacturing unit at this stage can become a long-term backbone for multiple outlets and future expansion. It also allows quality assurance, cost control, and wastage reduction from the very beginning, rather than attempting to correct disorder after scale.

7. NATURE OF THE BUSINESS MODEL

This project shall function under the following core commercial understanding: The project owner aspirant shall primarily prepare and supply approved semi-finished bakery materials and allied production inputs to PKC central operations. PKC shall, in turn, ensure onward supply distribution of such materials to all

active and approved PKC outlets as per demand planning, inventory movement, menu requirements, and internal operational controls. The project owner is therefore positioned as a central supply partner within the ecosystem and not merely as an open-market independent bakery seller.

Final bakery finishing at outlet level shall be supervised and executed periodically by cake artists, baking specialists, and other trained finishing personnel deputed as per operational requirements. Such specialists shall visit outlets in a timely manner for completing final product finishing, maintaining quality, checking utilization patterns, reducing spoilage, and helping smooth supply and inventory management throughout the PKC network.

8. MACHINERY & EQUIPMENT LIST

The unit may require machinery and equipment broadly under the following heads:

Food-grade planetary mixers, dough kneaders, cream whipping machines, sponge mixing systems, batter handling equipment, dough balling tables, work tables in stainless steel, bakery trays, measuring equipment, refrigeration units, deep freezers where required, cold storage cabinets, cream holding systems, weighing scales, sealing machines, packing tables, labeling units, storage racks, stainless steel utility bins, hand wash and sanitation stations, temperature monitoring tools, pest-control support infrastructure, utility trolleys, and hygienic dispatch packaging accessories.

Where applicable, the machinery shall be selected on the basis of batch size, SKU count, consistency requirements, cleaning convenience, food-safety compatibility, and future scalability.

9. RAW MATERIALS & SOURCING

The project shall require raw materials such as maida/flour, sugar, cocoa products, butter or fat systems, bakery emulsifiers, yeast, milk solids, creams, flavoring compounds, food colors within permitted limits, chocolate compounds, nuts, fruit toppings, bakery stabilizers, premixes, pizza and burger dough ingredients, syrups, fillings, packaging materials, labels, boxes, cups, trays, liners, and refrigeration-support consumables.

All procurement must be made only through transparent and traceable channels. NGO-approved vendors, GST-compliant suppliers, and food-grade material sources shall be preferred or mandated as per project implementation guidelines. No unsafe, expired, untraceable, or non-compliant ingredient shall be used. Ingredient substitution without written operational approval shall be prohibited.

10. PRODUCTION WORKFLOW

The central workflow of the unit shall broadly follow the below structure:

Raw material receipt and verification shall be followed by inward quality checks and storage discipline. Approved materials shall then move into batch planning and production scheduling. Cake sponge production shall involve measured mixing, batter preparation, baking, cooling, hygienic slicing or portioning, and protected packing. Creams and fillings shall be prepared in controlled temperature conditions, portioned, packed, and stored under suitable refrigeration discipline. Topping kits and decorative support materials shall be measured, sorted, packed, and labelled according to menu requirements. Non-baked burger bun mixed flour balls, pizza raw flour roties, and similar dough-based items shall be mixed, rested where required, portioned, packed, and dispatched as per shelf-life suitability and usage timelines.

After production, all semi-finished components shall be batch-coded, inventory-recorded, and moved to dispatch or storage according to the approved PKC demand schedule. Outlet finishing support teams shall subsequently use these materials for final preparation and finishing at outlet level.

11. SPACE, POWER & INFRASTRUCTURE REQUIREMENTS

The unit should ideally operate from a hygienic food-grade workspace with adequate segregation for dry storage, mixing, sponge preparation, cream preparation, dough handling, cold storage, packing, dispatch, and sanitation activities. The premises should have sufficient ventilation, reliable power backup where necessary, proper drainage, washable surfaces, pest-control safeguards, clean water access, and adequate refrigeration capacity.

Depending on planned batch size, the preferred workig area may range from approximately 1000 to 1600 square feet for organized movement and food-safe workflow separation.

12. MANPOWER REQUIREMENT

The unit may initially require one production supervisor, one bakery mixing technician, one sponge/batter handling assistant, one cream and filling assistant, two to four packing and dispatch helpers, one hygiene and utility support staff member, and one records/accounts coordinator either full-time or shared basis.

In addition, cake artists, baking specialists, and finishing experts may operate as mobile ecosystem support personnel for outlet-level finishing and inventory supervision rather than being permanently stationed inside the central unit at all times.

13. QUALITY STANDARDS & FOOD SAFETY CONTROL

Strict adherence to food quality norms is mandatory. Sponge texture, weight uniformity, freshness, cream stability, filling consistency, topping hygiene, dough elasticity, shelf-life tolerance, dispatch condition, cold-chain integrity where necessary, and packing cleanliness must all be monitored. Batch traceability shall be mandatory. The project shall maintain inward records, production logs, dispatch records, rejection records, and wastage records. Any spoiled batch, contamination event, or non-standard preparation must be documented and isolated.

14. LICENSING & GOVERNMENT COMPLIANCE

The project owner shall be responsible, with NGO facilitation where applicable, for ensuring required legal and operational registrations such as GST Registration, MSME UDYAM, Trade License, and FSSAI licensing or registration as may be applicable to the size and nature of operations. Employee safety measures, fire precautions where applicable, food handling hygiene norms, packaging declarations, and other compliance obligations shall also be maintained. Failure to maintain statutory compliance may result in suspension of production or termination under ecosystem rules.

15. PROJECT COST

Total Project Cost: ₹16,00,000

This project cost is designed as a semi-manufacturing and centralized bakery support setup under the Vyaparasetu ecosystem and shall include machinery, cold storage and handling support, food-grade work infrastructure, initial raw material setup, packaging support, branding and labeling assistance, licensing/documentation support, installation and operational setup, and contingency provisions.

Indicative Cost Structure

Cost Component	Estimated Cost (₹)
Bakery Semi-Manufacturing Machinery & Equipment	5,25,000
Refrigeration, Cold Storage & Food Handling Infrastructure	2,00,000
Work Tables, Racks, Utility Setup & Production Accessories	1,25,000
Initial Raw Materials & Packaging Setup	3,25,000
Dispatch Packaging, Labels & Storage Containers	1,00,000
Licensing, Documentation & Compliance Support	75,000
Branding, SOP Development & Production Standardization	50,000
Installation, Trial Batches & Staff Orientation	75,000
Contingency & Pre-Operational Expenses	1,25,000
Total Project Cost	₹16,00,000

16. FINANCIAL STRUCTURE

The project shall operate under the following fixed investment structure as clarified by the user:

NGO Subsidy Support	: ₹4,00,000
Project Owner Aspirant Contribution	: ₹12,00,000
Total Project Cost	: ₹16,00,000

The NGO subsidy shall remain non-refundable, non-transferable, usage-restricted, and non-convertible into equity, ownership, or repayment obligation. It shall be strictly linked to project establishment and approved setup purposes under Vyaparasetu protocols.

The aspirant's ₹12,00,000 contribution must be borne by the project owner and routed through transparent banking channels only. No hidden cash-based setup claims, unverifiable third-party purchase inflation, or undocumented procurement shall be entertained.

17. REVENUE & PROFIT ESTIMATION

Since this is primarily a centralized supply unit serving PKC, the revenue model shall be linked to ecosystem movement volume, SKU mix, production discipline, and PKC outlet expansion.

Indicative monthly turnover may range between **₹3,50,000 to ₹6,00,000**, depending on sponge volume, cream and topping dispatches, dough product demand, and outlet servicing frequency. Indicative net monthly profit potential may range between **₹1,10,000 to ₹1,90,000**, subject to raw material control, production efficiency, wastage management, storage discipline, and regular offtake by PKC outlets.

These figures are indicative ecosystem-linked projections and shall not be interpreted as guaranteed returns.

18. NGO SUPPORT FRAMEWORK

The NGO may provide structured incubation and ecosystem support including project orientation, setup guidance, vendor coordination, machinery finalization assistance, documentation support, SOP drafting, production discipline framework, quality review systems, branding control, monitoring protocols, and ecosystem integration support. NGO support shall also extend to coordination alignment between the central unit and PKC network where necessary.

However, except for the approved subsidy support, the NGO's role shall not be interpreted as partnership, liability assumption, guaranteed profit assurance, or debt underwriting.

19. ASPIRANT RESPONSIBILITIES

The aspirant must maintain strict hygiene, production discipline, financial transparency, staff management, inventory integrity, storage suitability,

dispatch reliability, and compliance with approved SOPs. The aspirant must ensure that only approved products are made and only approved formulations and preparation norms are followed. The aspirant must not divert production under hidden external brands, compromise quality, or substitute inferior ingredients. The aspirant must provide records to NGO and ecosystem authorities whenever required.

20. MONITORING & REPORTING

The project shall remain subject to periodic supervision and reporting discipline. This may include weekly production status updates, monthly inward and outward inventory statements, monthly financial summaries, batch and wastage records, cold storage and spoilage tracking, and periodic review of supply performance to PKC outlets. NGO or authorized ecosystem representatives may conduct inspections, batch reviews, documentation checks, and compliance visits with or without prior intimation, wherever operationally necessary.

21. LEGAL TERMS & CONDITIONS

Unauthorized product deviation, hidden third-party supply diversion, misuse of Vyaparasetu or PKC-linked branding, false stock reporting, concealment of production, sub-contracting without approval, or use of unsafe ingredients shall constitute material breach. Subsidy support shall remain non-refundable under all ordinary circumstances of breach or exit. Brand usage rights, if any, shall remain conditional and revocable. Disputes shall be subject to Hyderabad jurisdiction unless otherwise contractually specified.

22. BUSINESS SUSTAINABILITY

This project is structured for sustainability because it is linked to an internal ecosystem consumption model rather than depending purely on uncertain market discovery. As PKC outlets grow, the central bakery support model becomes stronger. The unit can later expand into additional café support products, dessert premixes, institutional bakery supports, party-order finishing kits, seasonal bakery components, and wider approved B2B food supply lines.

23. EXIT & ASSET TRANSFER POLICY

Any exit by the aspirant must be communicated through prior written notice as may be defined in the formal agreement. NGO shall have review, reallocation, or ecosystem continuity rights in order to protect supply continuity for PKC outlets. Machinery purchased for the unit may remain project-linked asset of the aspirant subject to subsidy conditions and transfer restrictions as provided in the governing agreement. Branding, labels, artwork, ecosystem documentation, and SOP-linked intellectual property shall remain under NGO-controlled or ecosystem-controlled rights as applicable.

ANNEXURE – A

PROJECT COSTING, INVESTMENT STRUCTURE & FINANCIAL ARCHITECTURE

This annexure defines the binding financial architecture governing the establishment of the Bakery Semi-Manufacturing & Centralized Supply Unit under the Vyaparasetu Ecosystem.

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

The full cost includes machinery, handling infrastructure, refrigeration support, raw material setup, dispatch support, documentation, installation, production orientation, and contingency.

A.2 Investment Contribution Structure

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

A.3 Subsidy Conditions

The subsidy is non-refundable, non-transferable, not equity, not partnership consideration, and strictly utilization-linked for project establishment only.

A.4 Revenue Logic

Revenue shall arise from centralized supply of bakery semi-finished goods and allied inputs into PKC's outlet network, with PKC ensuring onward ecosystem distribution.

ANNEXURE – B

NGO MONITORING, SUPERVISION & IMPLEMENTATION FRAMEWORK

The NGO shall have supervisory and review powers during setup, trial, stabilization, and ecosystem integration phases.

B.1 Implementation Stages

Documentation and licensing shall be followed by machinery and cold-storage setup, then trial batches, SOP standardization, initial supply testing, packaging approval, PKC integration, and commercial stabilization.

B.2 Supervisory Rights

NGO may inspect premises, verify procurement, review hygiene conditions, audit subsidy utilization, check storage and spoilage records, review supply discipline, and issue corrective instructions where required.

ANNEXURE – C

LEGAL COMPLIANCE, FOOD SAFETY & REGULATORY OBLIGATIONS

The aspirant shall maintain compliance with applicable food safety, labeling, GST, trade, and operational norms. Any failure in hygienic production, batch traceability, unsafe ingredient use, or hidden commercial diversion may trigger corrective enforcement or termination.

ANNEXURE – D

RAW MATERIAL SUPPLY CHAIN & PROCUREMENT FRAMEWORK

All raw materials shall preferably be sourced from approved or vetted vendors with invoice transparency and food-grade reliability. NGO or PKC authorities may demand supplier details, invoices, quality declarations, and stock records whenever required.

ANNEXURE – E

RISK MANAGEMENT & MITIGATION PLAN

Major risks include ingredient price fluctuation, cream spoilage, sponge inconsistency, storage failure, dough quality instability, dispatch delays, and outlet utilization mismatch. Mitigation shall include centralized SOPs, controlled

batch planning, cold-chain discipline, timed dispatch, specialist finishing visits, and strict inventory monitoring.

ANNEXURE – F
PROJECT TIMELINE & EXECUTION SCHEDULE

A practical implementation timeline may follow this sequence:

Stage	Duration	Responsibility
Documentation & Licensing	Day 1–20	NGO + Aspirant
Machinery Finalization & Procurement	Day 21–40	NGO + Aspirant
Installation & Infrastructure Setup	Day 41–60	NGO + Aspirant
SOP Training & Trial Batches	Day 61–75	NGO
Packaging, Batch Coding & Standardization	Day 76–90	NGO
PKC Supply Alignment & Initial Dispatch	Day 91–110	NGO + PKC + Aspirant
Commercial Supply Stabilization	Day 111 onwards	Aspirant

ANNEXURE – G
QUALITY CONTROL & PRODUCTION STANDARDS

Quality standards shall include sponge weight consistency, taste stability, cream holding performance, topping hygiene, dough elasticity, temperature compliance, pack labeling, batch traceability, dispatch timing, and spoilage control. Random inspection and sample review may be carried out periodically.

ANNEXURE – H
NGO SUSTAINABILITY SUPPORT PACKAGE

The NGO may provide non-financial strategic support including supply optimization advice, SOP refinement, vendor improvement, production restructuring, expansion SKU planning, and ecosystem demand alignment. Such

support shall not be interpreted as guaranteed commercial liability or profit guarantee.

ANNEXURE – I

SOCIO-ECONOMIC IMPACT ASSESSMENT

This project supports job creation in food preparation, packing, hygiene control, logistics, and bakery support services. It also strengthens food-sector entrepreneurship and enables structured upstream supply support for a growing café ecosystem.

ANNEXURE – J

BRAND & INTELLECTUAL PROPERTY RIGHTS

Any brand names, labels, packaging systems, standardized artwork, documentation formats, SOP structures, and ecosystem-linked commercial identities used under this project shall remain subject to NGO and ecosystem ownership/control conditions. Unauthorized alteration, imitation, duplication, or misuse shall attract enforcement action.

ANNEXURE – K

EXIT POLICY, TERMINATION & TRANSFER CONDITIONS

Exit shall require formal written notice. Subsidy shall remain non-refundable. Serious breach such as unsafe production, false reporting, hidden diversion, or brand misuse may result in termination. Transfer or reallocation of project continuity may be considered in order to protect ecosystem supply stability.

ANNEXURE – L

LONG-TERM VISION & EXPANSION ROADMAP

In the long term, this unit may be expanded into a full bakery backbone for PKC and allied ecosystem ventures. It can evolve into a central dessert support kitchen, frozen and chilled bakery supply hub, party-order finishing support center, institutional café bakery service unit, and multi-city food preparation model if scale and compliance permit.