



**HONEY JARS & MINI HONEY CAKES MANUFACTURING UNIT**  
*Under Vyaparasetu Entrepreneur Ecosystem by NGO – YOHYWA*



## 1. PROJECT INTRODUCTION

The Honey Jars & Mini Honey Cakes Manufacturing Unit is an **FMCG-Grade Food Manufacturing Project** incubated under the Vyaparasetu Ecosystem Initiative of NGO - Youngsters of Hyderabad Youth Welfare Association (YOHYWA), a registered non-profit organization dedicated to livelihood creation, MSME empowerment, and structured entrepreneurship development.

This industrial project enables an eligible aspirant to establish a **fully functional, food-safe, commercial manufacturing unit** capable of producing:

- High-quality natural & infused honey products under the brand **BEEGEL™**, and
- Premium honey-filled mini cakes under the brand **BEEPIE™**, a novel bakery confectionery line inspired by the popular choco-pie category yet differentiated by its adult-oriented positioning and honey-based wellness formulation.

The unit is developed with **end-to-end NGO involvement**, covering:

- Product development
- Machinery procurement
- Quality assurance protocols
- Regulatory compliance
- Brand structuring
- Ecosystem-based sales channels
- Vendor integration
- Subsidy-backed cost reduction

This orientation document serves as the **authoritative reference framework** for understanding the obligations, operational expectations, legal conditions, financial structure, and strategic long-term vision of the unit.

## 2. SCOPE OF MANUFACTURING

The unit encompasses two major manufacturing domains:

### a) Honey Processing & Packaging – BEEGEL™

The division includes:

- Filtration, stabilization, and hygienic bottling of honey
- Production of infused honey variants (cinnamon, ginger, lemon, tulsi, etc.)
- Manufacturing honey shots & honey spoons for cafés, corporate offices, travel kits

- Preparing gourmet-grade premium honey jars for gifting
- Couple-oriented wellness honey packs for festivals, anniversaries, romantic gifting
- Bulk honey supply for wellness stores & B2B clients

#### **b) Mini Honey Cake Manufacturing – BEEPIE™**

This division produces:

- Honey-filled mini cakes
- Chocolate-coated honey pies
- Almond & dry-fruit enriched variants
- Couple edition cakes (heart-shaped, mood-enhancing honey formulations)
- Women-centered wellness cakes (energy-boosting, hormone-friendly profiles)
- Premium gifting combos

This scope reflects not just manufacturing breadth but **market versatility**, providing stability even during seasonal market fluctuations.

### **3. OBJECTIVES OF THE INITIATIVE**

The primary objectives of the Honey Jars & Mini Honey Cakes Manufacturing Unit are:

1. **Industrial Empowerment:** To incubate economically viable micro-industrial food units with a strong brand identity and predictable revenue cycles.
2. **Skill-based Employment:** To create sustainable employment for local workers through skill development in food production, packaging, and quality management.
3. **Brand-led Market Integration:** To introduce innovative FMCG product lines aligned with modern consumer trends: wellness, premium gifting, adult snacking.
4. **Women & Couple Wellness Segmentation:** Position BEEGEL™ & BEEPIE™ as India's first honey-based adult wellness brands, filling a unique market gap.
5. **Structured MSME Growth:** To guide the aspirant through a legally compliant, professionally structured entrepreneurial journey.

#### 4. PROJECT FEASIBILITY

This project exhibits exceptionally strong feasibility on the basis of:

##### **Market Stability**

Honey is a timeless product with stable demand across all demographics. Mini cakes, especially coated variants, fall under high-rotation FMCG categories.

##### **Consumer Psychology**

The shift toward:

- Health-conscious sweeteners
- Mood-enhancing snacks
- Gifting-oriented FMCG products

makes this category highly future-proof.

##### **Profitability**

Multiple SKU possibilities create **multi-stream revenue**, reducing dependency on a single category.

##### **Scalability**

With minimal additional investment, the unit can expand into:

- Honey-based confectionery
- Immunity shots
- Energy bars
- Dessert toppings

##### **Vyaparasetu Ecosystem Advantage**

The built-in network of:

- PKC outlets
- Zamchai & Aqua Cu+ supply chain
- MSME distributors
- Corporate gifting partners

ensures the aspirant does not face early-stage market challenges.

#### 5. ELIGIBLE ASPIRANT CRITERIA

To qualify for this project, the aspirant must:

- Be 21 years or older

- Possess clear legal and financial standing
- Provide a suitable production space compliant with FSSAI norms
- Maintain ethical conduct and operational transparency
- Demonstrate the ability to manage production and staff
- Commit to compliance with all NGO protocols, branding terms, and quality standards

Failure to maintain these criteria may lead to termination under Vyaparasetu enforcement provisions.

## 6. WHY THIS INDUSTRY / WHY NOW?

Honey and packaged cakes represent two rapidly growing consumer categories in India:

- **Honey** demand has risen by **20–25% YoY**, supported by health awareness.
- **Mini cakes** have become a staple in Indian retail, moving millions of units monthly.
- **Gifting-oriented FMCG products** experience annual spikes during festive seasons.
- **Couple-wellness & adult snacks** are emerging premium segments with minimal competition.

This combination makes the present time **ideal for entering this industry**, especially with NGO-backed support minimizing risks.

## 7. MACHINERY LIST

### Honey Division Equipment:

- Multi-stage honey filtration system
- Food-grade settling tanks
- Automatic jar filling line
- Pneumatic capping machine
- Tamper-proof sealing equipment
- Label applicators
- Hot chamber for safe viscosity adjustment

### Cake Division Equipment:

- Stainless steel planetary mixer
- High-precision depositor

- Rotary convection oven
- Controlled cooling conveyor system
- Honey-injection module
- Chocolate enrobing tunnel
- Heat sealers & flow wrapping machines

## **8. RAW MATERIALS & SOURCING**

The sourcing must adhere to NGO's approved vendor list to ensure:

- Purity
- Food safety
- GST compliance
- Price stability
- Batch traceability

This covers:

- Honey drums
- Baking ingredients
- Chocolate coatings
- Food-grade packaging
- Label rolls & cartons

## **9. PRODUCTION WORKFLOW**

### **Honey Production Sequence**

1. Honey filtration
2. Settling (removal of micro particles)
3. Temperature stabilization
4. Filling into containers
5. Sealing & tamper-proofing
6. Batch coding
7. Outer packaging

### **Mini Cake Production Sequence**

1. Ingredient weighing
2. Mixing under controlled aeration
3. Depositing batter
4. Baking process

5. Controlled cooling
6. Honey core injection
7. Chocolate coating
8. Flow wrapping
9. Boxing

Each stage must follow **FSSAI safety protocols** and NGO audit guidelines.

## **10. SPACE, POWER & INFRASTRUCTURE REQUIREMENTS**

The manufacturing unit must:

- Have 1200–2000 sq ft of clean, well-ventilated space
- Maintain hygiene zones for food production
- Ensure pest control measures
- Install 3-phase electrical setup with stabilizers
- Have clean water supply
- Provide waste management systems

## **11. MANPOWER REQUIREMENT**

Minimum staffing:

- 2 Production Supervisor
- 4 Production Assistants
- 10 Packing Worker/Helpers
- 1 Accountant

Total workforce may expand based on production demand.

## **12. QUALITY STANDARDS & CERTIFICATIONS**

Mandatory:

- FSSAI Manufacturing License
- Batch coding
- MRP compliance
- Nutritional declarations
- Hygiene and Safety audits
- Allergen declarations for cake products

This ensures product legitimacy in all modern retail and e-commerce platforms.

### 13. LICENSING & GOVERNMENT COMPLIANCE

The aspirant must obtain and maintain:

- GST
- Trade license
- MSME UDYAM
- Fire compliance certificate (if required)
- Employee safety provisions

Non-compliance may lead to suspension of production.

### 14. PROJECT COST

**Total Project Cost : ₹25,00,000**

Component	Cost (₹)
Machinery – Honey Division	6,00,000
Machinery – Cake Division	9,50,000
Packaging Setup	3,00,000
Initial Raw Material	4,50,000
Branding & Labeling	75,000
Licensing & Documentation	1,00,000
Contingency	25,000

### 15. FINANCIAL STRUCTURE

Aspirant Investment : ₹18,75,000

NGO Subsidy : ₹6,25,000 (Non-refundable)

Subsidy remains:

- Non-refundable
- Non-transferable
- Not convertible to equity



Aspirant's contribution must be made through **transparent banking channels** only.

## **16. REVENUE & PROFIT ESTIMATION**

The projections depend on:

- Production efficiency
- Quality consistency
- Market integration compliance
- Seasonal demand

Expected monthly net profit: **₹1.2 – ₹2 lakh**

## **17. NGO SUPPORT FRAMEWORK**

YOHYWA will be responsible for:

- Technical onboarding
- Regulatory documentation
- Recipe standardization
- Machinery installation
- Branding & marketing framework
- Audit & quality checks
- Ecosystem order/sales integration

NGO support is operational, not financial (other than subsidy).

## **18. ASPIRANT RESPONSIBILITIES**

The aspirant must:

- Maintain hygiene & safety standards
- Follow production SOPs
- Report monthly sales
- Use only NGO-approved branding
- Provide access to NGO inspectors
- Ensure financial transparency

## **19. MONITORING & REPORTING**

Monitoring includes:

- Weekly updates
- Monthly financial submissions

- Quarterly compliance reviews
- Random inspections

## **20. LEGAL TERMS & CONDITIONS**

- Brand misuse leads to immediate termination
- No sub-contracting without approval
- Subsidy cannot be refunded/redirected
- Disputes fall under Hyderabad jurisdiction

## **21. BUSINESS SUSTAINABILITY**

This unit is structured for long-term sustainability through:

- Product diversification
- Multi-channel revenue
- Guaranteed ecosystem demand
- Quality-driven reputation

## **22. EXIT & ASSET TRANSFER POLICY**

- 12 months' notice mandatory
- NGO has reallocation rights
- Machinery remains aspirant's property
- Branding/IP remains YOHWYA property

# 0 ANNEXURES

## ANNEXURE – A

### PROJECT COSTING, INVESTMENT STRUCTURE & REVENUE MODEL

The financial architecture of the Honey Jars & Mini Honey Cakes Manufacturing Unit is designed in accordance with **Vyaparasetu Entrepreneur Ecosystem Enabling Initiative** operational protocols. All figures stated below form an integral part of the contractual financial disclosure and shall be treated as binding reference points during audits, reviews, subsidy verification, and operational compliance assessments.

#### **A.1 Total Project Setup Cost**

The total project setup cost is inclusive of all **essential machinery, food-grade infrastructure, installation costs, initial raw material procurement, licensing facilitation, professional branding, documentation, mandatory statutory compliance, and NGO incubation support.**

Cost Component	Estimated Cost (₹)
Machinery – Honey Division	6,00,000
Machinery – Cake Division	9,50,000
Packaging Setup	3,00,000
Initial Raw Material	4,50,000
Branding & Labeling	75,000
Licensing & Documentation	1,00,000
Contingency	25,000
<b>Total Estimated Setup Cost</b>	<b>₹25,00,000</b>

This estimate constitutes a **full-and-final industrial setup valuation**, compliant with Section 5 of Vyaparasetu Subsidy Governance Standards (VSGS-2024).

## A.2 Investment Distribution Chart

Investor Category	Contribution
Aspirant Entrepreneur Share	₹18,75,000
NGO Subsidy Support	₹6,25,000 (Non-Refundable)
<b>Total Project Value</b>	<b>₹25,00,000</b>

The NGO Subsidy shall be governed by:

- **Non-refundability clause** under the Vyaparasetu Subsidy Mandate
- **Non-transferability clause**
- **Usage-restricted clause**, mandating usage strictly for unit establishment

The subsidy does NOT convert into equity, partnership, liability, or ownership rights. It is a **grant in kind**, not monetary compensation.

## A.3 Revenue Generation Structure

The manufacturing unit shall generate revenue via a multi-tier FMCG model that includes:

- Retail FMCG sales
- Institutional supply
- Café & tea-outlet integration
- MSME procurement
- Online marketplace distribution
- Seasonal gifting & festival SKUs

Revenue generated shall be subject to:

- **Monthly NGO audit**
- **Vyaparasetu ecosystem utilisation policy**
- **Mandatory GST invoicing**

## A.4 Monthly Revenue Estimate

The figures listed below shall be treated as **indicative projections only**, subject to operational efficiency, raw material pricing, market conditions, sales channels, and compliance adherence.

<b>Product Category</b>	<b>Est. Monthly Revenue</b>
Honey Jars (Retail + Bulk)	₹1,20,000 – ₹2,00,000
Mini Honey Cakes (20,000–30,000 units)	₹1,80,000 – ₹3,00,000
Honey Shots (10g/20g)	₹50,000 – ₹1,00,000
Gift Packs (Seasonal/Couple Packs)	₹30,000 – ₹60,000
<b>TOTAL EXPECTED MONTHLY TURNOVER</b>	<b>₹3,80,000 – ₹6,60,000</b>

The **estimated net monthly profit** of ₹1,20,000 – ₹2,00,000 shall be used as reference for the Annual Progress Review under the Vyaparasetu Monitoring Protocol.

## **ANNEXURE – B**

### **NGO MONITORING, SUPERVISION & PROJECT IMPLEMENTATION**

The NGO (YOHYWA) shall exercise **continuous supervisory authority** over the unit during its incubation and stabilization period.

Compliance with supervision shall be deemed **mandatory contractual obligation**.

#### **B.1 Stages of Supervision**

**1. Documentation & Licensing (Phase-1)**

Includes FSSAI compliance, GST activation, MSME UDYAM enrollment, Trade License issuance, and facility sanitation certification.

**2. Machinery Procurement & Installation (Phase-2)**

NGO shall oversee technical verification, calibration, test runs, and vendor compliance validation.

**3. Manufacturing Orientation (Phase-3)**

Includes training of staff, safety protocols, HACCP-aligned hygiene modules, and SOP adoption.

**4. Trial Batch Production (Phase-4)**

NGO monitors product consistency, packaging integrity, honey quality parameters, microbial safety of cakes.

**5. Commercial Rollout & Market Integration (Phase-5)**

Includes onboarding into Vyaparasetu marketplace, food retailing networks, and supply chain alignment.

**ANNEXURE – C**  
**LEGAL COMPLIANCE & REGULATORY OBLIGATIONS**

This annexure forms the **legally binding compliance chapter** of the orientation document.

The aspirant must ensure **full adherence** to:

- FSSAI Food Safety and Standards Act, 2006
- FSSAI Packaging & Labeling Regulations, 2011
- Legal Metrology Packaged Commodities Rules, 2011
- GST Act 2017
- Food Adulteration Penalties (FSSAI Section 59)
- Municipal Trade License Provisions
- Fire Safety & Occupational Health Standards

NGO's compliance authority includes:

- Inspection rights
- Quality enforcement
- Production halting authority
- Termination & reallocation rights

## **ANNEXURE – D**

### **RAW MATERIAL SUPPLY CHAIN & PROCUREMENT**

All raw materials MUST be procured from **NGO-approved suppliers only**, as per:

- Vyaparasetu Vendor Integrity Policy
- GST Invoicing Compliance
- Food-Grade Material Verification Rules

Honey must be sourced only from certified suppliers with:

- Laboratory moisture testing
- HMF compliance
- Antibiotic-free certification
- Batch traceability

Mini cake ingredients must meet:

- BIS Bakery Ingredient Standards
- FSSAI Food Additive Limits
- Shelf-life stability requirements

Packaging must meet:

- Food-grade certification
- Ink migration limits
- Vacuum & moisture barrier norms



**ANNEXURE – E**  
**RISK & MITIGATION FRAMEWORK**

This annexure defines enforceable mitigation actions for:

- Market volatility
- Raw material fluctuations
- Recipe stability challenges
- Brand reputation risk
- Hygiene non-compliance
- Operational disruptions

NGO may intervene with:

- Operational counselling
- Recipe stabilization assistance
- Vendor renegotiations
- Market push mechanisms

**ANNEXURE – F**

**PROJECT TIMELINE & IMPLEMENTATION**

All deadlines listed below are binding, subject to reasonable delays under force majeure:

<b>Stage</b>	<b>Duration</b>	<b>Responsibility</b>
Documentation & Licensing	Day 7–30	NGO
Machinery Procurement	Day 31–45	NGO
Installation & Food-Grade Setup	Day 46–60	NGO + Aspirant
Trial Batches	Day 61–75	NGO
Packaging & Brand Approval	Day 76–90	NGO
Market Integration	Day 91–120	NGO
Commercial Launch	Day 121	Aspirant

**ANNEXURE – G**  
**QUALITY CONTROL & HYGIENE**

Honey (BEEGEL™):

- Moisture <18%
- No inverted sugar, corn syrup, or artificial sweeteners
- Glass jar sterilization mandatory
- Heat treatment controlled to preserve enzymes
- Batch retention samples kept for 6 months

Mini Cakes (BEEPIE™):

- All surfaces food-grade certified
- Chocolate coating thickness uniform
- Honey injection ratio precise
- Microbial testing every batch
- Packaging must withstand moisture >70% environments

## **ANNEXURE – H**

### **NGO ENTREPRENEUR SUSTAINABILITY PACKAGE**

This non-financial support includes:

- Emergency product repositioning
- Alternative SKU development
- Branding refresh assistance
- Demand consolidation through ecosystem buyers

NGO support shall not be interpreted as:

- Partnership
- Liability sharing
- Financial guarantee

## **ANNEXURE – I**

### **SOCIO-ECONOMIC IMPACT MATRIX**

- Job creation in food sector
- Women empowerment in packaging & QA
- Enhanced rural honey farmer incomes
- Healthier snacking alternatives for women/couples
- Contribution to regional food economy

## **ANNEXURE – J**

### **BRAND & INTELLECTUAL PROPERTY RIGHTS**

- All IP rights for **BEEGEL™ & BEEPIE™** remain permanently with YOHYWA
- Unauthorized reproduction is punishable under Copyright Act 1957
- Aspirant may not file trademarks, brand extensions, or sub-brands independently
- NGO holds creative, digital and packaging ownership rights

## **ANNEXURE – K**

### **EXIT POLICY & TERMINATION CONDITIONS**

- Subsidy remains **perpetually non-refundable**
- 12 months' written notice required
- Machinery purchased with subsidy **cannot be liquidated without NGO approval**
- NGO holds takeover and reallocation rights in case of violations

## **ANNEXURE – L**

### **LONG-TERM VISION & EXPANSION ROADMAP**

- Establish a honey-based FMCG cluster
- Introduce specialized wellness variants
- Build BEEPIE™ into a premium adult snack segment
- Scale nationwide through Vyaparasetu distributor network
- Achieve export readiness in UAE/Oman markets
- Integrate farmer cooperatives for honey sourcing