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POPUPSTM

**POPCORN MAKING MACHINES SUPPLY CUM POPCORN RAW MATERIALS
MANUFACTURING PROJECT ORIENTATION**

Under Vyaparasetu Ecosystem by NGO – Youngsters of Hyderabad Youth
Welfare Association (YOHYWA)



1. PROJECT INTRODUCTION

The **POPUPS Popcorn Making Machines cum Popcorn Raw Materials Manufacturing & Supply Project** is a food-service equipment, snack-food manufacturing, livelihood-enablement, and ecosystem-linked distribution project incubated under the **Vyaparasetu Ecosystem of NGO – Youngsters of Hyderabad Youth Welfare Association (YOHYWA)**. This initiative is designed to establish a specialized business unit capable of supplying **popcorn making machines**, manufacturing and supplying **popcorn raw materials**, developing the **POPUPS** popcorn brand, and creating sustainable livelihood opportunities for selected jobless youth, widowed women, and deserving aspirants through the practical deployment of popcorn vending machines and recurring raw material supply.

Unlike a conventional popcorn trading business or a simple snack manufacturing activity, this project is structured as a **dual-revenue ecosystem business model**. On one side, the project owner aspirant shall deal with popcorn making machines, equipment supply, setup support, maintenance coordination, operator training, and deployment assistance. On the other side, the project owner shall manufacture, package, brand, and supply popcorn raw materials, including maize kernels, caramel blends, cheese powders, masala mixes, butter seasonings, chocolate coatings, peri-peri mixes, classic salted mixes, and other public-choice flavours under the proposed brand name **POPUPS**. This dual structure creates both one-time machinery-linked revenue and recurring raw-material sales revenue.

The unique social and commercial feature of this project is that the NGO, through its approved subsidy framework, shall facilitate the placement of **11 popcorn making machines** with selected jobless youth or widowed women as a livelihood-generation measure. The cost claim of these 11 machines shall be included within the NGO subsidy amount under this project. This means that the subsidy is not treated as a loose financial grant, but as a structured project-injection support mechanism intended to establish initial market presence, generate raw material demand, create visible brand movement, support deserving beneficiaries, and strengthen the commercial viability of the project owner's POPUPS raw material business.

The project shall operate strictly under the principles of **white-money transactions, non-cash financial discipline, account-to-account traceability, legal procurement, proper documentation, and transparent ecosystem accounting**. Every investment contribution, subsidy-linked purchase, machine deployment, raw material procurement, vendor payment, beneficiary allocation, and commercial movement must be routed through formal banking channels only. No cash-based settlement, unrecorded procurement, backdoor payment, cheque manipulation, hidden adjustment, or post-dated cheque dependency shall be entertained under this project.

With effect from **01.04.2026**, YOHYWA shall not allow cheque or post-dated cheque payment methods for this category of project onboarding. The project owner aspirant must arrange the required investment contribution in the form of **Demand Draft only**, drawn in favour of the NGO, and the same must be made ready at the time of agreement execution. This requirement is imposed to protect the NGO, the aspirant, the project beneficiaries, the vendors, the internal audit process, and the overall credibility of the Vyaparasetu Ecosystem.

2. SCOPE OF THE PROJECT

The scope of this project is wider than a normal snack-food business. It covers machinery supply, beneficiary deployment, branded raw material manufacturing, packaging, flavour innovation, ecosystem-linked procurement, livelihood support, field distribution, inventory management, quality control, training, after-sales coordination, and long-term brand-building under the name **POPUPS**.

The project shall broadly include the following divisions:

A. Popcorn Making Machine Procurement, Supply & Deployment Division

This division shall be responsible for identifying, finalizing, procuring, supplying, and deploying appropriate popcorn making machines suitable for small vendors, café counters, retail kiosks, events, cinema-style snack counters, public gathering points, schools/college canteens where permitted, commercial stalls, and approved livelihood beneficiaries. The machines may include tabletop popcorn machines, trolley-based popcorn machines, commercial electric popcorn machines, gas-compatible models wherever legally and safely suitable,

and other food-grade equipment approved by the NGO and ecosystem authorities. The first strategic deployment shall include **11 popcorn making machines** to be provided through the NGO's subsidy-backed livelihood support model to jobless youth or widowed women. These machines shall act as market-entry points for POPUPS raw material consumption and also as livelihood tools for selected beneficiaries.

B. POPUPS Popcorn Raw Materials Manufacturing Division

This division shall manufacture, process, blend, package, and supply popcorn raw materials required for continuous popcorn production. The raw materials may include popcorn maize kernels, refined popping corn, salt mixes, butter-flavour mixes, caramel sugar blends, cheese powders, peri-peri seasonings, masala mixes, tomato tangy powders, chocolate coating mixes, jaggery caramel blends, spicy chilli mixes, and other approved flavour systems.

The project owner aspirant shall ensure that the raw materials are manufactured or processed under hygienic conditions, packed in food-grade packaging, labelled properly, and supplied only through approved channels with GST-compliant invoices wherever applicable.

C. Flavour Innovation & Consumer Choice Division

The POPUPS brand shall not be limited to basic salted popcorn. The project shall aim to create a mouth-watering and public-attractive flavour portfolio suitable for modern consumers, family audiences, youth groups, children, food courts, events, fairs, cafés, and local vending points. The flavours may include **Classic Salted, Butter Blast, Cheese Overload, Caramel Crunch, Chocolate Pop, Peri-Peri Punch, Tandoori Masala, Chatpata Chaska, Tomato Tangy, Creamy Onion, Pudina Masala, Jaggery Caramel, Spicy Schezwan, BBQ Smoky, Honey Butter, Salt & Pepper, Karam Masala Telugu Style, Hyderabad Spicy Popcorn**, and such other flavours as may be developed according to market response.

Consumer-requested add-ons may also be introduced, such as extra cheese dusting, caramel drizzle, chocolate drizzle, spicy masala top-up, peri-peri add-on, butter spray, nutty crunch topping, chaat-style onion-coriander mix where permitted, sweet-and-salty mix, kids' rainbow sugar sprinkle variant, and

premium gift-pack seasoning variants, subject to food safety and shelf-life suitability.

D. Ecosystem Procurement & VEEP Integration Division

The project owner aspirant shall mandatorily purchase all required inventory, packing material, raw inputs, machinery, spare parts, branding materials, labels, food-grade packaging, and business-support items from the **Vyaparasetu Ecosystem Enabling Partners (VEEP) community**, wherever such materials are available through approved VEEP members. This procurement rule is essential because Vyaparasetu is not merely a standalone project-support scheme, but an interlinked economic ecosystem where one project's procurement becomes another project's business opportunity.

Any external procurement shall be allowed only when the required product is not available within the VEEP network, or when the NGO provides written approval due to quality, compliance, pricing, urgency, or technical requirements.

E. Training, Demonstration & Operational Support Division

The project shall include training support for machine operators, beneficiaries, vendors, stall handlers, event sellers, and retail point operators. Training shall include machine handling, raw material measurement, flavour mixing, hygiene practices, daily cleaning, stock maintenance, safe heating practices, basic troubleshooting, packaging presentation, customer handling, pricing discipline, and sales reporting where required.

The POPUPS project owner aspirant must maintain structured training material and must cooperate with the NGO in conducting orientation sessions for jobless youth or widowed women who receive popcorn machines under the subsidy-backed support model.

3. OBJECTIVES OF THE INITIATIVE

The POPUPS Popcorn Making Machines cum Raw Materials Manufacturing & Supply Project is launched with the following objectives:

First, to create a commercially viable snack-food raw material and popcorn machine supply business under the Vyaparasetu Ecosystem, capable of generating both machinery sales revenue and recurring raw material sales revenue.

Second, to establish **POPUPS** as a structured popcorn brand offering quality, hygiene, flavour variety, youth-friendly presentation, and consumer-choice customization in an otherwise fragmented and unorganized local popcorn market.

Third, to create livelihood opportunities for jobless youth and widowed women by facilitating the deployment of 11 popcorn making machines through the NGO subsidy framework, thereby converting subsidy into a practical income-generation asset instead of a passive financial benefit.

Fourth, to ensure initial injection of the POPUPS raw material business into the market by creating assured consumption points through the 11 machine deployments, thereby supporting the sustainability of the project owner's raw material manufacturing business.

Fifth, to create a repeat-consumption business model where the machine buyer or machine beneficiary repeatedly purchases popcorn raw materials, seasonings, packaging items, and flavour mixes from the POPUPS project unit.

Sixth, to promote ethical entrepreneurship by allowing only responsible aspirants with financial capacity, values, transparent banking discipline, and willingness to follow ecosystem norms.

Seventh, to strengthen the VEEP community by ensuring that project inventory, raw materials, machinery accessories, packaging, printing, branding, and other inputs are purchased through approved Vyaparasetu ecosystem partners wherever available.

Eighth, to create a scalable business model that can later serve PKC outlets, public events, schools and colleges where legally permitted, theatres, canteens,

exhibitions, fairs, franchise counters, retail kiosks, online snack delivery models, and district-level distributor networks.

4. PROJECT FEASIBILITY

The project is commercially feasible because popcorn is a low-cost, high-appeal, fast-moving snack category with strong public acceptance across age groups. Popcorn is consumed by children, college students, families, cinema audiences, event visitors, mall visitors, café customers, school-going children where permitted, office employees, and street-food consumers. Unlike many food products that require complex cooking infrastructure, popcorn can be prepared quickly, served hot, flavoured instantly, and customized according to customer preference.

The feasibility of this project is strengthened by the fact that it combines two income channels. The first income channel is the sale or supply of popcorn making machines, where an approximate **gross margin of 20%** may be targeted depending on procurement cost, transportation, installation, warranty support, training expenses, and market pricing. The second and more sustainable income channel is the recurring sale of popcorn raw materials, flavour mixes, packaging, and related consumables, where an approximate **gross margin of 40%** may be targeted depending on ingredient cost, manufacturing discipline, wastage control, flavour positioning, branding, and distribution efficiency.

The business is further feasible because the 11 machines deployed through NGO support shall create immediate usage points for POPUPS raw materials. Once machines are installed with selected beneficiaries, those beneficiaries shall require regular supply of kernels, flavours, oils, salts, seasonings, packaging cups, pouches, paper bags, branding stickers, and other consumables. This recurring demand improves business sustainability and reduces the risk of starting a raw material manufacturing unit without active consumption points. The project also suits the Vyaparasetu model because it creates a circular ecosystem. The machine supplier earns through machine deployment, the raw material unit earns through recurring supply, the beneficiaries earn through popcorn sales, the VEEP partners earn through inventory supply, the POPUPS brand gains market visibility, and the NGO fulfills its social objective of

supporting jobless youth and widowed women through practical income-generating assets.

5. ELIGIBLE ASPIRANT CRITERIA

The aspirant selected for this project must be a responsible individual or legally competent business person who can bear the required investment burden, maintain ethical conduct, follow white-money discipline, comply with NGO protocols, and operate the project in a transparent and accountable manner. This project shall not be allotted to casual applicants, financially incapable persons, speculative participants, or persons intending to use the NGO subsidy structure for improper financial gain. The aspirant must be capable of investing **₹25,00,000** as the project owner contribution and must understand that this amount is not a symbolic commitment but a real business investment requiring additional preparedness for pre-operational expenses, recurring working capital, staff salary, rent, electricity, transportation, GST compliance, FSSAI compliance, inventory rotation, marketing support, packaging procurement, machine service obligations, and post-launch business responsibilities.

The aspirant must possess an appropriate range of ethics, discipline, values, patience, documentation culture, and public accountability. Since this project will directly involve livelihood support to jobless youth and widowed women, the aspirant must not behave like a mere trader or profit-seeker. The aspirant must be able to balance commercial discipline with social responsibility, because the project is incubated under the Vyaparasetu Ecosystem of YOHWYA. The aspirant must strictly agree that all payments shall be routed through banking channels only. The required contribution shall be arranged in the form of **Demand Draft in favour of the NGO** at the time of agreement. With effect from **01.04.2026**, no cheque, post-dated cheque, cash payment, hand loan adjustment, third-party unverified payment, or informal settlement shall be accepted.

6. WHY THIS INDUSTRY / WHY NOW?

The popcorn industry is suitable for immediate ecosystem entry because it is simple to understand, fast to operate, affordable for consumers, attractive to children and youth, and adaptable to both small vending models and premium

branded snack formats. Popcorn also has the advantage of being a live-preparation product. When customers see popcorn being freshly popped, they experience aroma, sound, movement, and excitement, which naturally improves impulse sales.

The present timing is favourable because low-investment vending models are becoming more relevant for jobless youth, women, widows, and small livelihood aspirants. A popcorn machine can be placed at a suitable public point, event stall, café corner, educational-zone snack point where permitted, exhibition, weekend market, or local gathering space. With the right raw material supply, flavour support, training, and pricing discipline, the machine operator can generate daily cashless or account-recorded income with manageable operational complexity.

The industry is also favourable because popcorn can be positioned in both mass and premium segments. A basic salted popcorn cup can serve low-budget customers, whereas caramel, cheese, chocolate, peri-peri, and loaded popcorn variants can serve youth and premium customers. This flexibility allows POPUPS to operate across multiple customer categories without changing the core production base.

This is also the right time because Vyaparasetu is building a wider ecosystem of café, snacks, FMCG, packaging, supply-chain, branding, and livelihood projects. POPUPS can become a small but powerful snack vertical within this ecosystem, especially when integrated with PKC outlets, public events, NGO campaigns, women/youth livelihood programs, and future district-level distribution channels.

7. NATURE OF THE BUSINESS MODEL

This project shall function under a combined **B2B, B2D, livelihood-support, and branded-consumables model**. The project owner aspirant shall establish the POPUPS business unit to supply popcorn machines and manufacture popcorn raw materials. The machine supply business may generate revenue through sale, placement, setup, training, servicing coordination, and approved machine

deployment. The raw material business shall generate regular revenue through the supply of kernels, seasonings, oils, flavours, packaging, and consumables.

The NGO's subsidy-backed deployment of 11 machines is intended to create a foundation network of POPUPS consumption points. These 11 machine operators shall be encouraged, guided, and monitored to purchase their popcorn raw materials from the POPUPS project unit, subject to price fairness, quality consistency, supply discipline, and ecosystem rules. This shall create a base market for the aspirant and also livelihood opportunities for beneficiaries. The project owner shall not treat the beneficiary machine operators as helpless recipients, but as micro-entrepreneurs supported by the ecosystem. The project owner must train them, supply them properly, avoid exploitation, maintain fair pricing, provide quality raw materials, guide them in flavour selection, and support their growth. The NGO may monitor beneficiary satisfaction, raw material pricing, machine performance, and supply conduct to ensure that the social objective is not compromised.

8. MACHINERY & EQUIPMENT LIST

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

Commercial popcorn making machines, tabletop popcorn machines, trolley-based popcorn vending machines, stainless steel preparation tables, seasoning mixing equipment, dry powder blending machines, weighing scales, food-grade storage bins, sealing machines, pouch packing machines, sachet packing support equipment where required, labelling machines, batch coding machine, oil measuring dispensers, flavour mixing containers, packaging racks, moisture-control storage boxes, stainless steel scoops, food-grade buckets, corn cleaning and grading support equipment, storage racks, display counters for demonstration, sample tasting counter, dispatch packaging equipment, and basic maintenance toolkits.

The first subsidy-supported deployment shall include **11 popcorn making machines** meant for eligible jobless youth or widowed women. The cost of these machines, including procurement, transportation, basic setup, training, and

deployment support, shall be treated as part of the NGO's subsidy-linked project support, subject to final costing and documentation.

Wherever machinery is purchased, it must be selected based on durability, ease of cleaning, energy efficiency, spare-part availability, food-grade suitability, safety, production output, beneficiary usability, and long-term maintenance convenience.

9. RAW MATERIALS & SOURCING

The project shall require raw materials such as popping corn kernels, edible oil or approved popping medium, butter flavour, cheese powder, caramel sugar, jaggery, salt, chilli powder, peri-peri seasoning, tomato seasoning, onion seasoning, garlic powder, chocolate coating material, cocoa powder, permitted food colours where applicable, flavour compounds, anti-caking agents where legally permitted, packaging pouches, paper cups, branded paper bags, labels, stickers, printed sleeves, display boxes, measuring spoons, serving scoops, and other consumables.

All inventory shall be purchased from the **Vyaparasetu Ecosystem Enabling Partners (VEEP) community** wherever available. This condition is mandatory to ensure that every project under Vyaparasetu supports other ecosystem members and does not divert purchasing power outside the community without valid reason.

The aspirant must not use expired kernels, low-grade corn, unsafe flavours, duplicate masala powders, unlabelled food additives, poor-quality oil, synthetic non-food-grade colouring, unapproved chemicals, or untraceable raw materials. Every ingredient must be purchased through invoice-supported, verifiable, legally compliant sources. Any hidden procurement or unsafe substitution shall be considered a serious breach.

10. PRODUCT RANGE & FLAVOUR PORTFOLIO

The POPUPS brand shall maintain a dynamic and attractive flavour portfolio. The following product range may be developed:

Classic Range: Classic Salted Popcorn, Butter Salted Popcorn, Salt & Pepper Popcorn, Light Masala Popcorn.

Youth Trend Range: Peri-Peri Popcorn, Cheese Blast Popcorn, Tandoori Masala Popcorn, Schezwan Popcorn, BBQ Smoky Popcorn, Tangy Tomato Popcorn.

Sweet Range: Caramel Crunch Popcorn, Chocolate Popcorn, Jaggery Caramel Popcorn, Honey Butter Popcorn, Choco-Caramel Popcorn.

Local Taste Range: Hyderabadi Spicy Popcorn, Karam Masala Popcorn, Mirchi Masala Popcorn, Chaat Popcorn, Pudina Popcorn.

Premium Add-On Range: Extra Cheese Add-on, Caramel Drizzle Add-on, Chocolate Drizzle Add-on, Peri-Peri Extra Dusting, Butter Spray Add-on, Nutty Crunch Add-on, Kids Sweet Sprinkle Add-on, Double Masala Add-on.

The purpose of this flavour strategy is to make popcorn a repeat-purchase snack rather than a one-time basic product. Customers should feel that POPUPS offers a menu experience, not just plain popcorn. The project owner shall maintain recipe standardization so that the same flavour tastes similar across different operators and vending points.

11. PRODUCTION WORKFLOW

The production workflow shall begin with raw material receipt and verification. Corn kernels, flavours, oils, packaging materials, and additives shall be checked for quality, invoice, expiry, smell, moisture, sealing condition, and storage suitability. Approved materials shall be entered into inventory records and stored in dry, pest-controlled, moisture-safe areas.

Flavour mixes shall be prepared through measured blending. Each batch shall be recorded with ingredient quantity, batch number, production date, expiry date, responsible staff name, and intended dispatch quantity. Sweet coatings such as caramel, jaggery caramel, chocolate, and honey butter shall be prepared under controlled conditions with proper temperature discipline and hygienic handling.

Finished raw material packs shall be sealed, labelled, batch-coded, and stored according to their nature. Machine operators and beneficiaries shall receive measured packs, operating guidance, and recommended serving ratios. This ensures that the final popcorn taste remains standardized and the operator does not misuse or overuse flavouring material. For machine sales or deployment, the workflow shall include procurement, inward inspection, machine testing, dispatch preparation, installation or handover, operator training, acknowledgement collection, and post-deployment support record. For the 11 subsidy-linked machines, beneficiary details, location, machine serial number, training completion, and raw material supply mapping shall be documented.

12. SPACE, POWER & INFRASTRUCTURE REQUIREMENTS

The project should ideally operate from a clean commercial premises suitable for machinery storage, raw material processing, dry blending, packaging, dispatch, demonstration, and office documentation. The premises should have separate areas for raw material storage, flavour mixing, packing, finished goods storage, machine testing, beneficiary training, dispatch, and records. The suggested area may range from approximately **1200 to 2000 square feet**, depending on the scale of machine inventory, raw material stock, packing activity, and demonstration requirements. The premises must have proper ventilation, dry storage conditions, pest-control support, washable surfaces wherever food processing happens, safe electrical wiring, adequate lighting, fire safety precautions, drinking water access, handwash facilities, and space for training or demonstration.

If sweet-coated popcorn mixes are manufactured, additional hygiene, temperature, and storage precautions must be maintained. If oil-based or moisture-sensitive ingredients are handled, proper sealed storage and expiry control must be followed.

13. MANPOWER REQUIREMENT

The unit may initially require one project supervisor, one procurement and inventory coordinator, one flavour mixing technician, one packing and labelling assistant, two helpers for storage and dispatch, one machine testing and service coordinator, one field training executive, one accounts and documentation

assistant, and one marketing or beneficiary support coordinator. As the business grows, the project may require additional staff for district distribution, event support, quality control, machine servicing, recipe development, sales coordination, raw material dispatch, and beneficiary monitoring. The aspirant must ensure that all staff are trained in hygiene, stock handling, customer conduct, documentation, and ecosystem discipline.

The staff must not sell raw materials privately, divert POPUPS materials, leak recipes, replace branded packs with loose materials, manipulate stock records, or encourage beneficiaries to purchase from outside sources without approval.

14. QUALITY STANDARDS & FOOD SAFETY CONTROL

Quality control shall be mandatory at every stage. Popcorn kernels must have good popping ratio, proper size, low moisture defects, and acceptable taste. Flavour powders must be free from lumps, bad smell, contamination, excessive artificial sharpness, or unsafe additives. Sweet coatings must be stable, attractive, and suitable for practical use by machine operators.

Every raw material batch must be batch-coded and traceable. The project owner must maintain inward records, production records, packing records, dispatch records, beneficiary supply records, stock balance records, wastage records, rejected material records, and customer complaint records. Any batch found unsafe, stale, contaminated, mislabelled, or inconsistent must be immediately isolated and not supplied.

The POPUPS brand shall be built on taste, hygiene, repeatability, and trust. Therefore, the aspirant must understand that poor-quality raw materials may damage not only the project owner's business but also the NGO's credibility, the beneficiary's livelihood, and the Vyaparasetu ecosystem's reputation.

15. LICENSING & GOVERNMENT COMPLIANCE

The project owner shall be responsible, with NGO facilitation wherever applicable, for obtaining and maintaining the required registrations and licenses. These may include GST Registration, MSME UDYAM, Trade License, FSSAI license or registration depending on turnover and activity, Shop and Establishment

registration if applicable, professional tax if applicable, labour compliance where applicable, fire safety precautions where required, packaging and labelling compliance, weighing and measurement compliance wherever relevant, and other statutory registrations based on the exact operational model.

The aspirant must ensure that every food item manufactured, packed, labelled, or supplied under POPUPS complies with applicable food safety and labelling norms. MRP, net quantity, batch number, manufacturing date, best-before date, ingredient declaration, allergen information wherever applicable, FSSAI details, manufacturer details, and customer care details must be printed where legally required.

Failure to maintain statutory compliance may result in suspension of supply, withholding of ecosystem privileges, termination of project support, or legal action as per the governing agreement.

16. PROJECT COST

Total Project Cost: ₹35,00,000

This project cost is designed for establishing a popcorn machine supply, raw material manufacturing, flavour development, packaging, brand launch, beneficiary deployment, and market-injection unit under the Vyaparasetu Ecosystem.

Indicative Cost Structure

Cost Component	Estimated Cost
Procurement / deployment cost of 30 popcorn making machines for livelihood beneficiaries	₹15,00,000
Additional popcorn machine inventory / demonstration / replacement support	₹2,00,000
Raw material processing, blending, packing and sealing equipment	₹8,25,000
Food-grade storage racks, bins, containers and handling infrastructure	₹1,75,000

Cost Component	Estimated Cost
Initial popcorn kernels, flavour bases, seasonings, oils and consumables	₹2,00,000
Packaging materials, branded cups, pouches, labels, stickers and paper bags	₹4,00,000
POPUPS branding, logo, packaging design, menu cards and display material	₹25,000
Licensing, registration, legal documentation and compliance support	₹1,00,000
Training, beneficiary onboarding, machine demonstration and SOP preparation	₹50,000
Transportation, installation, field deployment and initial service support	₹25,000
Total Project Cost	₹35,00,000

The above costing is indicative and may be refined at the time of final quotation, agreement, procurement, subsidy utilization planning, beneficiary deployment, and implementation approval. Any variation must be supported by quotations, invoices, bank payments, and written approval wherever required.

17. FINANCIAL STRUCTURE

The project shall operate under the following fixed investment structure:

Contributor	Amount
NGO Subsidy Support	₹10,00,000
Project Owner Aspirant Contribution	₹25,00,000
Total Project Cost	₹35,00,000

The NGO subsidy support of **₹10,00,000** shall remain non-refundable, non-transferable, usage-restricted, non-convertible into equity, and non-interpretible as partnership capital. The subsidy shall be linked to project establishment, beneficiary machine deployment, market-injection support, training, and approved setup purposes under the Vyaparasetu protocols.

The project owner aspirant's contribution of **₹25,00,000** must be borne by the aspirant through clean, traceable, white-money sources. The amount shall be arranged in the form of **Demand Draft in favour of NGO – Youngsters of Hyderabad Youth Welfare Association**, as per the payment instruction issued at the time of agreement.

No cash payment, post-dated cheque, ordinary cheque, delayed cheque, third-party cash adjustment, informal promise, or unverified contribution shall be accepted. From **01.04.2026**, the NGO shall strictly follow the Demand Draft method for this project category to protect documentation discipline and prevent payment uncertainty.

18. REVENUE & PROFIT ESTIMATION

The revenue model of this project shall arise from two major streams.

A. Popcorn Machine Sales / Deployment Revenue

Popcorn machines may be sold or deployed to livelihood beneficiaries, small vendors, café operators, event sellers, kiosks, distributors, and retail points. The indicative gross margin on machine sales may be approximately **20%**, subject to procurement cost, transport, installation, machine quality, warranty support, training expenses, and market conditions.

For example, if a popcorn making machine is procured at ₹40,000 and supplied with training, branding, handling support, and basic deployment assistance at ₹50,000, the gross margin may be approximately ₹10,000 per machine before administrative and operational expenses.

B. POPUPS Raw Material Sales Revenue

The more sustainable revenue stream shall arise from recurring supply of popcorn kernels, flavour mixes, oils, seasonings, packaging, cups, paper bags, and add-on materials. The indicative gross margin on raw material sales may be approximately **40%**, subject to ingredient cost, packing cost, wastage, flavour formulation, distribution expenses, and pricing discipline.

For example, if a raw material pack costs ₹600 to manufacture and pack, it may be sold at approximately ₹1,000 depending on flavour, quantity, branding, and

market suitability. This creates a recurring profit structure because every machine operator must continuously purchase raw materials to continue business.

Indicative Monthly Potential

Once the 11 beneficiary machines are active, and additional machines or retail points are added, the unit may generate indicative monthly turnover from raw material supply, flavour packs, packaging items, and machine-related support. Depending on field activity, machine utilization, beneficiary discipline, market location, festival/event demand, and POPUPS brand acceptance, the project may gradually scale from small recurring sales to a wider district-level supply model.

These figures are indicative business projections only and shall not be treated as guaranteed income, assured return, fixed profit, or legally enforceable earning promise.

19. NGO SUPPORT FRAMEWORK

The NGO may provide structured incubation support, project orientation, agreement documentation, beneficiary identification support, machine deployment framework, subsidy utilization guidance, vendor coordination, VEEP procurement alignment, branding guidance, SOP preparation, monitoring format, livelihood impact tracking, and ecosystem integration support.

The NGO shall also facilitate the deployment of 11 popcorn making machines to selected jobless youth or widowed women under the approved subsidy support model, subject to eligibility, documentation, availability, feasibility, location suitability, beneficiary commitment, and internal approval.

However, except for the approved subsidy support, the NGO's role shall not be interpreted as partnership, profit guarantee, debt underwriting, personal liability assumption, business-risk insurance, or compulsory purchase guarantee. The aspirant shall remain responsible for operating the project commercially, ethically, legally, and sustainably.

20. ASPIRANT RESPONSIBILITIES

The project owner aspirant must maintain strict financial transparency, food safety, raw material quality, machine quality, beneficiary support, proper documentation, white-money transactions, VEEP procurement discipline, and ecosystem reporting. The aspirant must ensure that the raw materials supplied under POPUPS are safe, properly packed, legally compliant, and suitable for use by machine operators.

The aspirant must not inflate machine costs, misuse subsidy claims, divert machines to unauthorized persons, collect hidden cash from beneficiaries, supply poor-quality raw materials, manipulate invoices, use duplicate flavours, conceal profit margins, under-report stock, or create private supply chains outside the ecosystem.

The aspirant must maintain full respect for the beneficiaries, especially widowed women and jobless youth. Any exploitation, abusive pricing, forced purchase, harassment, humiliation, or unfair supply practice shall be treated as a serious violation of Vyaparasetu ethics.

21. MONITORING & REPORTING

The project shall remain subject to periodic monitoring by the NGO and authorized ecosystem representatives. Monitoring may include verification of machine procurement, machine deployment, beneficiary list, machine serial numbers, subsidy utilization, raw material purchase, raw material production, stock records, flavour formulation, packaging compliance, sales records, GST invoices, beneficiary feedback, VEEP procurement bills, and bank transaction records.

The aspirant shall submit monthly reports covering machine sales or deployments, raw material production, raw material dispatch, beneficiary purchases, stock movement, machine service complaints, rejected stock, expired stock, revenue summary, and pending operational issues. The NGO may conduct surprise inspections or document reviews whenever necessary.

The purpose of monitoring is not to unnecessarily interfere in the aspirant's business but to protect the ecosystem's credibility, ensure proper subsidy usage, prevent misuse, support beneficiaries, and maintain long-term business discipline.

22. LEGAL TERMS & CONDITIONS

Unauthorized machine diversion, false subsidy claim, cash-based settlement, cheque manipulation, hidden procurement, poor-quality raw material supply, unsafe flavour use, duplicate branding, misuse of POPUPS or Vyaparasetu name, exploitation of beneficiaries, fake invoices, stock concealment, or refusal to submit records shall constitute material breach.

Brand usage rights, if any, shall remain conditional and revocable. The aspirant shall not independently misuse the name of YOHYWA, Vyaparasetu, VEEP, POPUPS, PKC, or any ecosystem-linked brand beyond the scope permitted under the agreement. All disputes shall be subject to Hyderabad jurisdiction unless otherwise specified in the final agreement. The NGO reserves the right to suspend support, withdraw ecosystem privileges, stop beneficiary linkage, issue corrective instructions, or initiate legal action in cases of serious breach.

23. BUSINESS SUSTAINABILITY

This project is structured for sustainability because it creates a recurring raw material business supported by machine deployment. A machine sale may happen once, but popcorn raw material consumption continues regularly. Every active machine can become a recurring customer for kernels, flavours, oils, cups, pouches, and add-ons.

The 11 subsidy-supported machines create the first business base for POPUPS. As more machines are sold or deployed, the raw material business becomes stronger. Later, POPUPS can supply to PKC outlets, events, exhibitions, weekend markets, school/college canteens where permitted, retail kiosks, mall counters, family functions, small theatres, and district distributors. The project may also expand into ready-to-cook popcorn kits, microwave popcorn packs, party popcorn tubs, flavoured popcorn gift boxes, festival packs, branded vending

carts, kids' snack combos, café popcorn toppings, and online delivery packs, subject to compliance and market readiness.

24. EXIT & ASSET TRANSFER POLICY

Any exit by the aspirant must be communicated through written notice as provided in the formal agreement. Since this project involves subsidy support, beneficiary machine deployment, brand-building, and ecosystem-linked procurement, the aspirant cannot abruptly abandon the project without proper transition, stock settlement, beneficiary supply arrangement, and documentation closure.

The NGO shall have review, reallocation, continuity-protection, and corrective rights to protect the 11 beneficiary machine operators and the overall POPUPS ecosystem structure. Machinery purchased for beneficiary deployment shall remain subject to the terms of subsidy utilization and beneficiary support framework. Branding material, SOPs, project documents, beneficiary records, ecosystem formats, and Vyaparasetu-linked intellectual property shall remain under NGO or ecosystem-controlled rights as applicable.

ANNEXURE – A

PROJECT COSTING, INVESTMENT STRUCTURE & FINANCIAL ARCHITECTURE

This annexure defines the financial architecture governing the establishment of the POPUPS Popcorn Making Machines cum Raw Materials Manufacturing & Supply Project under the Vyaparasetu Ecosystem.

A.1 Total Project Setup Cost – ₹35,00,000

The full project cost includes popcorn making machines, deployment support for 11 livelihood beneficiaries, raw material manufacturing setup, flavour development, packing equipment, initial inventory, branding, documentation, training, VEEP procurement, dispatch support, working capital buffer, and pre-operational expenses.

A.2 Investment Contribution Structure

Contributor	Amount
NGO Subsidy Support	₹10,00,000
Project Owner Aspirant Investment	₹25,00,000
Total Project Cost	₹35,00,000

A.3 Subsidy Conditions

The NGO subsidy is non-refundable, non-transferable, non-equity, non-partnership, and strictly utilization-linked. The subsidy shall be used for approved project establishment, machine deployment for beneficiaries, market-injection support, and ecosystem-linked implementation only. The aspirant shall not claim the subsidy as personal income, refundable deposit, capital ownership of NGO, or independent grant free from conditions.

A.4 Payment Discipline

The aspirant's contribution must be made through white-money banking channels only. With effect from 01.04.2026, payment through cheque or post-dated cheque shall not be accepted. The aspirant must arrange the contribution in the form of Demand Draft in favour of the NGO at the time of agreement execution.

A.5 Revenue Logic

Revenue shall arise from machine sales or deployment support with an approximate gross margin of 20% and recurring raw material sales with an approximate gross margin of 40%. The recurring raw material sales are the main sustainability engine of the POPUPS project.

ANNEXURE – B

NGO MONITORING, SUPERVISION & IMPLEMENTATION FRAMEWORK

The NGO shall have supervisory and review powers during the setup, procurement, beneficiary selection, machine deployment, raw material manufacturing, training, stabilization, and market-injection phases.

B.1 Implementation Stages

The implementation shall begin with aspirant verification, agreement execution, Demand Draft collection, project documentation, vendor finalization, machine procurement, raw material unit setup, branding approval, packaging development, beneficiary selection, training, machine deployment, trial sales, raw material supply alignment, and commercial stabilization.

B.2 Supervisory Rights

The NGO may inspect the premises, verify machinery, confirm beneficiary deployment, review subsidy utilization, check procurement invoices, verify VEEP sourcing, inspect raw material quality, review packaging compliance, obtain monthly reports, check bank transactions, and issue corrective instructions wherever required.

B.3 Beneficiary Protection

Since 11 machines are to be provided to jobless youth or widowed women, the NGO shall retain special monitoring rights to ensure that beneficiaries are not exploited, overcharged, forced into unfair purchases, denied support, or supplied with substandard raw materials.

ANNEXURE – C

LEGAL COMPLIANCE, FOOD SAFETY & REGULATORY OBLIGATIONS

The aspirant shall maintain all applicable licenses, registrations, and statutory compliances required for food raw material manufacturing, machinery trading, packaging, labelling, GST invoicing, staff employment, and commercial operations.

The aspirant shall be responsible for FSSAI compliance wherever applicable, GST compliance, UDYAM registration, trade license, shop and establishment registration, labelling compliance, weights and measures compliance wherever applicable, fire and safety precautions, and any other statutory requirement applicable to the activity.

Unsafe food ingredients, mislabelled packaging, duplicate flavouring agents, false expiry dates, fake invoices, and non-compliant manufacturing shall not be tolerated. Any violation may result in suspension, termination, or legal escalation.

ANNEXURE – D

RAW MATERIAL SUPPLY CHAIN & VEEP PROCUREMENT FRAMEWORK

All raw materials, packaging, machine parts, display materials, labels, paper cups, pouches, printed bags, consumables, and other inventory shall be procured from the VEEP community wherever available. This rule ensures that the project supports the wider Vyaparasetu Ecosystem and does not function as an isolated business.

External procurement shall require justification and approval where the required product is not available through VEEP, or where quality, price, urgency, or compliance requires alternate sourcing.

Supplier bills, GST invoices, bank payment proofs, stock inward records, quality declarations, and batch details must be maintained. The aspirant shall not procure loose, unverified, duplicate, expired, or unsafe materials.

ANNEXURE – E
RISK MANAGEMENT & MITIGATION PLAN

Major risks include machine failure, low beneficiary sales, poor location selection, raw material spoilage, flavour inconsistency, low popping ratio, price fluctuation, beneficiary non-compliance, stock expiry, duplicate raw material entry, and market competition.

Mitigation shall include proper machine selection, beneficiary training, quality kernels, standardized flavour packs, clear pricing guidance, small-batch inventory rotation, expiry tracking, service support, monthly beneficiary feedback, VEEP procurement discipline, and regular NGO monitoring.

The aspirant must maintain a risk register and must report serious operational risks to the NGO instead of hiding them until they become disputes.

ANNEXURE – F
PROJECT TIMELINE & EXECUTION SCHEDULE

Stage	Duration	Responsibility
Aspirant Verification & Agreement Preparation	Day 1–10	NGO + Aspirant
Demand Draft Submission & Documentation	Day 11–15	Aspirant
Vendor Finalization & VEEP Procurement Planning	Day 16–30	NGO + Aspirant
Machinery Procurement & Raw Material Setup	Day 31–55	Aspirant
POPUPS Branding, Packaging & Flavour Development	Day 45–70	NGO + Aspirant
Beneficiary Identification for 11 Machines	Day 50–75	NGO
Machine Testing, Training & Deployment	Day 76–100	NGO + Aspirant
Trial Sales & Raw Material Supply Mapping	Day 101–120	Aspirant + Beneficiaries
Commercial Stabilization	Day 121 onwards	Aspirant

The timeline is indicative and may be adjusted based on machinery availability, documentation completion, premises readiness, beneficiary selection, vendor supply, and operational circumstances.

ANNEXURE – G

QUALITY CONTROL & PRODUCTION STANDARDS

Quality standards shall include popcorn popping ratio, flavour consistency, ingredient safety, packaging strength, batch coding, expiry control, oil quality, machine hygiene, storage discipline, moisture control, customer taste feedback, beneficiary satisfaction, and complaint resolution.

Raw materials must be tested practically before large-scale dispatch. Flavour packs must have standardized usage ratios so that operators can produce consistent taste. Every supply batch must be traceable. Random inspection and sample review may be carried out by NGO or ecosystem representatives.

ANNEXURE – H
NGO SUSTAINABILITY SUPPORT PACKAGE

The NGO may provide non-financial support such as project orientation, beneficiary identification, market-entry support, SOP development, training formats, brand positioning, VEEP vendor linkage, procurement guidance, monitoring formats, and ecosystem integration.

The NGO may also support public trust-building by presenting POPUPS as an ecosystem-linked livelihood and snack-food initiative. However, such support shall not be interpreted as guaranteed sales, fixed profit assurance, compulsory purchase obligation, or business-loss compensation.

ANNEXURE – I
SOCIO-ECONOMIC IMPACT ASSESSMENT

This project is expected to create livelihood opportunities for jobless youth and widowed women by providing practical popcorn making machines as income-generating tools. It also creates employment in raw material processing, packaging, machine handling, delivery, training, marketing, beneficiary support, and food safety supervision.

The project strengthens the Vyaparasetu model by converting subsidy into market infrastructure. Instead of merely giving financial assistance, the NGO enables beneficiaries to operate a practical small business while also supporting the sustainability of a larger ecosystem project.

ANNEXURE – J

BRAND & INTELLECTUAL PROPERTY RIGHTS

The POPUPS brand name, packaging designs, flavour names, SOPs, training formats, ecosystem documentation, beneficiary formats, labels, artwork, business model documents, and Vyaparasetu-linked commercial identity shall remain subject to NGO and ecosystem control conditions as per the governing agreement.

The aspirant shall not misuse the POPUPS brand, duplicate packaging, create parallel brands using the same beneficiary network, copy NGO formats for outside projects, or use Vyaparasetu identity without authorization. Unauthorized alteration, imitation, duplication, transfer, or misuse shall attract enforcement action.

ANNEXURE – K

EXIT POLICY, TERMINATION & TRANSFER CONDITIONS

Exit shall require prior written notice. The aspirant cannot abruptly stop raw material supply to beneficiary machine operators without proper transition. Since beneficiaries depend on raw material supply for livelihood, the NGO shall have the right to intervene and arrange continuity support where necessary. Serious breach such as cash dealing, subsidy misuse, unsafe food supply, fake invoices, beneficiary exploitation, machine diversion, false reporting, or brand misuse may result in termination. Subsidy shall remain non-refundable under ordinary breach or voluntary exit conditions. Transfer of project rights, machinery-linked responsibilities, beneficiary supply rights, or brand usage shall require written approval.

ANNEXURE – L

LONG-TERM VISION & EXPANSION ROADMAP

In the long term, POPUPS can become a strong snack-food vertical within the Vyaparasetu Ecosystem. The project may expand from 11 machines to 50, 100, and eventually district-wise popcorn vending networks. The raw material unit may supply to PKC outlets, event stalls, school and college canteens where permitted, public exhibitions, small theatres, mall kiosks, food courts, family functions, and local entrepreneurs.

The brand may later introduce microwave popcorn packs, ready-to-pop kits, party tubs, kids' snack packs, caramel gift packs, premium cheese popcorn, festival special packs, online delivery combos, and franchise vending carts. The long-term vision is to make POPUPS not merely a popcorn product, but a livelihood-linked, youth-friendly, women-supportive, flavour-rich, organized snack brand powered by the Vyaparasetu Ecosystem of YOHYWA.