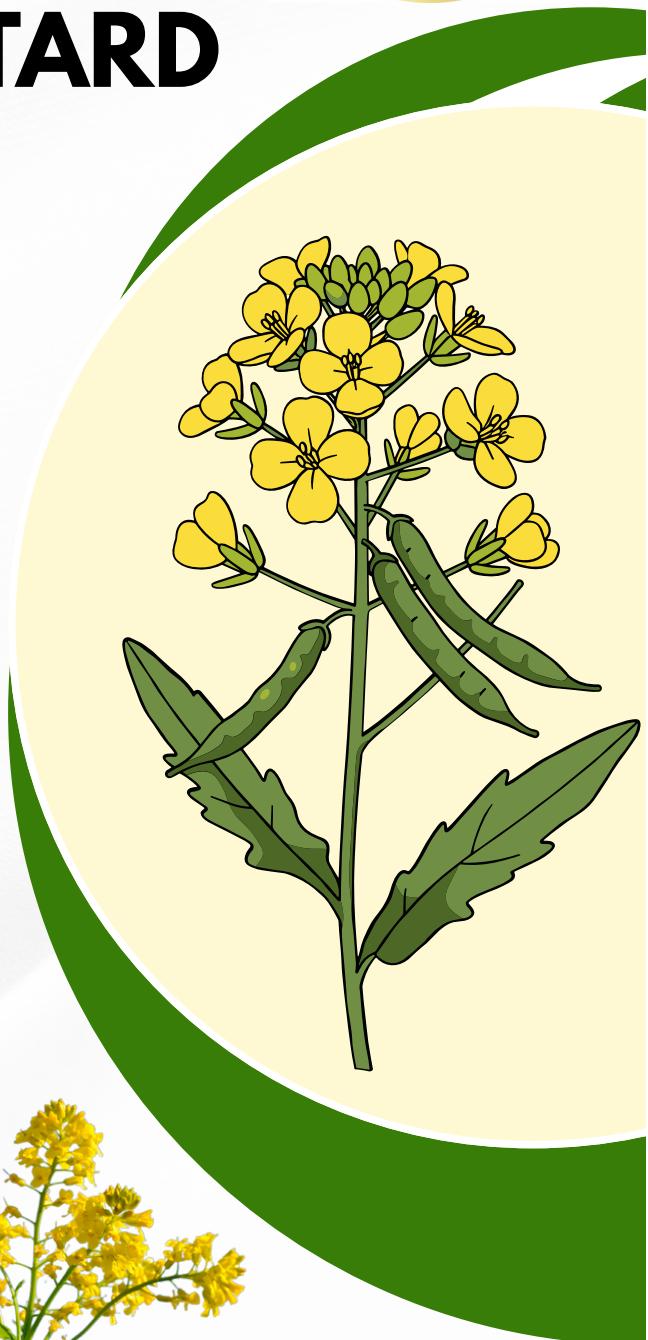


Project Profile

ORGANIC MUSTARD OIL



1. INTRODUCTION

Nestled in the trans-Himalayan region of northern India, Ladakh stands as a remarkable high-altitude cold desert ecosystem, characterised by extreme climatic conditions, fragile ecology, and unparalleled natural beauty. For centuries, its resilient communities have practiced sustainable, low-input agriculture, meticulously adapted to the harsh environment marked by a short growing season (typically May-September), limited water resources, and minimal soil organic matter. Among the few hardy crops that thrive in this challenging landscape, mustard (*Brassica spp.*) holds a position of significant historical and cultural importance. Traditionally cultivated not just for its oil-rich seeds but also for its leaves and as a soil enhancer, mustard is deeply woven into Ladakh's agrarian fabric.

In recent years, a powerful global trend has emerged: surging consumer demand for authentic, health-promoting, and ethically produced food products. This includes a specific and growing market for premium organic oils, particularly those that are cold-pressed to preserve nutritional integrity, flavour, and bioactive compounds. Consumers increasingly seek "clean label" products – minimally processed, free from synthetic pesticides and fertilisers, and traceable to their source. Ladakh's inherent agricultural practices present a unique, largely untapped advantage in this market. Due to its isolation, cold climate (which naturally suppresses many pests), and traditional farming methods, Ladakh's agriculture is predominantly chemical-free by default. This offers a compelling foundation for certified organic production with minimal transitional challenges.

This convergence of Ladakh's unique agricultural heritage and evolving global market preferences creates a significant opportunity. Establishing a small-scale, community-driven organic mustard oil production unit is proposed as a strategic initiative to capitalise on this potential.

This project aims to:

Leverage Ladakhi Mustard: Utilise locally grown, organically certified mustard seeds as the primary raw material.

Produce Premium Oil: Employ traditional cold-pressing techniques (augmented with modern food safety standards) to create high-quality, unrefined organic mustard oil, preserving its distinctive pungency, flavour, and nutritional profile (rich in monounsaturated fats, omega-3s, antioxidants like selenium and vitamin E).

Target Premium Markets: Cater specifically to:

Health-Conscious Domestic Consumers: Seeking authentic, organic, and nutrient-dense culinary oils.

Discerning Tourists: Looking for unique, locally-made, sustainable souvenirs and culinary experiences reflective of Ladakh's culture.

Specialty Export Niches: International markets demanding premium organic, single-origin, cold-pressed oils with a strong provenance story.

Enhance Rural Livelihoods: Create sustainable off-farm income opportunities for local farmers (through fair price procurement of mustard seeds) and generate skilled and semi-skilled employment within the production unit, particularly during the long non-agricultural winter months.

Promote Sustainable Agriculture: Provide a reliable market incentive for farmers to continue and expand organic mustard cultivation, contributing to soil health, biodiversity conservation, and reduced reliance on external inputs.

Build a Recognisable Brand: Position "Ladakhi Organic Mustard Oil" as a distinctive, high-value product synonymous with purity, tradition, and the unique environment of the high Himalayas.

2. PRODUCT & ITS APPLICATION

Core Offerings

Cold-Pressed Organic Mustard Oil (Unrefined):

Key Attributes:

Purity: 100% organic, single-origin Ladakhi mustard seeds (*Brassica juncea*).

Process: Mechanically extracted via low-temperature (<50°C) screw pressing, preserving bioactive compounds (glucosinolates, allyl isothiocyanate), antioxidants (Vitamin E, selenium), and omega-3/6 fatty acids.

Sensory Profile: Robust pungent aroma, deep golden colour, and intense, spicy flavour characteristic of traditional unrefined mustard oil.

Certification: Certified organic (India Organic/NPOP, eventually USDA/EU for exports), with traceability to partner farms.

Shelf Life: 12-18 months in UV-protected packaging.

By-Products (Revenue Streams & Sustainability):

Mustard Seed Cake (Press Cake):

Organic Animal Feed: High-protein (30-35%), high-fiber residue ideal as supplemental feed for local livestock (dairy cattle, poultry).

Organic Fertiliser/Soil Conditioner: Slow-release nutrient source (N-P-K) improving soil structure and water retention; packaged for sale to organic farms/gardens.

Mustard Oil Sediment (Minor By-Product):

Traditional Remedies: Local use in poultices or balms for joint/muscle pain.

Value-Added Products (Premium Margins):

Infused Culinary Oils:

Sea Buckthorn-Infused Mustard Oil: Combines omega-rich mustard oil with vitamin C-packed sea buckthorn (native to Ladakh) for dressings/marinades.

Wild Lavender/Rose hip-Infused Oil: Unique Himalayan botanicals creating premium gourmet oils.

Therapeutic/Skincare Oils:

Ayurvedic Massage Oil: Blended with warming spices (ginger, turmeric) or calming herbs (lavender) for massage.

Organic Mustard Seed Facial Oil: Cold-pressed oil (diluted) rich in selenium & vitamin E for antioxidant skincare.

3. DESIRED QUALIFICATION FOR PROMOTER

Education: Degree in Food Technology, Agriculture, or Agribusiness Management.

Experience: 2+ years in edible oil processing or organic product development.

Skills: Knowledge of organic certification, supply chain logistics, and quality control.

Local Knowledge: Familiarity with Ladakhi farming communities and climate challenges.

Certifications: FSSAI, NPOP (National Programme for Organic Production), and GMP.

4. INDUSTRY LOOKOUT AND TRENDS

Global Demand: Organic edible oil market to grow at 8.2% CAGR (2023–2030).

Trends: Cold-pressed oils, eco-packaging, and traceable supply chains.

Ladakh-Specific: Government incentives under Ladakh Organic Mission and tourism-driven demand for local products.

5. MARKET POTENTIAL AND MARKETING ISSUES

Potential:

Local Demand: 50,000+ residents and 3+ lakh annual tourists seeking authentic products.

National/Export Markets: Health stores, e-commerce platforms, and Ayurvedic brands.

Challenges:

Low Yield: Mustard cultivation constrained by short growing season (May–Sept).

Logistics: High transportation costs from remote areas.

Competition: Refined oils and cheaper alternatives from Punjab/Haryana.

Marketing Strategies:

Brand as “Pure Ladakhi Gold” with GI tag and eco-friendly packaging.

Partner with tourism agencies, luxury resorts, and online platforms (Amazon, BigBasket).

Educate consumers on health benefits through workshops and social media.

6. RAW MATERIAL REQUIREMENTS

Primary: Organic mustard seeds (locally sourced).

Secondary: Food-grade filters, glass/eco-friendly bottles, labels.

Energy: Solar-powered machinery (to align with Ladakh's renewable energy focus).

7. MANUFACTURING PROCESS

Seed Cleaning: Remove impurities and dry seeds.

Cold-Pressing: Use expeller presses at low temperatures (<50°C) to retain nutrients.

Filtration: Remove sediments through natural settling or mechanical filters.

Bottling: Pack in UV-protected containers to prevent oxidation.

By-Product Use: Process seed cake into organic fertiliser/animal feed.

8. MANPOWER REQUIREMENT

Skilled: 2 food technologists, 1 organic certification expert.

Semi-Skilled: 5 operators for pressing, filtering, and packaging.

Support Staff: 2 farmers for seed procurement, 1 sales/marketing executive.

9. IMPLEMENTATION SCHEDULE

Phase	Activity	Timeline
1	Farmer partnerships, organic certification	Months 1–2
2	Procurement of machinery and setup	Months 3–4
3	Trial production and quality testing	Month 5
4	Marketing launch and distribution	Month 6

10. COST OF PROJECT

Component	Cost (INR)
Machinery (cold-press, filters)	12 lakhs
Solar power setup	5 lakhs
Raw materials (6 months)	3 lakhs
Packaging and branding	2 lakhs
Contingency	3 lakhs
Total	25 lakhs

11. MEANS OF FINANCE

Equity: 10 lakhs (promoter's contribution).

Debt: 12 lakhs (NABARD loan @7% interest).

Subsidy: 3 lakhs (PM Formalisation of Micro Food Processing Enterprises Scheme).

12. LIST OF MACHINERY REQUIRED

Cold-press oil expeller, filtration unit.

Bottling machine, sealing equipment.

Solar panels and storage batteries.

13. PROFITABILITY CALCULATIONS

Revenue (Year 1): 5,000 litres × ₹400/litre = ₹20 lakh.

By-Product Sales: Seed cake (₹2 lakh).

Operational Costs: ₹15 lakh (raw materials, labour, marketing).

Net Profit: ₹7 lakh (pre-tax).

14. BREAK EVEN ANALYSIS

Fixed Costs: ₹10 lakh (machinery, solar setup).

Variable Costs: ₹200/litre.

BEP: ₹10 lakh / (₹400 – ₹200) = 5,000 litres annually.

15. STATUTORY/GOVERNMENT APPROVALS

FSSAI License and AGMARK certification.

Organic Certification (NPOP).

Pollution Control Board NOC.

GST Registration.

16. BACKWARD AND FORWARD INTEGRATIONS

Backward: Train farmers in organic mustard cultivation; seed cooperatives.

Forward: Retail partnerships with FabIndia, Nature's Basket, and export via APEDA.

17. TRAINING CENTERS AND COURSES

Krishi Vigyan Kendra (KVK), Leh: Organic farming techniques.

National Institute of Solar Energy (NISE): Solar-powered machinery training.

PMFME Scheme: Food safety and packaging workshops.

18. SUPPLIERS

Established Indian Oil Mill Machinery Manufacturers (Best for Service & Spares):

- * Key Advantage: Closer proximity, easier communication, potentially lower shipping costs, better understanding of local conditions, easier service calls.
- * Examples:
 - * Goyum Screw Press (Ludhiana, Punjab): Highly Recommended for Startups. Specialises in small-to-medium screw presses (including cold press models) and filter presses. Known for reliability, good after-sales, and experience with diverse oilseeds (including mustard). Offer complete small-scale plant solutions.
 - * Guru Nanak Oil Mills (Amritsar, Punjab): Similar profile to Goyum, offers a range of oil expellers, filters, and small plant setups.
 - * Shreeji Expeller Industries (Vadodara, Gujarat): Manufacturers of oil expellers, filters, boilers, and seed processing equipment. Offer various capacities.
 - * Santex Industries (Nagpur, Maharashtra): Produce oil expellers, filtration equipment, and seed cleaners.

* Spectec Techno Projects Ltd. (Kolkata, W.B.): Offers mini & micro oil refining/purification units suitable for small-scale cold-pressed oil filtration.

2. Specialised Food Processing & Packaging Machinery Suppliers (India):

* Key Advantage: Source bottling, capping, labeling, and auxiliary equipment designed for food safety.

* Examples:

* Acufil Machines (Ahmedabad, Gujarat): Leading supplier of filling, capping, labeling machines for liquids (including oils). Offer semi-automatic models ideal for startups.

* Packaging India (Multiple Locations): Distributor/agent for various Indian and international packaging machinery brands (filling, capping, labeling). Can provide options.

* Nemesis Pharma Machinery (Mumbai, MH): Specialises in small-scale liquid filling and packaging lines, often suitable for edible oils.

Disclaimer:

Only a few training centres are mentioned in the profile, although many are available in the market. The addresses given for centres have been taken from reliable sources, to the best of our knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further, the same have been given by way of information only and do not imply any recommendation.