

**KHADI & VILLAGE INDUSTRIES COMMISSION**  
**PROJECT PROFILE FOR GRAMODYOG ROJGAR YOJANA**

**FANCY TERRACOTTA & UTILITY ARTICLES**

Now a days there is new trend to decorate the houses/hotels offices with fancy terracotta articles. Some small as well as big designed terracotta articles can be displayed in the living room, offices or in the entrance of hotels. Similarly utility wares like sheetal pot, water filters, cooking & serving pots, Garden pots & Kullhars can be used for various purpose and have good market demand in rural as well as in urban area.

<b>1 Name of the Product</b>	<b>:</b>	<b>Fancy Terracotta &amp; Utility wares</b>
<b>2 Project Cost</b>	<b>:</b>	
a Capital Expenditure		
Land	<b>:</b>	Own
Workshed/Building Kaccha	<b>Rs.</b>	50000.00
Equipment (Wooden Moulds, Up-draugst with Shed, Shailla Wheel, Potter Wheel. Tools etc..)	<b>:</b>	<b>Rs.</b> 250000.00
Total Capital Expenditure	<b>Rs.</b>	300000.00
b Working Capital	<b>Rs.</b>	83000.00
<b>TOTAL PROJECT COST</b>	<b>:</b>	<b>Rs.</b> 383000.00

**3 Estimated Annual Production Fancy Terracotta & utility wares : (Value in '000)**

<b>Sr.No.</b>	<b>Particulars</b>	<b>Rate</b>	<b>Total Value</b>
1	Terracotta Fancy wares		668.00
	<b>TOTAL</b>		<b>668.00</b>

<b>4 Raw Material</b>	<b>:</b>	<b>Rs.</b>	<b>120000.00</b>
<b>5 Lables and Packing Material</b>	<b>:</b>	<b>Rs.</b>	<b>500.00</b>
<b>6 Wages (Skilled &amp; Unskilled)</b>	<b>:</b>	<b>Rs.</b>	<b>400000.00</b>

<b>7 Salaries</b>	: Rs.	<b>72000.00</b>
<b>8 Administrative Expenses</b>	: Rs.	<b>8000.00</b>
<b>9 Overheads</b>	: Rs.	<b>10000.00</b>
<b>10 Miscellaneous Expenses</b>	: Rs.	<b>5000.00</b>
<b>11 Depreciation</b>	: Rs.	<b>27500.00</b>
<b>12 Insurance</b>	: Rs.	<b>3000.00</b>
<b>13 Interest (As per the PLR)</b>		
a. C.E.Loan	: Rs.	39000.00
b. W.C.Loan	: Rs.	10790.00
<b>Total Interest</b>	<b>Rs.</b>	<b>49790.00</b>
<b>14 Working Capital Requirement</b>	:	
<b>Fixed Cost</b>	<b>Rs.</b>	<b>127000.00</b>
<b>Variable Cost</b>	<b>Rs.</b>	<b>541290.00</b>
<b>Requirement of WC per Cycle</b>	<b>Rs.</b>	<b>83536.00</b>

**15 Estimated Cost Analysis**

Sr.No.	Particulars	Capacity Utilization(Rs in '000)			
		100%	60%	70%	80%
1	<b>Fixed Cost</b>	127.00	76.20	88.90	101.60
2	<b>Variable Cost</b>	541.00	324.60	378.70	432.80
3	<b>Cost of Production</b>	668.00	400.80	467.60	534.40
4	<b>Projected Sales</b>	800.00	480.00	560.00	640.00
5	<b>Gross Surplus</b>	132.00	79.20	92.40	105.60
6	<b>Expected Net Surplus</b>	105.00	52.00	65.00	78.00

Note : 1. All figures mentioned above are only indicative and may vary from place to place.

2. If the investment on Building is replaced by Rental Premises

- Total Cost of Project will be reduced.
- Profitability will be increased.
- Interest on C.E. will be reduced.