



4. PROJECT PROFILE FOR ASTER FLOWER CULTIVATION

Category : Manufacturing

Total Cost of Project : Rs. 75,000/-

BEP : 27 %

I. INTRODUCTION OF BUSINESS IDEA :

Aster is a very popular and short-term flower crop; this flower is mainly used for making garlands. Presently this flower is grown in about 1000 hectares in Karnataka.

II. PRODUCT AND ITS APPLICATIONS :

Aster flower is mainly used for making garlands and during festival season, it has great demand.

III. MARKET POTENTIAL :

Presently in Karnataka, production of Aster is around 11000 tons. During October - November and February - March demand for Aster flower is very high. The flower has demand from neighboring districts/state. As such, a good potential is envisaged for their project.

IV. CAPACITY / REVENUE :(1ST YEAR)

Two varieties Aster can be cultivated in 2 Acres; both varieties can be harvested after 3 months and Aster flower. Yield and revenue is as follows.

Sl. No.	Product	Qty	Rate	Sales amount
01	Shashank Variety	4000 kgs	40	160000
02	Velvet cushion Variety	5500 kgs	40-	220000
	Total			380000

V. MANUFACTURING PROCESS & QUALITY :

The land is deeply ploughed twice and farmyard manure is mixed with soil. Seeds are sown in a 12 Sq. mtr bed. After making 2 feet distance rows are raised. The plants will be planted in 1.5 feet distance. After 15 days NPK is applied, weeding is done after 1 month and 2nd month of plantation 3rd month onwards flowers can be plucked and packed in a semi wet gunny bag and sent to market.



VI. COST OF PROJECT AND MEANS OF FINANCE, INCLUDING WORKING CAPITAL REQUIREMENTS :

A. COST OF PROJECT :

Particulars	Amount (Rs).
Equipments	10000
Other fixed assets	5000
Preliminary and preoperative expenses	5000
Working Capital Requirements	55000
Total	75000

B. MEANS OF FINANCE:

Particulars	Amount (Rs).
Loan @ 75%	56000
Equity	19000
Total	75000

C. WORKING CAPITAL REQUIREMENT :

Sl. No.	Particulars	Basis	Period	Amount (Rs.)
1	Raw-material	One crop	3.5 months	25000
2	Working expenses		3months	30000
	Total			55000

VII. MAIN INPUTS REQUIREMENT :

A. EQUIPMENTS :

Sl. No.	Particulars	No.	Qty.	Total Cost
01.	Agricultural implements	2 sets	3000	6000
02.	Sprayers	2 Nos	2000	4000
				10000

B. RAW-MATERIALS :

Sl.No.	Particulars	Qty	Rate	Total cost
1	Shashank -Varity seeds	1200 Gms	3000 per kg	3600
2	Velvet cushion -Varity seeds	1200 Gms	3000	3600
3	Farm-yard manure	8 tractors	1500	12000
4	NPK	5 bags	1000	5000
5	Micro Nutrients	2 bottles	500	1000
	Total			25200
	Say			25000



C. UTILITIES :

Sl. No.	Particulars	Monthly Charges (Rs.)	Annually Charges (Rs.)
1	Electricity and water for Irrigation	500	6000
	Total		6,000

D. MAN-POWER REQUIREMENT :

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
01	Skilled Worker	1	6000	72000
02	Unskilled Worker	1	4000	48000
03	Casual labours for welding & Harvesting	100	100	10000
	Total			130000

E. MAIN INFRASTRUCTURE REQUIREMENT :

Agriculture Land	2 Acres
Power	-
Water	For irrigation.

VIII. PROFITABILITY PROJECTION (ANNUAL) :

Particulars	Basis	Amount
Sales Revenue (Projected)	Ref : IV	380000
Raw Materials	Ref : VII B	25000
Man power expenses	Ref : VII D	130000
Utilities	Ref : VII C	6000
Interest	@ 12%	7000
Depreciation	20 % SLM	2000
Overheads (maintenance etc.)		50000
Total Expenses		220000
Profit		160000

IX. FINANCIAL INDICATOR :

Break Even Point $\frac{FC}{\frac{SR-VC}{SR-VC} \times 100}$	$\frac{59000}{219000} \times 100$	27 %
Payback period $\frac{COP}{\text{Profit} + \text{Deprn.}}$	$\frac{75000}{162000}$	6 months



X. ADDRESSES :

SUPPLIERS OF EQUIPMENTS :

Local resources are available

SUPPLIERS OF RAW MATERIAL :

CEDOK, DHARWAD.