



# PROJECT PROFILE ON CLAY FLY ASH BRICKS

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Category : Manufacturing

Total Cost of Project : Rs. 8,26,000/-  
BEP : 43 %

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## I. INTRODUCTION OF BUSINESS IDEA :

Bricks play a very important role in the construction of buildings. Bricks are extensively used as a building material. Bricks manufacturing in the country red color, clay fly ash bricks are having more strength, lighter in weight, less porosity and cement is grey colour. These bricks are used in the place of normal red bricks. The unit will be installed where fly ash is available.

## II. PRODUCT AND ITS APPLICATIONS :

Bricks are extensively used as a building material. Bricks manufacturing in the country red colour, clay fly ash bricks are having more strength, lighter in weight, less porosity and cement is grey colour.

## III. MARKET POTENTIAL :

Karwar is developing taluka and the activities of construction buildings, houses, business complexes are increasing day by day. There is acute shortage of residential buildings in the taluka due to shortage of laterite stones, the demand of these bricks will be more and more in the near future.

## IV. CAPACITY / REVENUE :(1<sup>st</sup> year)

The production target is considered 60 lakhs bricks and the unit will work for 8 months continuously in the year.

Sl. No.	Product	Nos	Rate	Sales Amount
01	Fly Ash Bricks	25 Lakhs	Rs. 2000 for 2000 bricks	50,00,000
	<b>Total</b>			<b>50,00,000</b>

## V. MANUFACTURING PROCESS & QUALITY :

The clay is dug from the pits and heaped outside, so that the clay may be weathered. After weathering the clay is put into blunger along with water to make slip. These pasty material is passed through the sieves to get rid of pebbles, lime stone etc. Then these pasty clay is allowed to stand in the pond to decant the water. The water is removed and the thrown outside from the pond. The clay mixed with the desired fly ash and these clay is pugged



through the pugging mill, and act in to desired length by the help of wire cutter. These bricks are dried in the drying shed or in the open, afterwards these are fired in the bulls kiln. After firing and they are allowed to cool. These fired bricks are ready for the use.

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

### A. Cost of Project :

Equipments	450,000
Other Fixed Assets	30,000
Preliminary and preoperative expenses	10,000
Deposits	60,000
Working Capital Requirements	2,76,000
<b>Total</b>	<b>826,000</b>

### B. Means of Finance:

Loan @ 75%	620,000
Equity	206,000
<b>Total</b>	<b>826,000</b>

### C. Working Capital Requirement :

Sl. No.	Particulars	Basis	Period	Amount (Rs.)
1	Raw-material	388000/8 x 1	½ month	162,000
2	Bills receivables	500000/8 x 1	¼ month	104,000
3	Working exp		1m	10,000
	<b>Total</b>			<b>2,76,000</b>

## VII. MAIN INPUTS REQUIREMENT :

### A. Equipments :

Sl. No.	Particulars	No.	Rate	Total Cost
01.	Edge Runner with 6 revolving disc with motor	1	60000	60,000
02.	Blungs along with M/c. motor of 5 Hp fan	1	35000	35,000
03.	Sieves on the trolley	Lump Sum	10000	10,000
04.	Pug mill with all accessories along with cutting table	1	60000	60,000
05.	Carriage Trolleys	6	10000	60,000
06.	Wooden Planks	250	100	25,000
07.	Other fixed assets (cost of kiln & tank)		70000	100,000
	<b>Total</b>			<b>450,000</b>

**B. Raw-materials ( for 8 months only):**

Sl. No.	Particulars	Qty	Rate Rs.	Total Cost Yearly (Rs.)
1	Clay	3600 T	500/Ton	1500,000
2	Fly Ash	1000 T	300/Ton	300,000
3	Sand	1000 T	1000/Ton	1000,000
4	Coal	720 T	1500/Ton	1080,000
	<b>Total</b>			<b>38,80,000</b>

**C. Utilities :**

Sl. No.	Particulars	Total Monthly Charges. (Rs.)	Total Annually Charges. (Rs.)
1	Electricity	5000	60000
2	Water charges	500	6000
	<b>Total</b>		<b>66000</b>

**D. Man-power requirement :**

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
01	Foremen	01	9000	108,000
02	Skilled workers	03	6000	216,000
03	Sales man	01	8000	96000
04	Helper	02	5000	120000
	<b>Total</b>			<b>540,000</b>

**E. MAIN INFRASTRUCTURE REQUIREMENT :**

Building	Built up space 1000 sq. ft rented.
Power	Commercial power connection is required.
Water	Water is required

**VIII. PROFITABILITY PROJECTION (Annual) :**

Particulars	Basis	Amount
Sales Revenue (Projected)	Ref : IV	50,00,000
Raw Materials	Ref : VII B	38,80,000
Man power expenses	Ref : VII D	540,000
Utilities	Ref : VII C	66,000
Interest	@ 12%	75,000
Depreciation	15 % SLM	68,000
Overheads (rent, conveyance, transport, repair and maintenance etc.)		80,000
<b>Total Expenses</b>		<b>4709,000</b>
<b>Profit</b>		<b>291,000</b>



**IX. FINANCIAL INDICATOR :**

<b>Break Even Point</b> $\frac{FC}{SR-VC} \times 100$	$\frac{223000}{514,000} \times 100$	43 %
<b>Payback period</b> $\frac{COP}{\text{Profit} + \text{Deprn.}}$	$\frac{826000}{359,000}$	2 Years 4 months

**X. ADDRESSES :**

**SUPPLIERS OF MACHINERY / EQUIPMENTS :**

M/s. Joseph Asylum Industrial Workshop,  
Post Box No. 502, Jepu,  
MANGALORE.

**Suppliers of Raw Material :**

West Coast Paper Mill,  
Dandeli,  
Haliyal Taluk,  
Uttara Kannada District.