

KHADI & V.I. COMMISSION
PROJECT PROFILE FOR GRAMODYOG ROJGAR YOJNA

MANUFACTURE OF AYURVEDIC CHURNA

Churna is a fine powder made by certain drugs or combination of drugs. Each ingredient is pulverised separately and mixed together. Churna is also called as raj and Kshada. There are many varieties of Churnas and every Churn has its own demand in the Market. Ayurvedic pharmacy comprises of different sections such as Vati, Asava, Arista, Lehya, Lepa etc under one unit.

| | | | | |
|---|--|---|-------------------------|------------------|
| 1 | Name of the Product | : | Ayurvedic Churna | |
| 2 | Project Cost | : | | |
| | a Capital Expenditure | | | |
| | Land | : | Own | |
| | Building Shed 1000 Sq.ft | : | Rs. | 200000.00 |
| | Equipment | : | Rs. | 165000.00 |
| | (Pulveriser with 2hp motor, Powder Mixer, Hammer Mill or Ball Mill 2hp motor, Heat sealing m/c, pouch poly sealer etc..) | | | |
| | Total Capital Expenditure | : | Rs. | 365000.00 |
| | b Working Capital | : | Rs. | 111000.00 |
| | TOTAL PROJECT COST | : | Rs. | 476000.00 |

3 Estimated Annual Production of Ayurvedic Churna : (Value in '000)

| Sr.No. | Particulars | Capacity | Rate | Total Value |
|--------|-----------------|------------------------|-------|-------------|
| 1 | Ayurvedic drugs | 65000.00 Containers | 20.50 | 1341.10 |
| | TOTAL | 65000.00 | 20.50 | 1341.10 |

| | | | | |
|---|-----------------------------|---|-----|-----------|
| 4 | Raw Material | : | Rs. | 700000.00 |
| 5 | Lables and Packing Material | : | Rs. | 150000.00 |
| 6 | Wages (Skilled & Unskilled) | : | Rs. | 144000.00 |
| 7 | Salaries | : | Rs. | 72000.00 |

| | | | | |
|----|-----------------------------|---|-----|------------|
| 8 | Administrative Expenses | : | Rs. | 150000.00 |
| 9 | Overheads | : | Rs. | 50000.00 |
| 10 | Miscellaneous Expenses | : | Rs. | 10000.00 |
| 11 | Depreciation | : | Rs. | 26500.00 |
| 12 | Insurance | : | Rs. | 3650.00 |
| 13 | Interest (As per the PLR) | | | |
| | a. C.E.Loan | : | Rs. | 47450.00 |
| | b. W.C.Loan | : | Rs. | 14430.00 |
| | Total Interest | : | Rs. | 61880.00 |
| 14 | Working Capital Requirement | : | | |
| | Fixed Cost | | Rs. | 283100.00 |
| | Variable Cost | | Rs. | 1058430.00 |
| | Requirement of WC per Cycle | | Rs. | 111794.00 |

15 Estimated Cost Analysis

| Sr. No. | Particulars | Capacity Utilization(Rs in '000) | | | |
|---------|----------------------|----------------------------------|--------|---------|---------|
| | | 100% | 60% | 70% | 80% |
| 1 | Fixed Cost | 283.10 | 169.86 | 198.17 | 226.48 |
| 2 | Variable Cost | 1058.00 | 634.80 | 740.60 | 846.40 |
| 3 | Cost of Production | 1341.10 | 804.66 | 938.77 | 1072.88 |
| 4 | Projected Sales | 1600.00 | 960.00 | 1120.00 | 1280.00 |
| 5 | Gross Surplus | 258.90 | 155.34 | 181.23 | 207.12 |
| 6 | Expected Net Surplus | 232.00 | 129.00 | 155.00 | 181.00 |

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