NAWO-DHAN PROJECT FOR KAMCO ATHANI ERNAKULAM LOCATION

CHAPTER 1 – Introduction

Pineapple exhibits increasing demand worldwide, over the years. The global trade is around 50% as fresh fruit, 30% as canned product and 20% as juice concentrate. World trade on fresh pineapple has shown 100 % increase during the last one decade. Even though India is the sixth largest producer of pineapple in the world with a share of ab out 8% in production.

This business proposal aims to explore and capitalize on these opportunities, leveraging the strengths of the pineapple industry in India and Kerala to achieve sustainable and profitable outcomes.

1.1 Project Outline

Our project focuses on cultivating pineapples with the aim of promoting sustainable agriculture and improving the livelihoods of farmers. The primary goal is to establish a robust and eco-friendly pineapple farming system that not only boosts productivity but also ensures environmental conservation. By adopting organic farming practices, we aim to reduce the use of harmful chemicals, thereby preserving soil health and biodiversity.

One unique aspect of this project is the integration of modern agricultural techniques with traditional knowledge. This approach helps us maximize yield while maintaining the natural balance of the ecosystem.

Through this project, we hope to create a model for sustainable pineapple cultivation that can be replicated in other regions. Ultimately, our goal is to enhance food security, improve income levels, and contribute to the overall well-being of our farming communities.

CHAPTER 2 - Project Overview

2.1. The Present Proposal

The primary objective of this proposal is to set out a detailed plan for the cultivation of pineapples on 4 acres of land in KAMCO Athani, Ernakulam. This will include steps for land preparation, planting, maintenance, harvesting, and marketing, aiming to produce a high-quality yield of pineapples that can be sold in local markets and beyond.

2.2. The Project Location

KAMCO Athani, Ernakulam is in a region with a tropical climate, with warm temperatures and consistent rainfall, ideal for pineapple cultivation. The soil in this area is rich in nutrients and well-draining, which is crucial for the successful growth of pineapples. Adequate water sources are available, ensuring a reliable irrigation system for the crops.

2.3. Site Observation

Attributes	Site Visit Observation
Area	4 acres
Type of land	Pineapples thrive in well-drained, sandy loam soils with a slightly acidic pH (4.5-5.5)
Crop suggested	Pineapple
Farming techniques	Open precision farming
Electrical Line Infrastructure	Available
Water related Infrastructure	Pineapples require consistent moisture but cannot tolerate waterlogged soil. Ensure good drainage and availability of irrigation systems
Topography of the site	Preferably flat or gently sloping land to prevent waterlogging and ensure even distribution of water
Current Land Use	Fallow Land
Input availability	Availability of organic matter, fertilizers (nitrogen, phosphorus, potassium), and pest control measures

CHAPTER 3 - PROJECT COST

3.1. Detailed Financial Break up

A. Land Preparation Costs (4 Acres)

Item	Cost per Acre (INR)	Total Cost for 4 Acres (INR)
Land Clearing and Tilling	35,000	1,40,000
Fertilizers (Organic & Chemical)	15,000	60,000
Irrigation System (Drip/Sprinkler)	25,000	1,00,000
Planting Materials (Suckers/Crowns)	1,43,000(suckers)	5,72,000
Labor Costs (Planting)	25,000	1,00,000
TOTAL	**2,43,000**	**9,72,000**

Total Initial Setup Costs for 4 Acres: ₹9,72,000

B. Ongoing Annual Costs (Per Year)

Item	Cost per Acre (INR)	Total Cost for 4 Acres (INR)
Fertilizer & Soil Management	20,000	80,000
Labor (Maintenance, Irrigation, Weeding)	30,000	1,20,000
Pest & Disease Control	15,000	60,000
Harvesting (Labor, Equipment)	20,000	80,000
TOTAL	**85,000**	**3,40,000**

Total Ongoing Annual Costs for 4 Acres: ₹3,40,000

II. Projected Revenue from Pineapple Cultivation (4 Acres)

On average, each acre yields **15,000 to 20,000 fruits**. Let's assume the yield is around **18,000 fruits per acre** and the average price is **₹42 per fruit**.

Item	Value (INR)
Yield per Acre	18,000 fruits
Total Yield for 4 Acres	72,000 fruits
Average Price per Fruit	₹42
Total Revenue from 4 Acres	**₹30,24,000**

III. Financial Break-Up Summary (for 1st Year)

Item	Amount (INR)
Initial Setup Costs (4 Acres)	₹9,72,000
Ongoing Annual Costs (4 Acres)	₹3,40,000
Total Expenses for the 1st Year	₹13,12,000
Revenue (from 4 Acres)	₹30,24,000
Net Profit in the 1st Year	₹30,24,000 - ₹13,12,000 = **₹17,12,000**

3.2. BENEFIT COST RATIO

The **Benefit-Cost Ratio (BCR)** is calculated using the formula:

[Equation]BCR=Total Costs ÷ Total Revenue

For the **1st Year** (Initial Setup + Ongoing Costs):

Total Revenue = ₹30,24,000
Total Costs = ₹13,12,000
BCR= ₹30,24,000 ÷ ₹13,12,000 ≈ **2.3**

- **Total Investment for 4 Acres (First Year)**: ₹13,12,000
- **Estimated Revenue for 4 Acres (First Year)**: ₹30,24,000
- **Net Profit (First Year)**: ₹17,12,000
- **Benefit-Cost Ratio (BCR)**: **2.3**

This means that for every ₹1 spent, the return will be **2.3** in the first year. This is a **profitable** venture, assuming proper management and good market conditions.

CHAPTER 4 - Conclusion

This proposal outlines a sustainable and profitable pineapple cultivation plan for 4 acres of land in Kamco Athani, Ernakulam. With proper planning, careful management, and dedication, pineapple farming can become a highly profitable venture for the region. This venture has the potential to not only generate income but also contribute to local agriculture and employment.