

## PROJECT PROFILE ON DTERGENT/ DISINFECTANTS

Sl No	Description	
1	Product	<b>Detergent/Disinfectant</b>
2	Quality Standards	Detergent: IS: 12767-1989 IS:74199- 2001 Disinfection : IS: 10758-1983 IS:1061-2017
3	Production Capacity per annum	11, 80,000 liters
4	Value	Rs. 59,00,000/
5	Month & Year	June 2020
6	Prepared by	<b>MSME DEVELOPMENT INSTITUTE GOVT. OF INDIA, MINISTRY OF MSME, 65/1, G S T ROAD, GUINDY CHENNAI -600032, TAMILNADU Website: <a href="http://www.msmedi-chennai.gov.in">www.msmedi-chennai.gov.in</a> Email: <a href="mailto:dcdi-chennai@dcmsme.gov.in">dcdi-chennai@dcmsme.gov.in</a></b>

## **1. Introduction:**

Detergent, disinfectants and sanitizers are all used in cleaning, but there are important differences between them.

### ***1.1.Detergents***

A detergent is a product that removes dirt and dissolves grease; it is a surfactant that can help you remove dirt and grease from dirty dishes and preparation areas. Using detergent should be one of the first and more important steps in cleaning as it helps lift dirt and grease that can then be rinsed away. It is important to bear in mind that detergent does not kill bacteria.

### ***1.2.Disinfectants***

These are chemical products that reduce bacteria to a safe level; they can be used after a detergent to ensure that any remaining bacteria are destroyed. They are generally used in food contact areas/health care center (such as chopping boards, or counters) and hand contact areas (such as taps or fridge handles). When using chemical disinfectants, it is important to follow the manufacturer's guidelines carefully, disinfectants must be left on for a certain amount of time to destroy bacteria, this is called the contact time, and it will vary from brand to brand.

### ***1.3.Sanitizer***

A sanitizer is a product that combines a detergent and a disinfectant and is therefore, used to remove dirt, dissolve grease and reduce bacteria to a safe level. Sanitizers are very practical,

however, the detergent in them is greatly diluted and is, therefore, only effective on surfaces that are not very dirty.

## **2. Manufacturing Process**

The process of detergent and disinfection or Sensitizer are mix the suitable chemicals according to the quality and customer needs in a stirring machine and packed in to suitable containers or pouch .

## **3. Market demand**

The global Disinfectant Products market is forecast to grow at a rate of 7.1% from USD 17.93 billion in 2019 to USD 30.11 billion in 2027. A rapid increase in the geriatric population and an increase in chronic disease have increased health-related issues. Rise in human-transmitted infections, especially among healthcare workers, are putting a lot of people at risk and increases the need for disinfectant products. The growing initiatives by the all health care sectors to increase awareness among and maintain cleanliness of augmenting the market demand across the world.

## **4. Basis and presumption of the project:**

- i. The process of the catering is on the basis of single shift of six hours per day with three hundred working days in a year.
- ii. To achieve full plant capacity it requires year after trial production
- iii. Labor and wages mentioned in profile are as per prevailing local rates.
- iv. Interest rate at 12. % considered in the project

- v. However the rate of interest may be varying while implementing project.
- vi. The Promoter contribution will be 5% of the total project cost under the PMEGP Schemes

## **5. Fixed capital:**

### **5.1. Land & Building**

Building : Rented.2,000 Sq.ft . Rent Rs. 10,000/ PM

### **5.2. Machinery and Equipment:**

**Rs**

<b>S.no</b>	<b>Description</b>	<b>Nos</b>	<b>Value</b>	<b>Total</b>
1	Mixing Stirrer	1	1,18,000	1,18,000
2	Pouch filling and sealing machine	1	2,06,500	2,06,500
3	Iron vessels, Industrial Gas stove and Gas Cylinders (4 nos) , plastic barrels and vessels etc	1	1,06,953	1,06,953
4	Weighing machine	1	17,700	17,700
	Total			<b>4,49,153</b>
	GST IN 18 %			80,847
	<b>Total</b>			<b>5,30,000</b>

### **5.3. Total plant & machineries Rs. 5,30,000/-**

## 6. Recurring Expenditure (Per month): Rs

### 6.1 Raw Material

S.No	Description	Qty Kg	Price	Total
1	Acid slurry	500	100	50,000
2	Soda ash	2,000	40	80,000
3	STPP/ TSP ,IPA	500	160	80,000
4	Other Detergent Chemicals	1,550	40	62,000
5	Perfume	100	500	50,000
	<b>Total including GST 18%</b>			<b>3,22,000</b>

### 6.2 : Salaries and wages

Rs.

S.no	Designation	No	Salary	Amount
1	Manager	1	15,000	15,000
2	Skilled worker	2	10,000	20,000
3	Assistant	3	8,000	24,000
	<b>Total</b>	6		<b>59,000</b>

### 6.3. Utilities per Month:

Rs.

S.n	Description	Amount
1	Power 5 HP , water etc.	6,000
	<b>Total</b>	<b>6,000</b>

**6.4 .Other Expenses per Month:  
Rs.**

<b>S.n</b>	<b>Description</b>	<b>Amount</b>
1	Rent	10,000
2	Marketing expenses & Advertisement	4,000
3	Postage and stationery	1,500
4	Cleaning charges	1,000
5	Traveling and transportation	7,000
6	Telephone	1,000
7	Insurance	500
	<b>Total</b>	<b>25,000</b>

**6.5 Recurring Expenditure Per Month:**

$$a + b + c + d = \text{Rs. } 4,12,000/-$$

**6.3 Recurring Expenditure for One Year**

$$412,000 \times 12 = 49,44,000/-$$

**7.1 Total Project Cost**

b. Plant & Machinery	5,30,000
c. Working capital (4,12,000 X 2 )	<u>8,24,000</u>
<b>Total</b>	<b>13,54,000</b>

**7.2 Means of Finance**

Total Project cost	13,54,000
Promoter contribution 5 %(-)	67,700
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<b>Total</b>	<b>12,86,300</b>
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**7.3. Cost of Production per annum :****Rs.**

<b>S.N</b>	<b>Description</b>	<b>Amount</b>
1	Total recurring cost	49,44,000
2	Interest on total investment @ 12.00 %	1,62,480
3	Total Depreciation on Machinery @10%	53,000
	<b>Total</b>	<b>51,59,480</b>

**7.4. Turnover per annum :**

Revenue generated by sale Syntheses of Detergent  
/Disinfection of 11,80,000 liters per annum @Rs. 50 per  
litter and total value : **Rs. 59,00,000 /-**

**7.5. Profit Per Annum :**

Turnover - Cost of Production

59,00,000 - 51,59480

**= 7,40,520/-**

**7.6. % of profit on sales** =  $\frac{\text{Profit/annum} \times 100}{\text{Turnover}}$

=  $\frac{7,40,520 \times 100}{59,00,000}$

**= 12.55 %**

**7.7. Rate of Return** =  $\frac{\text{Profit/annum} \times 100}{\text{Total Capital investment}}$

=  $\frac{7,40,520 \times 100}{13,54,000}$

$$= 54.69 \%$$

### 7.8. Break Even Analysis

#### 1. Fixed Expenditure per annum : Rs

a	Total Deprecation	53,000
b	Interest on Investment	1,54,356
c	Insurance and Rent	10,500
d	40%of Salary	2,83,200
e	40% of other Expenditure and Utilities excluding Insurance	98,400
	Total	<b>5,99,456</b>

2.Profit per annum = **Rs. 7,40,520 /**

#### 3. Breakeven Point:

$$\frac{\text{Fixed Exp / annum} \times 100}{\text{Fixed Exp / annum} + \text{Profit /per annum}}$$

$$\frac{5,99,456 \times 100}{13,39,976} = 44.73 \%$$



### 8. Raw materials Suppliers

Sl No	Name and Address
1	M/s. Mahaveer Surfactants P Ltd No.3, Giri Road, T. Nagar, Chennai600017
2	M/s. Shri Meera Labs Private Limited No 13, Old No 12, First Strret , Main Road, Ekambaram Industrial Estate, Alapakkam, Alapakkam,Chennai-600116
3	Sri Kailash Chemicals No. 3, 2nd Street, Ganapathy Colony Ekkathuthangal, Chennai - 600032

### 9. Plant and Machinery Suppliers

Sl No	Name and Address
1	M/s. AVM Engineering Industries No: 1/191, Vanniyar Nagar, Main Road, Opposite Sri Vidya Mandir School, Meyyanoor, Salem- 636004
2	M/s Upliftooo Green Caaar Products No: 212/3 ,Gerugambakkam, Chennai 600122
3	M/s. Perfura Technologies (India) Private Limited , Maruthamalai Gounder Layout Ramakrishnapuram, Ganapathy Pudur, Ganapathi, Coimbatore-641006
4	M/s. <u>Fowler westrup (India) pvt. Ltd.</u> Plot # 60 to 63, 4th Phase, KIADB Industrial Area, Malur, Karnataka, 563130, India
	M/s. Pilotsmith (India) Private Limited Near Irinjalakuda Railway Station Kallettumkara P. O, Thrissur-680683, Kerala.
	M/s. Sri Lakshmi Foods 192/B, Kamatchi Nagar, Rajiv Gandhi Salai,

	Singanoor, Ganapathy -641006. Coimbatore.
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