

CERAMIC ART WARES SCHEME

Introduction

Highly decorated ceramic wares such as soup bowls, flower vases, napkin holders, nut bowls, models of birds, animals have a good demand from urban consumers. These products are in good demand in urban areas as people love to decorate homes and offices with good quality ceramic art wares. **Manufacturing Process** : All the fine raw material i.e. Clay, Quartz, feldspar are to be grinded in Ball mill for proper grinding and grinded clay slurry stored in the storage tank or agitator for getting homogeneous of the clay body, the clay slip is ready for making the various clay products i.e. clay toy, flower pots, soup bowls, ashtrays, pen stand, name plates, dinner sets, etc. The products are to be made by pressing, casting, throwing, jigger and jolly, etc.

After making the products, the products, the green articles are stored inside the work shed or dried inside the work shed or dried in dryers for drying.

The dried articles are to be cleaned by wet sponge to remove any dust particles on the surface of the article and then apply the ceramic glazes and fired in oil fired furnace/gas fired furnace/ If decorate the articles, the colour may be applied on the surface of articles before applying the glaze as a under glaze decoration. Also apply the colour after applying the glaze as over glaze decoration.

1 Name of the Product : CERAMIC ART WARES

2 Project Cost :

a	Capital Expenditure				
	Land	:			Own
	Workshed in sq.ft	600	Rs.	120000.00	
	Equipment	:	Rs.	1000000.00	
	Clay Grinder -1, Wet ball mills-1,			2	
	Concentration unit-2, Drying chamber-1.			3	
	Oil fired Kiln-1			1	
	Others - 1			1	
	Total Capital Expenditure		Rs.	1120000.00	
b	Working Capital		Rs.	650000.00	
	TOTAL PROJECT COST :		Rs.	1770000.00	

3 Estimated Annual Production Capacity :

(Rs. in Lakhs)

Sr.No.	Particulars	Capacity in Quintals	Rate	Total Value
1	Ceramic Art Wares	60.00		4011.80
	TOTAL	60.00	0.00	4011.80

4	Raw Material	:	Rs.	2,500,000.00
5	Packing Material	:	Rs.	30,000.00
6	Wages (5-Skilled & 7-Unskilled)	:	Rs.	1,000,000.00
7	Salaries Manager-1		Rs.	120,000.00

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8	Administrative Expenses	:	Rs.	60,000.00
9	Overheads	:	Rs.	40,000.00
10	Miscellaneous Expenses	:	Rs.	20,000.00
11	Depreciation	:	Rs.	120,000.00
12	Insurance	:	Rs.	11,200.00
13	Interest (As per the PLR)			
	a. C.E.Loan	:	Rs.	145,600.00
	b. W.C.Loan	:	Rs.	84,500.00
	Total Interest		Rs.	230,100.00
14	Working Capital Requirement	:		
	Fixed Cost		Rs.	356,800.00
	Variable Cost		Rs.	3,654,500.00
	Requirement of WC per Cycle		Rs.	668,550.00

15 Cost Analysis

Sr.No.	Particulars	Capacity Utilization(Rs in '000)			
		100%	60%	70%	80%
1	Fixed Cost	356.80	214.08	249.76	285.44
2	Variable Cost	3655.00	2193.00	2558.50	2924.00
3	Cost of Production	4011.80	2407.08	2808.26	2843.94
4	Projected Sales	4300.00	2580.00	3010.00	3440.00
5	Gross Surplus	288.20	172.92	201.74	230.56
6	Expected Net Surplus	168.00	173.00	202.00	231.00

- Note :
1. All figures mentioned above are only indicative.
 2. If the investment on Building is replaced by Rental then
 - a. Total Cost of Project will be reduced.
 - b. Profitability will be increased.
 - c. Interest on C.E.will be reduced.