

## "KVIC- PMEGP-(Gramodyog Rojgar Yojana)"

### SHUTTLE COCK

#### Introduction :

Badminton is played almost throughout the world by both men and women and also by the children. This game is also very popular in our country and is being patronised by the Government and Non-Government agencies and clubs etc. With the increase in popularity of the badminton, the demand for good quality shuttlecocks is also increasing. The life of each shuttlecock is generally short after it is used in the game. Hence, the consumption pattern is quite frequent. The shuttlecock is one of the simplest items of sports goods manufacture with lesser investment of capital and can be produced in tiny and small scale sector.

**Process of Manufacture:** The process of manufacture of the shuttlecock is very simple. The white duck feather is generally used for the production of the shuttlecock. Sometimes, hen feathers are also used for the cheaper variety of shuttlecocks. The feathers are first of all sorted out for selection of good variety of feathers. Then the feathers are washed with detergent for 30 to 60 minutes. Then they are treated with the ultramarine blue like robin blue or ujala for giving the brightening effect. The washed feathers are then properly dried and cut to 3" size with the help of the scissors. The feathers are then rounded off and pruned at the top.

1 **Name of the Product :** **SHUTTLE COCK**

2 **Project Cost :**

a Capital Expenditure

Land	:				<b>Own</b>
Workshed in Sq. Ft	1500	On Rent	Rs.	30,000.00	
Equipment		:	Rs.	40,000.00	

Process of Manufacture: Drill machine for boring the core size 1/4 with 0.5 HP Motor-1, Hand Press Double scissors feather curving machine-2, Weighing balance-1, tools and equipment - L.S., Furniture - -

Total Capital Expenditure					Rs. 70,000.00
b Working Capital					Rs. 150,000.00
<b>TOTAL PROJECT COST :</b>					<b>Rs. 220,000.00</b>

3 **Estimated Annual Production Capacity:**

(Rs. in 000)

Sr.No.	Particulars	Capacity in No. of Roll	Rate	Total Value
1	Shuttle Cock	12000.00	220.00	1200.00
<b>TOTAL</b>		<b>12000.00</b>	<b>220.00</b>	<b>1200.00</b>

4	Raw Material	:			Rs. 190,000.00
5	Labels and Packing Material	:			Rs. 20,000.00
6	Wages (2-Skilled & 2- Unskilled)	:			Rs. 396,000.00
7	Salaries(MANAGER-1)				Rs. 174,000.00

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8	Administrative Expenses	:	Rs.	72,000.00
9	Overheads	:	Rs.	12,000.00
10	Miscellaneous Expenses	:	Rs.	30,000.00
11	Depreciation	:	Rs.	5,500.00
12	Insurance	:	Rs.	700.00
13	Interest (As per the PLR)			
	a. C.E.Loan	:	Rs.	9,100.00
	b. W.C.Loan	:	Rs.	19,500.00
	Total Interest		Rs.	28,600.00
14	Working Capital Requirement	:		
	Fixed Cost		Rs.	285,800.00
	Variable Cost		Rs.	637,500.00
	Requirement of WC per Cycle		Rs.	153,883.00

**15 Cost Analysis**

Sr.No.	Particulars	Capacity Utilization(Rs in '000)			
		100%	60%	70%	80%
1	Fixed Cost	285.80	171.48	200.06	228.64
2	Variable Cost	638.00	382.80	446.60	510.40
3	Cost of Production	923.80	554.28	646.66	675.24
4	Projected Sales	1200.00	720.00	840.00	960.00
5	Gross Surplus	276.20	165.72	193.34	220.96
6	Expected Net Surplus	271.00	160.00	188.00	215.00

- 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.