

1. INTRODUCTION

Desk Top Publishing (DTP) primarily pertain to designing of documents using personal computer loaded with DTP software packages like page maker, coral draw, MS word, Venus, Parkashak etc. and laser printing. Laser printer has the capability of printing the pages that has text and graphics. The DTP has many advantages in comparison with the manual process. It is a factual and can quickly edit with minimum mistakes. Text and graphics can be merged into single file. Achieve higher productivity, efficiency and quality in printing and publishing with economy. DTP is used for type setting, layout, printing, graphics and photographs etc. With the latest DTP software packages it is possible to undertake a variety of work in the field of printing and publishing.

2. MARKET POTENTIAL

DTP has modernised the traditional printing industry by improving the quality, efficiency, productivity etc. DTP has replaced the old concept of letter setting and printing. DTP facility has ample opportunities for undertaking job work on sub-contract basis for printing and publishing houses, Govt. departments, educational institutions, business houses, industries, advertisement agencies, bank etc. There is good scope for using DTP facility for designing and producing newsletter, certificates, data sheets, brochures, invitation cards, catalogues etc. With Proper marketing, high quality and competitive price this type of Industries have sufficient scope.

3. Basis and Presumption

- i) The basis for calculation of Production capacity has been taken on Single Shift basis on 75% efficiency.
- ii) The maximum capacity utilization on Single Shift basis for 300 days a year. During first year and Second Year of operations the capacity utilization is 60% and 80% respectively. The unit is expected to achieve full capacity utilization from the 3rd year onwards.
- iii) The salaries & Wages Cost of Raw Materials, Utilities, Cost of Land and Rents etc. are based on prevailing rates in 2006-07 in and around Himachal Pradesh. These cost factors are likely to vary with time and with location.
- iv) Interest on term loan and working capital loan has been taken at the rate of 16% on an average. This rate may vary depending upon the policy of the financial Institutions/agencies from time to time.
- v) The cost of Machinery and Equipments refer to a particular make/model and the prices are approximate prevailing in 2006-07.

- vi) The breakeven point percentage indicated is of full capacity utilization.
- vii) The project preparation cost etc., whenever required could be considered under pre-operative expenses.
- viii) The essential production machinery and test equipment required for the project have been indicated. The unit may also utilize common test facilities available at Electronics Test and Development Centres (ETDCs), Electronic Regional Test Laboratories (ERTLs) and Regional Test Centres (RTCs)

Implementation Schedule

The major activities in the implementation of the project have been listed and the average time for implementation of the project is estimated at 12 months

		Period (in month) (Suggestive)
1.	Preparation of Project Report	1
2.	Registration & Other Formalities	1
3.	Sanction of Loan by Financial Institutions	3
4.	Plant & Machinery	
	a) Placement of Orders	1
	b) Procurement	2
	c) Power Connection / Electrification	2
	d) Installation / Erection of Machinery/Test	
	Equipment	2
5.	Procurement of Raw Materials	2
6.	Recruitment of Technical Personnel etc.	2
7.	Trial Production	11
8.	Commercial Production	12

NOTE:

- 1) Many of the above activities shall be initiated concurrently.
- 2) Procurement of raw materials commences from the 8th month onwards.
- 3) When imported plant and machinery are required the implementation period of project may vary from 12 months to 15 months.

TECHNICAL ASPECTS

1. Process of Manufacture

Personal computer loaded with DTP software like Corel draw, page maker, MS word, venus,

Parkashak etc. alongwith peripheral is required for designing and producing the printed matter. The text is typed, composed and arranged as per requirement. The whole text is displayed on colour monitor for correction and edition. The edited page is then printed on plain paper or butter paper or page master using the laser printer. The out put from the laser printer can be Xeroxed for small volume but when the volume is in large range the out put from laser printer is taken to offset printing machine for required no. of copies.

2. QUALITY STANDARDS

As per customer's specification

3. PRODUCTION CAPACITY PER ANNUM :

QUANTITY : 50,000 Nos.

VALUE : Rs. 10,00,000/-

4. MOTIVE POWER: 3 KVA (Approx.)

5. POLLUTION CONTROL:

The Desk Top Publishing facility is not characterised as polluting industry so it is free from pollution control.

6. ENERGY CONSERVATION:

With the growing energy demand and shortage coupled with rising energy cost, a greater thrust in energy efficiency in industrial sector has been given by the Govt. of India since 1980s. The energy conservation Act, 2001 has been enacted on 18th August, 2001, which provides for efficient use of energy, its conservation and capacity building of bureau energy efficiency created under the Act.

The following steps may help for conservation of electrical energy :

- i) Adoption of energy conserving technologies, production aids and testing facilities.
- ii) Efficient management of process/manufacturing machinery and systems, QC and testing equipments for yielding maximum energy conservation.
- iii) Optimum use of electrical energy for heating during soldering process can be obtained by using efficient temperature controlled soldering and de-soldering stations.
- iv) Periodical maintenance of motors, compressors etc. use of power factor correction capacitors.
- v) Proper selection and layout of lighting system.

- vi) Timely switching On-Off of the lights;
- vii) Use of compact fluorescent lamps wherever possible etc.

FINANCIAL ASPECTS

(i) Land & Building

Built-up area	150 Sq. meter
Office, Stores	50 Sq. meter
DTP area	50 Sq. meter.
Rent Payable per Annum (Rs.)	60,000

(ii) Machinery and Equipments

Sl.No	Description	Ind./Imp.	Qty.	Value(Rs.)
1.	Computer System (Pentium IV with	Ind.	3	1,20,000
	Network card 2.4 GHz/40 GE/ 128			
	ME/ 15'' colour monitor, key board,			
	optical mouse, speakers etc.)			
2.	Laser printer	Ind.	3	27,000
3.	Dot matrix printer	Ind.	1	9,000
4.	Colour printer	Ind.	1	15,000
5.	Scanner	Ind.	1	20,000
6.	UPS 500 VA	Ind.	3	7,500
7.	Spike suppressor	Ind.	1	1,500
8.	DTP Software package	Ind.	LS	20,000
		Total		2,20,000
	Other fixed Assets			
9.	Electrification Charges @ 10% of Cost			
	Machinery & Equipments	-		22,000
10.	Office Equipments, Furniture &	LS		30,000
	Working tables etc.			
11.	Pre-Operative Expenses	-		20,000
		Total		72,000
		Total fixed Capital		Rs. 3,92,000

Working Capital Per Month :**(i) Staff & Labour**

Sl. No.	Designation	Nos.	Salary/month (Rs.)	Total Salary/ month (Rs.)
1.	Manager	1	6,000	6,000
2.	DTP operator	3	4,000	12,000
3.	Peon/Helper	2	2,000	4,000
	+ Pre requisites @ 15% of Salary			3,300
			Total	25,300

(ii) Raw Material Requirement per Month :

Sl.No	Description	Ind./Imp.	Qty.	Value(Rs.)
1.	DTP Stationery	Ind.	LS	2,500
2.	CD/Floppy Disketts.	Ind.	LS	500
3.	Toner for laser jet printer	Ind.	LS	3,500
4.	Toner for colour printer	Ind.	LS	3,500
4.	Ink and Printer ribbon	Ind.	LS	2,000
	& other misc. items			
			Total	12,000

(iii) Utilities Per Month

Power	2,000
Water	200
Total	2,200

(iv) Other contingent Expenses per month

1.	Rent	5,000
2.	Postage and Stationery	1,000
3.	Telephone/Telex/Fax charges	2,000
4.	Repair & Maintenance	1,000
5.	Transport and conveyance Charges	2,000
6.	Advertisement / Publicity	1,000
7.	Insurance and Taxes	1,000
8.	Miscellaneous expenses	1,000
	Total	14,000

Total Recurring Expenditure Per month		= Rs. 53,500/-
(i + ii + iii + iv)	Say	= Rs. 54,000/-

Total Capital Investment (Rs.)

Fixed Capital		2,92,000
Working Capital on 3 months basis		1,62,000
Total		4,54,000

Financial Analysis:

Cost of Production (Per annum)

	Total Recurring Expenditure	6,48,000
	Depreciation on Plant & Machinery @ 10%	22,000
	Depreciation on office equipment, furniture etc. @ 20%	6,000
	Interest on total capital investment @ 16%	72,640
	Total	7,48,640
	or Say	7,48,600

Turnover Per Annum :

Item	Qty. (Nos.)	Rate/Unit (Rs.)	Total Sales (Rs.)
DTP Service (Pages)	50,000	20	10,00,000

Profit Per Annum (Before Tax) = Sales turnover-cost of production per annum
(per Annum)
= **Rs. 2,51,400/-**

Profit Ratio = (Profit x 100) / Sales turnover
= **25%**

Rate of Return = (Profit x 100) / Total capital Investment
= **55.3%**

BREAK EVEN POINT

Fixed Cost per annum

Rent	60,000
Depreciation on machinery & equipment @ 10%	22,000
Depreciation on office equipment, furniture etc. @ 20 %	6,000
Interest on total capital investment @ 16%	72,640
Insurance	12,000
40% of Salary and Wages	1,21,440
40% of Other Contingencies & utilities (Excluding rent & insurance)	38,400
Total	3,32,480
Say	3,32,400

$$\begin{aligned}\text{Break even point (BEP)} &= [\text{FC}/ (\text{FC} + \text{Profit})] \times 100 \\ &= 56.9\%\end{aligned}$$

Additional Information

- a) The Project Profile may be modified/tailored to suit the individual entrepreneurship qualities/capacity, production Programme and also to suit the locational characteristics, wherever applicable.
- b) The Electronics Technology is undergoing rapid strides of change and there is need for regular monitoring of the national and international technology scenario. The unit may, therefore, keep abreast with the new technologies in order to keep them in pace with the developments for global competition.
- c) Quality today is not only confined to the product or service alone. It also extends to the process and environment in which they are generated. The ISO 9000 defines standards for quality management systems and ISO 14001 defines standards for Environmental Management System for acceptability at international level. The unit may adopt ISO 9000 standards for global competition.
- d) The margin money recommended is 25% of the working capital requirement at an average. However, the percentage of margin money may vary as per bank's discretion.

NAME AND ADDRESSES OF MACHINERY, EQUIPMENTS SUPPLIERS

1.	M/s. Bergen Associates Pvt. Ltd.
	1082, Sector-27 B, Chandigarh-19.
2.	M/s. Microtek International Ltd.
	Microtek House, Udyog Nagar, Rohtak Road, Delhi-110041.
3.	M/s. Vintron Informatics Ltd.
	F -90/1 A, Okhla Industrial Area, Phase-I, New Delhi-110020.
4.	M/s. Sumitron Marketing,
	A-46, Naraina Industrial Area Phase-I, New Delhi- 110028.
5.	M/s. Advance Tech Services
	56, 2nd floor, Rani Jhansi Road, New Delhi-110055.
6.	M/s. Computer People
	The Mall, Solan,
	Himachal Pradesh
7.	M/s. Crown Electronics System
	J G-1 /7 A, Vikas Puri,
	New Delhi - 110018.

Name and Address of Raw Material Supplier:

All the leading branded computer manufacturer have their broad network and hence nearest dealer at Solan, Shimla, Kalka, Chandigarh may be contacted for computer hardware/software & Computer stationary related items.