

PMEGP PROPOSAL

TYPE OF ACTIVITY

Mineral Based

PROJECT PROFILE ON

Cottage Pottery Industry

PROJECT INTRODUCTION

Pottery, one of the oldest and most widespread of the decorative arts, consisting of objects made of clay and hardened with heat. The objects made are commonly useful ones, such as vessels for holding liquids or plates or bowls from which food can be served. Pottery plays an important role in studying culture and reconstructing the past. Historically with distinct culture, the style of pottery changed. It reflects the social, economic and environmental conditions a culture thrived in, which helps the archaeologists and historians in understanding our past.

Pottery is the process and the products of forming vessels and other objects with clay and other raw materials, which are fired at high temperatures to give them a hard and durable form.

PROCESS OF MANUFACTURE

Choose your Clay- Choosing the right clay is an important decision. There are many different clays, but there are three main types that most potters choose from, each with its own benefits and firing temperatures.

Wedging the Clay- Wedging your clay is an important step you shouldn't skip for several reasons. Most importantly it eliminates any air bubbles that may be in the clay. Getting rid of the bubbles will make the clay easier to work with.

Choose a Pottery making Technique- After you have decided on the Clay and how to Wedge it, now it's time to make your pot. There are several different ways to mold clay. These are the three main techniques that beginner potters usually choose from. **Throwing-** Throwing clay happens at The Pottery Wheel. The Potter uses the wheel to shape the clay. Many beginners like to start out on the wheel and I was one of them. I was instantly hooked.

Coiling- The coiling technique in pottery means that Potters will form coils and place one coil on top of the next and continue shaping them until you have begun to make the shape of a pot with it. You can make the shape of your coil pot any way you want. A larger base to a smaller rim, a smaller base to a larger rim, or a smaller base and rim with the middle area larger.

Pinch Pot- Perhaps one of the simplest ways to make pottery is the pinch pot technique. Simply take a ball of clay and form it into the shape you want.

Making the Pottery- After choosing one of the techniques you can start crafting your work of art. When making your pot if you mess up as most beginners do just grab another piece and start over. Remember there are no mistakes, you can Recycle your Clay many times.

Trimming and Decorating your Pottery- After you finish making your piece you have some options. You can Decorate it with Underglazes and slips in the greenware state (wet, leather hard, or bone dry). It's important to know what you can do in the Different Stages of Clay.

Bisque fire the clay- Once your clay is Bone Dry you can Load the Kiln for a bisque firing. The main reason behind pottery cracking or even exploding in the kiln is because your piece was not left out to dry long enough. While it may appear dry, moisture is still in the clay.

Glazing your pottery- Once the clay is bisque and turns into ceramic material it's time to apply the glaze or glazes, or underglazes to your bisque pottery. There are so many ways you can apply the glaze. The main ways you can apply your glaze are Dipping, Spraying, Brushing, and Pouring.

Put your Pottery in the kiln for a glaze fire- After you have let the glazed pottery dry, Load it in the Kiln for the final fire. Temperatures in the pottery kiln range from 1828 degrees Fahrenheit (998 C) to 2345 degrees Fahrenheit (1285 C).

1. NAME OF THE PRODUCT

Terracotta

Section Break

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2. Project Cost

EQUIPMENT NAME

Kiln, Potter wheel, Clay Processor, wooden rib, Pin tools, Trimming tool,

A. LAND WORKSHED RENTAL COST/EQUIPEMENT (IN RS.)

₹ 1,400,000.00

B. WORKING CAPITAL (IN RS.)

₹ 560,000.00

TOTAL PROJECT COST (IN RS.)

₹ 1,960,000.00

3. ESTIMATED ANNUAL PRODUCTION CAPACITY:

Particulars	Capacity in No.	Rate	Total value
Tea cup	360000	12	4320000
Flower pot	7200	500	3600000
Glass	18000	30	540000
Water pot	3600	500	1800000

4. RAW MATERIAL (IN RS.)

₹ 250,000.00

5. PACKING MATERIAL (IN RS.)

₹ 50,000.00

6. WAGES (1-SKILLED & 1-UNSKILLED) (IN RS.)

₹ 240,000.00

7. SALARIES (IN RS.)

₹ 0.00

8. ADMINISTRATIVE EXPENSES (IN RS.)

₹ 100,000.00

9. OVERHEADS (IN RS.)

₹ 30,000.00

10. MISCELLANEOUS EXPENSES (IN RS.)

₹ 40,000.00

11. DEPRECIATION (IN RS.)

₹ 140,000.00

12. INSURANCE (IN RS.)

₹ 20,000.00

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13. Interest (As per the PLR)

A. C.E.LOAN (IN RS.)

₹ 75,600.00

B. W.C LOAN (IN RS.)

₹ 72,800.00

14. Working Capital Requirement

A. FIXED COST (IN RS.)

₹ 500,000.00

B. VARIABLE COST (IN RS.)

₹ 370,000.00

C. REQUIREMENT OF WC PER CYCLE (IN RS.)

₹ 112,000.00

15. Cost Analysis

A. FIXED COST

100%	60%	70%	80%
500000	300000	350000	400000

B. VARIABLE COST

100%	60%	70%	80%
370000	222000	259000	296000

C. COST OF PRODUCTION

100%	60%	70%	80%
3105000	1863000	2173500	2484000

D. PROJECTED SALES

100%	60%	70%	80%
10260000	6156000	7182000	8208000

E. GROSS SURPLUS

100%	60%	70%	80%
7155000	4293000	5008500	5724000

F. EXPECTED NET SURPLUS

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100%	60%	70%	80%
6439500	3863700	4507650	5151600

PROPOSAL CREATED BY

Robert Williams

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.