



Detailed Project Report

Body Tattoo Carving



By



2023



TABLE OF CONTENT

SL NO	Content	Page No
1	Objectives of the JLG members	3
2	Objectives of SVSY	6
3	About VKF	7
4	Name of the product & technology	8
5	Deliverables and market	9
6	Role of each member	14
7	Soft intervention	14
8	Estimated cost of Project Implementation Schedule	15
9	Land/shed Status	16
10	SWOT Analysis	16
11	Youth empowerment Impact of the project on ecosystem	18
12	The end products	19
13	Financials	20



1. OVERVIEW OF THE JLG MEMBERS

Name of the JLG:

Number of the members.

Name of Gram Panchayat/Taluk:

Name of the District:

Account details of JLG:

Details of JLG members with Hierarchy;

1.

2.

3.

4.

5.

6.

KYC:

Aadhar/PAN/Photo:



The body tattoo carving project is a creative process of designing and applying permanent ink to the skin, using various techniques and styles to create a unique and personalized piece of body art. It involves careful planning and communication between the tattoo artist and the client, as well as proper hygiene and aftercare to ensure the tattoo heals well and looks great for years to come.

2. OBJECTIVES OF SVSY

Under Yuva Niti 2022, the new Swami Vivekananda Yuva Shakti Yojana is proposed on the following grounds to achieve holistic development of 2.1 crore youth of the state and to bring about constructive social change by the youth in keeping with the India@2047 vision of the Hon'ble Prime Minister.

The current scenario of the state on various parameters is as follows:

- i. Political Representation:** Out of total 1,01,308 members in rural local bodies, 12,411 (12.25 per cent) youths and 360 youths (5.36 per cent) out of 6713 municipal councillors are political representatives.
- ii. Education:** Out of a total of 2.1 crore youth, 21.55 lakh (10.37 per cent) students are in high school, 11.75 lakh (5.65 per cent), 6.45 lakh (3.10 per cent) in general degree colleges, 1.51 lakh (2.72 per cent), 1.11 lakh in polytechnics. (0.53 per cent), 0.74 lakh (0.36 per cent) The total number of students studying in medical courses is 43.12 lakh, which is per cent of the total youth. 21 percent will be. Remaining 157.88 lakh youth have below 10th standard education.



- iii. Employment:** According to the National Skill Development Corporation report, out of the total 2.1 crore youth in the state, 82 lakh (41 per cent) youth are in the labour force. As the remaining 119 lakh youth (59 per cent) are not in the professional labour force, they need to be given skill training to make them self-reliant.
- iv. Skill Development:** Out of the total 82 lakh youth in the workforce, 16 lakh youth (20 per cent) have received skill vocational training. The remaining 66 lakh (80 per cent) youth need to be given skill development training. Out of this, only one lakh youth are being trained by the NLRM department every year. Therefore 65 lakh untrained rural youth need skill training. To achieve this every school needs to provide vocational education from class 6 onwards.
- v. Internship:** According to the 6th Economic Census, there are a total of 28.80 lakh enterprises in the state, out of which 78,022 enterprises employ more than 8 people. About 30 lakh youths can be trained in skills by undertaking the internship program for a period of three months in local industries related to agriculture and agri-based/MSME/self-employment/service sector.
- vi. Migration Control:** Rural people have migrated from various districts to urban areas for job opportunities, of which 40 lakh (20 per cent) youth are in Bangalore city. Therefore, there is a need to provide more employment opportunities at the village level.
- vii. Consolidation of programs for rural employment:** In total there are 27,395 revenue villages in the state and it is proposed to form Swami Vivekananda Self Help Groups, one in each village, on the model of Women's Self-Help Groups to provide self-employment to the unorganized workers in these. There are about 15



to 20 youth in each group, and 5.50 lakh youth in 27,395 self-help groups have received Rs. 1.5 lakh to provide margin money estimated at Rs. 410 crores will be required.

- viii. Bank Linked Schemes:** Coordination and inclusion of Yuva Shakti schemes with schemes linked to 25 banks. There are 35000 shelves of projects under the Mudra loan scheme, and steps will be taken to select the financial activities of the self-help societies based on these models.
- ix. Training:** Skill development training will be imparted to the youth under the National Entrepreneurship Mission under the 18 programs being implemented by various departments under this scheme. Training for agriculture and other activities will be provided through the Rural Development Self Employment Training Institute (RUDSETI).
- x. Formation of State Level Committee:** It is proposed to constitute a committee under the chairmanship of the Minister of Youth Empowerment and Sports at the State level for implementation and monitoring of the programme. RDPR, Commerce and Industry, Labour, Skill Development and Bank representatives will be members of this committee.
- xi. District Level Committee:** It is proposed to constitute a District Level Committee under the Chairmanship of the Chief Executive Officer of the Zilla Panchayat for the implementation and supervision of the program at the district level. The members of this committee are the officers of Rural Development and Panchayat Raj, Commerce and Industry, Labour, Skill Development Departments and District Lead Bank Managers.



xii. Village level stewardship: The village level stewardship of this program will be handled by Rural Development and Panchayat Raj Departments and Youth Empowerment and Sports Departments.

3. ABOUT VKF

VKF is a Think Tank of Community Change Champions who are from various walks of Social Spaces with diverse backgrounds and specialists from their domains.

VKF is a platform that enables as a think tank to evolve an aggregation of the social impact service providers and entrepreneurs for bringing about a transformational movement of social Change that is measurable on the lines of the Strategic Sustainable Development Goals (SSDG) of United Nation (UN).

VKF's is primarily focused on the development of Karnataka state in collaboration and co-creation initiatives.

VKF is a platform that enables as a think tank to evolve an aggregation of the social impact service providers and entrepreneurs for bringing about a transformational movement of Social Change that is measurable on the lines of the Strategic Development Goal of UN.

VKF's strong focus is on enhancing the rural mass entrepreneurship development clubbed with rural livelihood options. In this direction, VKF team is working with the rural livelihood SHGs members and handholding them to elevate themselves to newer socio-economic status and uplifting the whole geography of the cluster by setting up of CFCs.



VKF's experience spans across conceptualizing cluster mapping, conducting baseline surveys, awareness creation, trust building activities, capacity building, design thinking activities etc., to enhance capabilities of the artisans and livelihood SHGs in the clusters.

VKF also indulges in facilitating Common Facility Centres, Preparation of DPR, Govt. liaising, market linkage activities, brand awareness, branding initiatives, value addition of the products produced by clusters etc. In this, regards we have collaborated and working with MSME, ESTC, IDEMI, Tribes India, NRLM and WCD to support rural masses in terms upgrading their livelihood opportunities.

4. NAME OF PRODUCT AND TECHNOLOGY

Body Tattoo Carving

Body tattoo carving has evolved significantly over the years. Today, tattoo artists use specialized tattoo machines that utilize needles to puncture the skin and inject ink into the dermis layer. These machines are powered by electricity and are designed for greater precision, control, and safety compared to traditional hand-poking techniques. The outcome of body tattoo carving depends on various factors, including the skill and experience of the artist, the quality of the equipment and materials used, and the aftercare practices of the client. A well-executed tattoo can result in a beautiful, long-lasting piece of art that enhances the wearer's appearance



and expresses their personality and values. However, poor execution or aftercare can result in subpar or even harmful outcomes, such as infections or fading/discoloration of the tattoo.

5. DELIVERABLES AND MARKET OF THE PRODUCT

The market for body tattoo carving in India has grown significantly in recent years, particularly in urban areas where there is a higher concentration of young people and a growing acceptance of body art. The industry has evolved from a relatively underground subculture to a mainstream phenomenon, with many professional tattoo parlors and artists operating across the country.

According to industry reports, the body tattoo carving market in India is estimated to be worth several hundred crore rupees and is projected to grow at a steady rate in the coming years. The industry has also become more organized and regulated, with many states imposing licensing and hygiene standards for tattoo artists and parlors.

The market for body tattoo carving in India is diverse, with many different styles and techniques being offered by artists, from traditional Indian motifs to contemporary Western designs. The pricing of tattoos can vary widely depending on factors such as the size, complexity, and location of the tattoo, as well as the reputation and experience of the artist.



Project Assumptions: This model DPR for Body Tattoo Carving is basically on certain assumptions that may vary with capacity, location, raw materials availability etc. An entrepreneur can use this model DPR format and modify as per requirement and suitability. The assumptions made in preparation of this particular DPR are given in Table. Therefore, land and civil infrastructures are assumed as already available with the entrepreneur.

Table: Detailed Project Assumptions		
Parameter	Value	
Assumed Capacity of the 3 Tattoo Machine:	20 tattoos per day	
Utilization of capacity:	Year 1	65%
	Year 2	70%
	Year 3	75%
	Year 4	80%
	Year 5 ONWARDS	85%
Working days per year:	300 days	
Working hours per day:	8-10 hours	
Average sale price of product	Rs. 500 per sqr inch	



Machineries



TG - Spark V2 Rotary Tattoo Pen Machine
Capacity: 20 tattoos per day (3 Machines)
Automatic grade: Manual
Voltage: 100 - 150 V
Tattoo Gizmo
SARSWATI VIHAR, New Delhi,

Market Output:

VKF will hand hold them to facilitating better packing and market linkage.

<p><u>Market Linkage</u></p> <ul style="list-style-type: none"> ❖ <u>Malls</u> ❖ <u>Tattoo shops</u> 	<ul style="list-style-type: none"> ❖ <u>Exhibition</u>
---	--



6. ROLE OF EACH OF THE JLG MEMBERS

How JLG will participate:

- 1 persons will be used to procurement
- 1 persons for production
- 1 persons for the logistics & sales
- 1 persons for value addition
- 1 person for waste management

7. SOFT INTERVENTION

The following are the soft interventions to be arranged:

- Awareness on financial inclusion will help in getting the assistance from Government and other sources
- Export promotional orientation for the JLG members.
- Awareness/ training programme on product quality, handling practices.
- Capacity Building activity
- Trust Building activities
- Programmes on technical skill enhancement to unit owners.
- Programmes on Business and entrepreneurship skill enhancement to unit owners
- Mass entrepreneurship development program in the JLG eco system.



8. ESTIMATED COST OF THE PROJECT AND THE IMPLEMENTATION SCHEDULE

The proposed cost of the project is as follows:

Sl. No.	Details	Cost in Rs.	Percentage
1	Bank Loan	2,52,000	90%
2	JLG contribution	25,200	10%
3	Total	2,77,200	100%

Sl. No.	Details	Cost in Rs.
1	Machine Cost	1,00,000
2	Furniture	1,20,000
3	Working capital (Shed deposit, electric connection deposit, Miscellaneous and preoperative expenses)	77,200
	TOTAL	2,77,200



The proposed project implementation schedule is as follows:

Sl. No.	Project Component	Schedule
1	Shed for the project on rental basis	Identified
2	Electricity and Water facility Installation	Present
3	Arrival of Machinery	Within 1 months of Order
4	Erection of Machinery	Within 5 days of arrival
5	Commissioning	Within 2-4 days of erection
6	Commercial Usage	Within 1 months from approval

9. LAND/SHED STATUS:

The JLG has already identified the shed required for the project within the project area.

10. SWOT ANALYSIS OF THE PROJECT

I. Strengths

- High demand for body tattoos as a form of self-expression and art
- Ability to create unique and personalized designs that cater to individual tastes and preferences
- Opportunity to build a loyal customer base through repeat business and positive word-of-mouth recommendations



- Low startup costs compared to other businesses in the creative industry
- Flexibility to operate from a physical location or online, depending on the target audience and business model

II. Weaknesses

- Need for specialized skills and training in body tattoo carving
- Perception of tattoos as unprofessional or unacceptable in certain industries or cultures
- Risk of infection or adverse reactions if proper hygiene and aftercare practices are not followed
- Difficulty in removing or modifying tattoos once they are done, which can limit future career opportunities or personal preferences

III. Opportunities

- Growing demand for body tattoos among younger generations and people from diverse backgrounds
- Opportunity to expand services and products offered to include aftercare products, tattoo removal services, and merchandise
- Ability to partner with other creative professionals, such as graphic designers or fashion designers, to create unique collaborations and products
- Potential to offer tattoos as a form of therapy or healing for people with mental health or emotional issues



IV. Threats

- Competition from established and emerging tattoo parlors and artists
- Potential legal and regulatory hurdles, such as licensing requirements or zoning restrictions
- Risks associated with operating in a highly regulated industry, such as liability and health concerns
- Negative media attention or social stigma surrounding body tattoos in certain communities or cultures

11. YOUTH EMPOWERMENT IMPACT OF THE PROJECT ON ECOSYSTEM

We have surplus youths in the state, graduate, undergraduate etc. supporting them to create self-employment will motivate to become entrepreneurs, they will live independent life. Entrepreneurship will greatly impact the lifestyle of the youths, if businesses work along with their involvement of all the members towards creating awareness and promoting positive impacts on others.

Ecosystem Support from Project

- **Sustainable practices:** Eco-friendly tattoo inks are made from natural, biodegradable ingredients and don't contain harmful chemicals or heavy metals, making them a safer and more sustainable option.



- **Local economy:** the body tattoo carving industry can contribute to the local economy by providing jobs and supporting small businesses, which can have a positive impact on the overall well-being of the community.
- **Reduced carbon footprint:** Some tattoo studios use reusable or compostable materials such as ink cups, needles, and barriers to minimize waste. Some tattoo artists also choose to reduce their carbon footprint by using energy-efficient equipment and reducing their water consumption.

12. THE END PRODUCTS PRODUCED FROM THE MACHINE





13. FINANCIALS

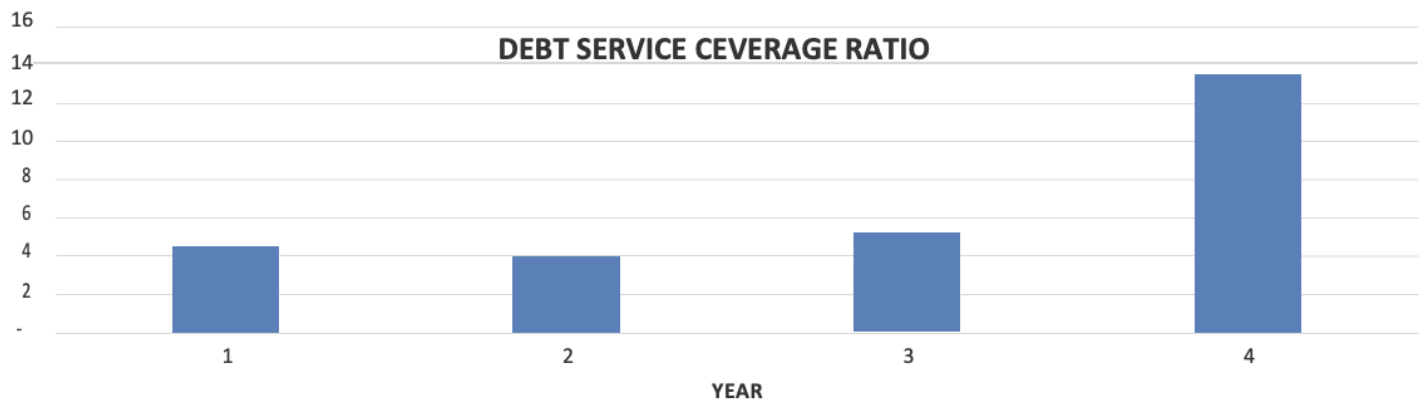
CASH FLOW STATEMENT

Particulars	Year				
	Year 1	Year 2	Year 3	Year 4	Year 5
<u>REVENUE FROM SALE OF TATOOS CARVING</u>					
No. of working days in a Year	300	300	300	300	300
No of Tattoo per Day (3 Machines)	20	20	20	20	20
Utilisation of the Capacity (%)	65%	70%	75%	80%	85%
Number of Tattoos in a year	3,900	4,200	4,500	4,800	5,100
Rate per square Inch	500	550	605	666	732
Gross Revenue earned per annum - A	19,50,000	23,10,000	27,22,500	31,94,400	37,33,455
<u>COST OF CONSUMABLES</u>					
Ink and other Consumables	5,85,000	6,93,000	8,16,750	9,58,320	11,20,037
Total Cost of Consumables per annum - B	5,85,000	6,93,000	8,16,750	9,58,320	11,20,037
<u>EXPENDITURE</u>					
Salaries and Wages	6,84,000	7,86,600	9,04,590	10,40,279	11,96,320
Electricity Charges	1,44,000	1,58,400	1,74,240	1,91,664	2,10,830
Travelling Expenses	72,000	79,200	87,120	95,832	1,05,415
Rent	1,56,000	1,71,600	1,88,760	2,07,636	2,28,400
Miscellaneous Expenses	36,000	39,600	43,560	47,916	52,708
Total Expenditure - C	10,92,000	12,35,400	13,98,270	15,83,327	17,93,673
Net Profit before Interest /Cash Flow (A-B-C)	2,73,000	3,81,600	5,07,480	6,52,754	8,19,745



PROJECTED TERM LOAN DSCR STATEMENT

	Year 1	Year 2	Year 3	Year 4
	Projected	Projected	Projected	Projected
Profit available to service the debt	2,73,000	3,81,600	5,07,480	6,52,754
Loan Repayment	37,193	79,880	87,808	47,120
Interest on Term Loan	23,211	16,988	9,060	1,314
Debt to be Served	60,404	96,868	96,868	48,434
Debt Service Coverage Ratio	5	4	5	13
AVERAGE DSCR	7			





BREAKEVEN ANALYSIS

Investment Value Including Margin Rs. 280000

Year ended	Year 1 Projected	Year 2 Projected	Year 3 Projected	Year 4 Projected	Year 5 Projected
Cash Flow as per Statement of Income	2,73,000	3,81,600	5,07,480	6,52,754	8,19,745
Less : Interest on Loan	23,211	16,988	9,060	1,314	#REF!
Less : Estimated Drawings/Personal Expenses	1,36,500	1,90,800	2,53,740	3,26,377	4,09,873
Net Cash Flow	1,13,289	1,73,812	2,44,680	3,25,063	#REF!
Cumulative Cash Flow	1,13,289	2,87,101	5,31,781	8,56,844	#REF!
Break Even Investment (in years)				1 Year and 11.5 Months	

DETAIL REPAYMENT SCHEDULE

Year	Quarter	Loan Installment	Principal Payment	Loan Outstanding	Interest at 9.5%	Cumulative Interest
1	1	5,985	-	2,52,000	5,985	23,211
	2	5,985	-	2,52,000	5,985	
	3	24,217	18,377	2,33,623	5,840	
	4	24,217	18,817	2,14,807	5,400	
2	1	24,217	19,267	1,95,540	4,950	16,988
	2	24,217	19,728	1,75,812	4,489	
	3	24,217	20,200	1,55,611	4,016	
	4	24,217	20,684	1,34,927	3,533	
3	1	24,217	21,179	1,13,748	3,038	9,060
	2	24,217	21,686	92,062	2,531	
	3	24,217	22,205	69,857	2,012	
	4	24,217	22,737	47,120	1,480	
4	1	24,217	23,281	23,838	936	1,314
	2	24,217	23,838	0	378	
Total		3,02,573	2,52,000		50,573	50,573



Designated Contact Details for this project

Email ID : contact@vkfoundations.org
Mobile : 9845938269 / 9986024478 / 9902256304
Website: vkfoundations.org

