



# Detailed Project Report

## NURSERY



By



2023



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## **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:**



**A plant nursery is a business that specializes in growing and selling various types of plants. These can include trees, shrubs, flowers, herbs, vegetables, and other ornamental plants. Nurseries can vary in size from small, family-owned operations to large commercial enterprises. Nurseries typically propagate plants from seed or cuttings and cultivate them in controlled environments such as greenhouses or outdoors in fields. They may also sell gardening supplies such as soil, fertilizer, and tools. Plant nurseries can serve a variety of customers, including home gardeners, landscapers, farmers, and other businesses that require plants for various purposes. They may offer a wide selection of plants for sale or specialize in certain types of plants or gardening products. Some nurseries also offer landscaping and garden design services, as well as educational programs and workshops on gardening and plant care.**

## **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 percent) 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 percent) 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**

##### **NURSERY:**

A nursery for plants is a facility where plants are grown and sold for use in gardening, landscaping, agriculture, and other purposes. These nurseries can be found in various settings, from small family-owned businesses to large commercial operations.

In a plant nursery, plants are typically propagated from seeds, cuttings, or other plant parts, and then grown in controlled environments such as greenhouses, shadehouses, or open fields. The plants are cared for by experienced growers who monitor factors such as soil moisture, temperature, and lighting to ensure their healthy growth. Plant nurseries can serve a range of customers, from home gardeners looking for a few plants for their backyard to landscapers and farmers who need large quantities of plants for larger-



scale projects. They may also offer additional services such as garden design, plant installation, and ongoing maintenance to help customers create and maintain beautiful and healthy gardens.

## 5. DELIVERABLES AND MARKET OF THE PRODUCT

### **Deliverables of Nursery Plants:**

Nursery plants refer to young plants that are grown in nurseries and sold to customers for planting in their gardens, farms or landscapes. The deliverables of nursery plants include:

**Seedlings:** These are young plants that have just started growing from seeds. They are usually sold in small trays or pots and are easy to transport.

**Cuttings:** Cuttings are pieces of stem or leaf that are cut from a parent plant and rooted to form new plants. They are usually sold in small pots or as bare-rooted plants.

**Saplings:** These are young trees that have been grown in a nursery for a few years before being sold. They are usually sold as bare-rooted plants or in large pots.

**Mature Plants:** These are plants that have been grown in a nursery for several years and have reached their full size. They are usually sold as large trees or shrubs and are commonly used in landscaping.



### **Market of Nursery Plants:**

The market for nursery plants is vast and varied. It includes homeowners, landscapers, gardeners, farmers, and commercial growers. Nursery plants are used for a variety of purposes, including:

**Landscaping:** Nursery plants are used to create beautiful landscapes in residential and commercial settings. They are used to create hedges, privacy screens, and to add color and texture to gardens.

**Agriculture:** Nursery plants are used by farmers to grow crops, such as fruits, vegetables, and nuts. They are also used for reforestation and restoration projects.

**Urban forestry:** Nursery plants are used to enhance the urban environment by planting trees along streets and in public spaces. This helps to reduce the urban heat island effect and improve air quality.

**Environmental conservation:** Nursery plants are used in habitat restoration projects to re-establish native plants in areas that have been degraded by human activities.

**Project Assumptions:** This model DPR for Plastic flower mold making 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 sapling grown:	200 per day	
Utilization of capacity:	Year 1	70%
	Year 2	70%
	Year 3	80%
	Year 4	90%
	Year 5 ONWARDS	90%
Working days per year:	300 days	
Working hours per day:	8-10 hours	
Average price of raw material:	Rs15/- per Sampling	
Average sale price of product	Rs. 30/- per Sampling	

**Machineries**



White High Pressure Fogging System
Coverage: 2.5 Feet
Automatic grade: Manual
Voltage: 220- 240 V
Naibho India Enterprise
New Ashok Nagar, New Delhi



## **Market Output:**

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

<b><u>Market Linkage</u></b> <ul style="list-style-type: none"><li>❖ <u>Residential</u></li><li>❖ <u>Commercial contractors</u></li><li>❖ <u>Nursery</u></li></ul>	<ul style="list-style-type: none"><li>❖ <u>Polyhouse</u></li><li>❖ <u>Hotels</u></li></ul>
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## **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:

<b>Sl. No.</b>	<b>Details</b>	<b>Cost in Rs.</b>	<b>Percentage</b>
1	Bank Loan	3,15,000	90%
2	JLG contribution	31,500	10%
3	<b>Total</b>	<b>3,46,500</b>	<b>100%</b>

<b>Sl. No.</b>	<b>Details</b>	<b>Cost in Rs.</b>
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1	Machine Cost	2,00,000
2	Raw materials	80,000
3	Working capital (Shed deposit, electric connection deposit, Miscellaneous and preoperative expenses)	66,500
	<b>TOTAL</b>	<b>3,46,500</b>

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

- Growing demand: With increasing interest in gardening, there is a growing demand for plants, particularly for those grown in nurseries. This presents an opportunity for a nursery plant project to cater to this demand and generate significant revenue.
- Low startup costs: Starting a nursery plant project does not require a significant amount of capital, as it can be done on a small scale with just a few plants. This means that it is a viable option for individuals or small businesses looking to start a venture without a lot of financial resources.
- Scalability: As the project grows and generates revenue, it can be expanded to include more varieties of plants and cater to a wider customer base.
- Low overhead costs: The overhead costs associated with a nursery plant project are relatively low, particularly if the plants are grown in a greenhouse or outdoor setting. This allows for a higher profit margin and greater flexibility in pricing.



## II. Weaknesses

- Weather dependence: Outdoor nurseries are particularly dependent on weather conditions, which can significantly impact the health and growth of plants. This means that there is a risk of losing plants and revenue due to extreme weather events.
- Seasonal demand: Demand for nursery plants is generally seasonal, with the majority of sales occurring during the spring and summer months. This means that the project may experience lower revenue during other times of the year.
- Long lead times: It can take several months or even years for some plants to grow and mature, which means that the project requires a significant amount of planning and patience.
- Pest and disease management: Growing plants in a nursery setting can make them more susceptible to pests and diseases, which requires additional attention and resources to manage.

## III. Opportunities

- Online sales: The rise of e-commerce has made it easier for customers to purchase plants online, which presents an opportunity for a nursery plant project to expand its customer base beyond its local market.
- Value-added services: Providing additional services such as plant installation and maintenance can create additional revenue streams and differentiate the project from competitors.



- Partnership with other businesses: Partnering with local businesses such as landscapers, garden centers, and home improvement stores can help increase the project's exposure and generate more sales.
- Organic and sustainable practices: Incorporating organic and sustainable growing practices can appeal to customers who prioritize environmentally friendly products.

#### IV. Threats

- Competition: There may be other nurseries or garden centers in the area that offer similar products, which could impact the project's ability to generate revenue and attract customers.
- Economic downturns: Economic downturns can impact discretionary spending, including spending on plants and gardening supplies.
- Environmental regulations: Environmental regulations could impact the project's ability to grow and sell certain plants, particularly those considered invasive or harmful to the local ecosystem.
- Supply chain disruptions: Supply chain disruptions such as plant diseases, shipping delays, and trade restrictions can impact the availability and cost of plants, which could affect the project's ability to generate revenue.

## **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:**

A nursery plant project can have several positive impacts on the ecosystem. Here are some of the ways a nursery plant project can contribute positively to the environment:

**Carbon sequestration:** Plants absorb carbon dioxide from the atmosphere during photosynthesis, which helps reduce the amount of greenhouse gases in the air.

Growing more plants in a nursery can contribute to carbon sequestration, which is the process of storing carbon in plants and soils.

**Biodiversity conservation:** Nursery plant projects can focus on growing native plant species, which can help conserve biodiversity by providing habitat for local wildlife.

Growing and promoting the use of native plant species can also help prevent the spread of invasive plant species.

**Soil health:** Growing plants in a nursery can help improve soil health by increasing soil organic matter and promoting beneficial microbial activity. Soil health is critical for maintaining healthy ecosystems and can help prevent soil erosion and nutrient depletion.



Air quality: Plants are known to improve air quality by removing pollutants from the air. A nursery plant project can contribute to improving local air quality by growing and distributing more plants in the area.

Water conservation: Nursery plant projects can incorporate water conservation practices such as using drip irrigation systems and collecting rainwater. By reducing water usage, the project can help conserve water resources and reduce water pollution.

Education and awareness: A nursery plant project can provide educational opportunities for the local community on the benefits of plants and their role in maintaining a healthy ecosystem. Raising awareness about environmental issues and promoting sustainable practices can encourage people to take actions to protect the environment.

## **12. THE END PRODUCTS PRODUCED FROM THE PROJECT:**







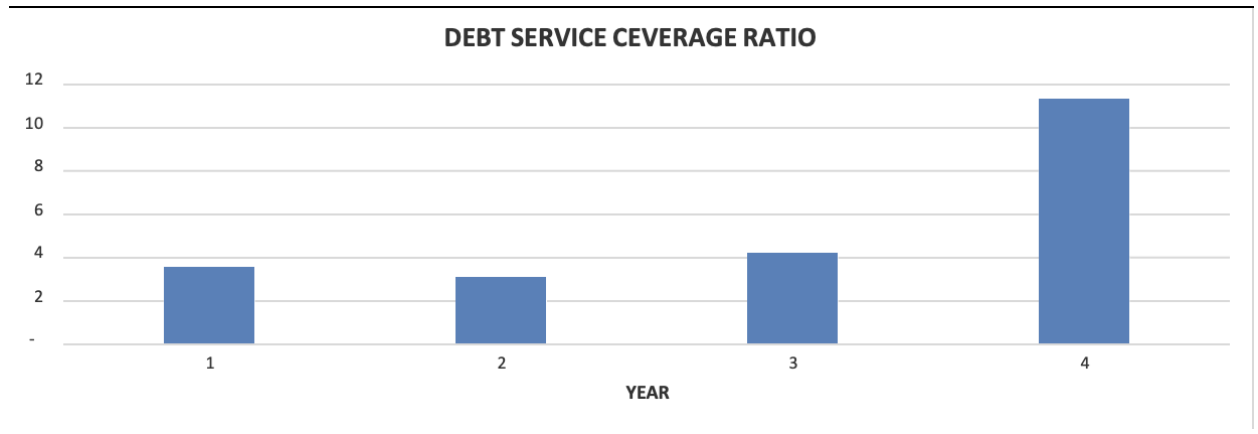
### 13. FINANCIALS

Particulars	Year	Year 1	Year 2	Year 3	Year 4	Year 5
<b><u>REVENUE FROM SALE OF NURSERY PLANT</u></b>						
No. of working days in a Year		360	360	360	360	360
Less : Non Working Days		60	60	60	60	60
No. of Manual days in a Year		300	300	300	300	300
Average No. of Sapling grown per day		200	220	242	266	293
No. of Sapling grown in a year		60,000	66,000	72,600	79,860	87,846
Avg Sale Price per Sapling		30	33	36	40	44
<b>Gross Revenue earned per annum - A</b>		<b>18,00,000</b>	<b>21,78,000</b>	<b>26,35,380</b>	<b>31,88,810</b>	<b>38,58,460</b>
<b><u>COST OF RAW MATERIALS</u></b>						
Consumption of Raw Materials		60,000	66,000	72,600	79,860	87,846
Rate per Sapling		15	17	18	20	22
<b>Total Cost of Raw Material per annum - B</b>		<b>9,00,000</b>	<b>10,89,000</b>	<b>13,17,690</b>	<b>15,94,405</b>	<b>19,29,230</b>
<b><u>EXPENDITURE</u></b>						
Salaries and Wages		3,60,000	4,14,000	4,76,100	5,47,515	6,29,642
Electricity Charges		36,000	39,600	43,560	47,916	52,708
Rent		1,20,000	1,32,000	1,45,200	1,59,720	1,75,692
Transportation and Travelling		24,000	26,400	29,040	31,944	35,138
Grafting Charges		55,000	60,500	66,550	73,205	80,526
Packaging and Promotion Expenses		24,000	26,400	29,040	31,944	35,138
Miscellaneous Expense		12,000	13,200	14,520	15,972	17,569
<b>Total Expenditure - C</b>		<b>6,31,000</b>	<b>7,12,100</b>	<b>8,04,010</b>	<b>9,08,216</b>	<b>10,26,413</b>
<b>Net Profit before Interest /Cash Flow (A-B-C)</b>		<b>2,69,000</b>	<b>3,76,900</b>	<b>5,13,680</b>	<b>6,86,189</b>	<b>9,02,817</b>



### PROJECTED TERM LOAN DSCR STATEMENT

	Year 1	Year 2	Year 3	Year 4
	Projected	Projected	Projected	Projected
Profit available to service the debt	2,69,000	3,76,900	5,13,680	6,86,189
Loan Repayment	46,491	99,850	1,09,759	58,900
Interest on Term Loan	29,013	21,235	11,325	1,643
<b>Debt to be Served</b>	<b>75,505</b>	<b>1,21,085</b>	<b>1,21,085</b>	<b>60,542</b>
Debt Service Coverage Ratio	4	3	4	11
<b>AVERAGE DSCR</b>	<b>6</b>			





## BREAKEVEN ANALYSIS

### Investment Value Including Margin Rs. 350000

Year ended	Year 1 Projected	Year 2 Projected	Year 3 Projected	Year 4 Projected	Year 5 Projected
Cash Flow as per Statement of Income	2,69,000	3,76,900	5,13,680	6,86,189	9,02,817
Less : Interest on Loan	29,013	21,235	11,325	1,643	-
Less : Estimated Drawings/Personal Expenses	1,34,500	1,88,450	2,56,840	3,43,094	4,51,408
<b>Net Cash Flow</b>	<b>1,05,487</b>	<b>1,67,215</b>	<b>2,45,515</b>	<b>3,41,452</b>	<b>4,51,408</b>
<b>Cumulative Cash Flow</b>	<b>1,05,487</b>	<b>2,72,702</b>	<b>5,18,217</b>	<b>8,59,668</b>	<b>13,11,077</b>
<b>Break Even Investment (in years)</b>		<b>2 Year and 3.8 Months</b>			

## DETAIL REPAYMENT SCHEDULE

Year	Quarter	Loan Installment	Principal Payment	Loan Outstanding	Interest at 9.5%	Cumulative Interest
1	1	7,481	-	3,15,000	7,481	29,013
	2	7,481	-	3,15,000	7,481	
	3	30,271	22,971	2,92,029	7,300	
	4	30,271	23,521	2,68,509	6,750	
2	1	30,271	24,084	2,44,425	6,187	21,235
	2	30,271	24,660	2,19,765	5,611	
	3	30,271	25,251	1,94,514	5,021	
	4	30,271	25,855	1,68,659	4,416	
3	1	30,271	26,474	1,42,185	3,797	11,325
	2	30,271	27,108	1,15,077	3,163	
	3	30,271	27,757	87,321	2,515	
	4	30,271	28,421	58,900	1,850	
4	1	30,271	29,101	29,798	1,170	1,643
	2	30,271	29,798	0	473	
<b>Total</b>		<b>3,78,216</b>	<b>3,15,000</b>		<b>63,216</b>	<b>63,216</b>



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