



Detailed Project Report

Snorkeling Project



By



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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:



The Snorkeling Project is a recreational activity that involves swimming with a diving mask and snorkel, allowing individuals to observe underwater marine life while breathing through the snorkel tube above the water surface. The activity requires minimal training, making it accessible to people of all ages and skill levels, and it can be done in a variety of locations, including oceans, rivers, lakes, and ponds. Snorkeling allows individuals to explore the beauty of underwater ecosystems, and it can also serve as a valuable tool for marine education and research. Proper safety precautions should always be taken when snorkeling, including using appropriate equipment and being aware of potential hazards such as currents, waves, and marine wildlife.

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.

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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

Snorkeling

A snorkeling project is a venture that aims to provide snorkeling experiences for people in a designated area. It can be a commercial or a non-profit venture that focuses on promoting the underwater world to a wider audience. The project may involve setting up a snorkelling center, providing equipment rentals, guided tours,



and training for snorkelers. The objective of the project could be to provide a fun, safe, and educational experience for snorkelers, or to support conservation efforts by raising awareness of the importance of protecting the underwater world. The project may target a specific demographic, such as families, tourists, or school groups, and may be located in a popular tourist destination or a more remote area. The success of the project will depend on various factors, including the quality of the snorkelling experience, the level of safety, marketing and promotion efforts, and the level of customer satisfaction.

5. DELIVERABLES AND MARKET OF THE PRODUCT

- **Certification Courses:** Snorkelling certification courses are the main deliverable for snorkelling. These courses teach individuals the skills and knowledge needed to dive safely and enjoy the underwater environment.
- **Snorkelling Gear:** Snorkelling gear, including tanks, regulators, buoyancy control devices, fins, and masks, are also important deliverables in the snorkelling market.
- **Dive Trips and Excursions:** Dive trips and excursions are popular deliverables in the snorkelling market, allowing individuals to experience the underwater world in a variety of locations and environments.
- **Instruction and Training:** Snorkelling instructors and training courses are also important deliverables, providing individuals with the skills and knowledge needed to dive safely and enjoy the underwater environment.



Project Assumptions: This model DPR for Snorkelling Project 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
Off Season months	6 Months
No of working months in a year	6 Months
Working days per year:	180 days
Working hours per day:	8-10 hours
Events For Families and Friends	Rs. 25000/ Event
Training for students	Rs 5,000 per Student per month
Summer and Winter Camp	Rs. 10,000 per student

Accessories





Kit Price-75000
Set Contains: like mask, snorkel, fins, boots
Material: Rubber, PVC, Plastic
Packaging Type: Box

<u>Market Linkage</u> <ul style="list-style-type: none"> ❖ <u>Tourism</u> ❖ <u>Recreational Divers</u> ❖ <u>Technical Divers</u> 	<ul style="list-style-type: none"> ❖ <u>Dive centers and Resorts Bakeries</u> ❖ <u>Online Marketspaces</u> ❖ <u>School and College Sports Training</u>
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6. ROLE OF EACH OF THE JLG MEMBERS

How JLG will participate:

- 3 persons will be handling para sailing operations for persons
- 3 persons for training
- 2 persons for checking & maintaining equipment
- 2 persons for marketing

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	3,24,000	90%
2	JLG contribution	36,000	10%
3	Total	3,60,000	100%

Sl. No.	Details	Cost in Rs.
1	Training & Accessories Cost	2,35,000
2	Furnishing charges	25,000



3	Working capital (Shed deposit, electric connection deposit, Miscellaneous and preoperative expenses)	1,00,000
	TOTAL	3,60,000

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 2 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. Strength

- Growing awareness among entrepreneurs about the need for modernization, managerial and technical skill.



- **Unspoiled and less crowded diving sites** - The rural area provides a unique diving experience with pristine waters and a low density of divers, which results in a more serene and peaceful experience.
- **Natural beauty** - The rural area offers stunning landscapes and diverse underwater environments, providing divers with a breathtaking underwater world.
- **Affordability** - Snorkelling in a rural area is typically less expensive compared to popular tourist destinations, providing an opportunity for budget-conscious divers to experience the underwater world..
- The cluster members are having good coordination among themselves and are serious about resolving cluster problems.

II. Weakness

- **Limited infrastructure** - The rural area may not have the same level of dive centers, equipment rental, and transport services as popular tourist destinations, making it difficult for divers to access and prepare for their dives.
- **Lack of qualified dive instructors** - The rural area may have limited resources in terms of qualified dive instructors and certified dive schools, making it challenging for divers to receive proper training.
- **Limited marine life** - The rural area may not have the same level of marine life diversity as popular tourist destinations, providing a less exciting diving experience for some divers.



III. Opportunities

- **Ecotourism** - Snorkeling in a rural area can help promote sustainable ecotourism and support local communities.
- **Diversifying dive experiences** - The rural area provides the opportunity for divers to experience different underwater environments, such as shipwrecks, caves, and lagoons.
- **Raising awareness** - Snorkeling in a rural area can help raise awareness of the importance of protecting the underwater world, and help promote conservation efforts. There is huge scope for cluster product diversification and for value added product development that can be achieved through training the cluster members.
- Modern process machinery that can give better productivity and quality as well as special features for the final products are available globally.

IV. Threats

- Due to poor market access the profitability of the JLG members may fall bit low level. This may discourage initially to JLG members.
- Main attributed to less profitability to this industry is due to lower price at the beginning and JLG members need to work hard.
- **Environmental degradation** - Poorly managed and unregulated diving activities can result in environmental degradation, which could impact the quality of the dive experience and harm marine life.



- **Health and safety risks** - The rural area may not have the same level of health and safety measures as popular tourist destinations, and divers may be exposed to higher risks.
- **Limited marketing and promotion** - The rural area may not have the same level of marketing and promotion resources as popular tourist destinations, making it difficult for divers to find out about the area and plan their diving trips.

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.



12. THE END RESULTS



13. FINANCIALS

CASH FLOW STATEMENT

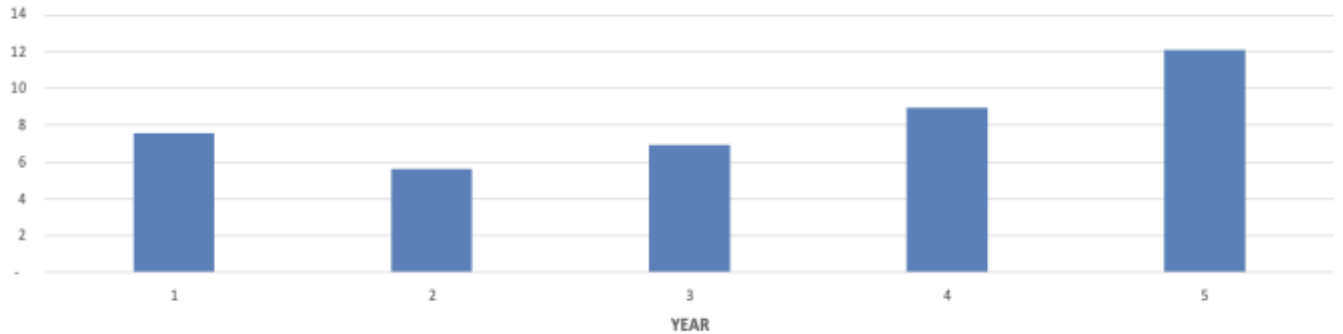
Particulars	Year	Year 1	Year 2	Year 3	Year 4	Year 5
<u>REVENUE FROM SNROKELING TRAINING AND EVENTS</u>						
No. of Months in a Year		12	12	12	12	12
Less : Off Season months		6	6	6	6	6
No. of Working months in a Year		6	6	6	6	6
Events For Families and Friends (Rs.25,000 per Event)		6,00,000	6,60,000	7,92,000	9,90,000	12,87,000
Training for students (Rs 5,000 per Student per month)		18,00,000	19,80,000	23,76,000	29,70,000	38,61,000
Summer and Winter Camp (Rs.10,000 per student)		2,50,000	2,75,000	3,30,000	4,12,500	5,36,250
Gross Revenue earned per annum - A		26,50,000	29,15,000	34,98,000	43,72,500	56,84,250
<u>EXPENDITURE</u>						
Salaries and Wages		9,00,000	9,90,000	11,88,000	14,85,000	19,30,500
Instructors salaries		10,80,000	11,88,000	14,25,600	17,82,000	23,16,600
Equipment Maintenance		50,000	55,000	60,500	66,550	73,205
Medical and Food Expenses		21,000	23,100	25,410	27,951	30,746
Advertising and Marketing		60,000	66,000	72,600	79,860	87,846
Miscellaneous Expenses		36,000	39,600	43,560	47,916	52,708
Total Expenditure - B		21,47,000	23,61,700	28,15,670	34,89,277	44,91,605
Net Profit before Interest /Cash Flow (A-B)		5,03,000	5,53,300	6,82,330	8,83,223	11,92,645



PROJECTED TERM LOAN DSCR STATEMENT

	Year 1	Year 2	Year 3	Year 4	Year 5
	Projected	Projected	Projected	Projected	Projected
Profit available to service the debt	5,03,000	5,53,300	6,82,330	8,83,223	11,92,645
Loan Repayment	32,857	70,568	77,571	85,270	93,733
Interest on Term Loan	33,556	28,058	21,055	13,356	4,893
Debt to be Served	66,413	98,626	98,626	98,626	98,626
Debt Service Coverage Ratio	8	6	7	9	12
AVERAGE DSCR	8				

DEBT SERVICE COVERAGE RATIO



BREAKEVEN ANALYSIS

Investment Value Including Margin Rs. 400000

Year ended	Year 1 Projected	Year 2 Projected	Year 3 Projected	Year 4 Projected	Year 5 Projected
Cash Flow as per Statement of Income	5,03,000	5,53,300	6,82,330	8,83,223	11,92,645
Less : Interest on Loan	33,556	28,058	21,055	13,356	4,893
Less : Estimated Drawings/Personal Expenses	2,51,500	2,76,650	3,41,165	4,41,612	5,96,323
Net Cash Flow	2,17,944	2,48,592	3,20,110	4,28,256	5,91,430
Cumulative Cash Flow	2,17,944	4,66,536	7,86,646	12,14,902	18,06,331
Break Even Investment (in years)	1 Year and 8.8 Months				



DETAIL REPAYMENT SCHEDULE

Year	Quarter	Loan Installment	Principal Payment	Loan Outstanding	Interest at 9.5%	Cumulative Interest
1	1	8,550	-	3,60,000	8,550	33,556
	2	8,550	-	3,60,000	8,550	
	3	24,657	16,234	3,43,766	8,422	
	4	24,657	16,623	3,27,143	8,034	
2	1	24,657	17,021	3,10,122	7,636	28,058
	2	24,657	17,428	2,92,693	7,228	
	3	24,657	17,846	2,74,848	6,811	
	4	24,657	18,273	2,56,575	6,384	
3	1	24,657	18,710	2,37,865	5,946	21,055
	2	24,657	19,158	2,18,706	5,498	
	3	24,657	19,617	1,99,090	5,040	
	4	24,657	20,086	1,79,003	4,570	
4	1	24,657	20,567	1,58,436	4,089	13,356
	2	24,657	21,060	1,37,377	3,597	
	3	24,657	21,564	1,15,813	3,093	
	4	24,657	22,080	93,733	2,577	
5	1	24,657	22,608	71,125	2,048	4,893
	2	24,657	23,150	47,975	1,507	
	3	24,657	23,704	24,271	953	
	4	24,657	24,271	-	385	
Total		4,60,918	3,60,000		1,00,918	1,00,918



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