



# DETAILED PROJECT REPORT

## Videography



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:**



Videography is the process of capturing moving images on camera, typically for the purpose of creating a video. It involves the use of cameras, lighting, sound equipment, and editing software to create high-quality videos for a variety of purposes. As technology continues to advance and video content becomes increasingly popular, the demand for skilled videographers is likely to continue growing.

## **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 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 Common Facility Centres.

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 working with MSME, ESTC, IDEMI, Tribes India, NRLM and WCD to support rural masses in terms upgrading their livelihood opportunities. It also facilitates in preparation of DPR, Govt. liaising, market linkage activities, brand





awareness, branding initiatives, value addition of the products produced by clusters etc.

#### **4. NAME OF PRODUCT AND TECHNOLOGY**

##### **Videography**

Videography is the art and process of creating video content. It involves capturing moving images and sound using a video camera or other recording device, and then editing and enhancing the footage to create a final video product. Videography can be used for a wide range of purposes, from personal and creative projects to professional productions such as advertising, documentaries, and films.

Videography has become increasingly accessible in recent years with the development of technology, including high-quality cameras and editing software. As a result, more people have the ability to create and share video content than ever before. This has led to a proliferation of online video content, with platforms like YouTube and TikTok providing opportunities for people to showcase their skills and reach large audiences.

Videography services typically include the use of professional equipment such as high-end cameras, lighting, sound systems, and editing software to create high-quality video content.

#### **5. DELIVERABLES AND MARKET OF THE PRODUCT**

##### **Videography**





- **Video production:** Videography services often involve end-to-end video production, which includes scripting, filming, and post-production work such as editing and color grading. Videos produced can be for various purposes, such as corporate videos, promotional videos, social media content, and more.
- **Event coverage:** Videographers are often hired to capture important events such as weddings, conferences, concerts, and other types of gatherings. Event coverage can include live streaming, recording, and post-production work to create highlight reels or full-length videos.
- **Aerial videography:** With the advancement of technology, aerial videography has become a popular option. Drones are used to capture stunning aerial footage for various purposes, such as real estate, tourism, and outdoor adventures.
- **Marketing and advertising:** Businesses of all sizes use video marketing to promote their products and services. Videography services can help businesses create video advertisements, product demos, and promotional content for social media channels and websites.
- **Social media content:** The rise of social media platforms has created a new demand for videography services. Social media influencers and content creators use video content to grow their following and engagement. Short-form videos for platforms like Instagram, TikTok, and YouTube are in high demand.



- **Education and training:** Videos are also used for educational and training purposes. Videography services can be used to create training videos, educational content, and explainer videos for businesses and educational institutions.

### **Project Assumptions:**

This model DPR for Videography 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 below. Therefore, land and civil infrastructures are assumed as already available with the entrepreneur.

<b>Table: Detailed Project Assumptions</b>		
Parameter	Value	
Average Output Capacity of the Videography machine:	1 unit	
Utilization of capacity:	Year 1	80%
	Year 2	80%
	Year 3	85%
	Year 4	90%
	Year 5	95%
Working days per year:	300 days	
Working hours per day:	8-10 hours	
Average sale price of one event	Rs.15000/event	



## Details of Machinery



<b>Panasonic HC PV100 Professional Camcorder</b>
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<b>Screen Size: 3.1Inch</b>
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<b>Optical Zoom: 20x</b>
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<b>Supplier: Om Enterprises</b>
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<b>Location: Faridabad</b>
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Tripé Professional WT-3308A



<b>Black Aluminum Weifeng WF-3308A Camera Tripod</b>
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<b>Material: Aluminum</b>
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<b>Supplier: I Focus Technologies</b>
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<b>Location: Bengaluru, Karnataka</b>
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Suppliers are available in Bangalore and Coimbatore



### **Market Output:**

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

#### **Market Linkage**

- ❖ **Events**
- ❖ **Advertisement**
- ❖ **Film Making**

#### ❖ **Mass Media**

## **6. ROLE OF EACH OF THE JLG MEMBERS**

### **How JLG will participate:**

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

## **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. BREAK UP COST AND MARGIN 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	4,27,500	90%
2.	JLG contribution	42,750	10%
3.	<b>Total</b>	<b>4,69,750</b>	<b>100%</b>

Sl. No.	Details	Cost in Rs
1.	Machine cost	2,70,000
2.	Furniture	60,750
3.	Working capital (Shed deposit, electric connection deposit, Miscellaneous and preoperative expenses)	1,39,000
	<b>Total</b>	<b>4,69,750</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 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

- There is a growing demand for videography services in Bangalore due to the increase in social media usage and the need for businesses to create compelling visual content.
- Bangalore has a large pool of talented and skilled videographers who are proficient in using the latest equipment and software.
- Videography services in Bangalore offer a variety of services, including wedding videography, event videography, corporate videography, and more..



- The JLG members are having good coordination and co-operation among themselves and their friends. From this process they can support lot of their friends.

## II. Weakness

- The videography services industry in Bangalore is highly competitive, and it can be difficult for new businesses to establish themselves.
- The JLG members lack insufficient place for working/processing in their units. All the process was being carried at one small area.
- The JLG members have poor access to national and international markets. This will affect initially the profitability of the JLG members.
- Videography equipment can be expensive, which can be a barrier to entry for new businesses

## III. Opportunities

- JLG members are still very young if they start performing well in business and in future modern process machinery with better productivity and quality as well as special features for the final products also can be done within JLG members.
- The videography services industry in Bangalore is expected to grow in the coming years, providing opportunities for businesses to expand their services.
- With the rise of social media and online marketing, there is a growing need for businesses to create engaging video content, providing videographers with more opportunities.





- The project could partner with local businesses to provide delivery services, increasing its customer base and revenue.
- The government of Karnataka is offering incentives to companies that use electric vehicles in their operations, which could help the project to grow and expand.

#### 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.
- Technological advancements can quickly make current equipment or software obsolete, which can be costly for videographers to upgrade.
- An economic downturn can impact the demand for videography services, as individuals and businesses may have less disposable income.
- Pandemics and natural disasters can disrupt the videography services industry, making it difficult for videographers to meet their clients' needs.

The videography services industry in Bangalore has a high potential for growth, but it also faces significant competition and budget constraints. Businesses can differentiate themselves by specializing in niche markets, such as aerial or 360-degree videography, and by providing high-quality services at a competitive price.



## **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-**

- **Documentation of Biodiversity:** Videography projects can document the flora and fauna of an ecosystem, providing valuable data and insights to scientists and researchers. This documentation can help in the conservation and management of ecosystems and the species that inhabit them.
- **Awareness and Education:** Videos can be used to raise awareness and educate people about the importance of preserving ecosystems and the consequences of their degradation. They can be used in schools, public awareness campaigns, and social media to engage people in the conversation about environmental issues.
- **Conservation and Restoration:** Videography projects can also be used to highlight the beauty and value of ecosystems, which can encourage conservation efforts. They



can showcase successful conservation and restoration efforts, inspiring others to take action in their communities.

- **Research:** Videography projects can also aid in scientific research by providing visual data that can be used to analyze ecological patterns and trends. This information can be used to inform policy and management decisions related to the conservation and preservation of ecosystems.

Videography projects can play an important role in supporting ecosystem conservation and management by documenting biodiversity, raising awareness and educating people, showcasing successful conservation efforts, aiding in scientific research, and informing policy and management decisions.

## 12. THE END PRODUCTS PRODUCED WITH THE MACHINE





### 13. FINANCIALS

#### CASH FLOW STATEMENT

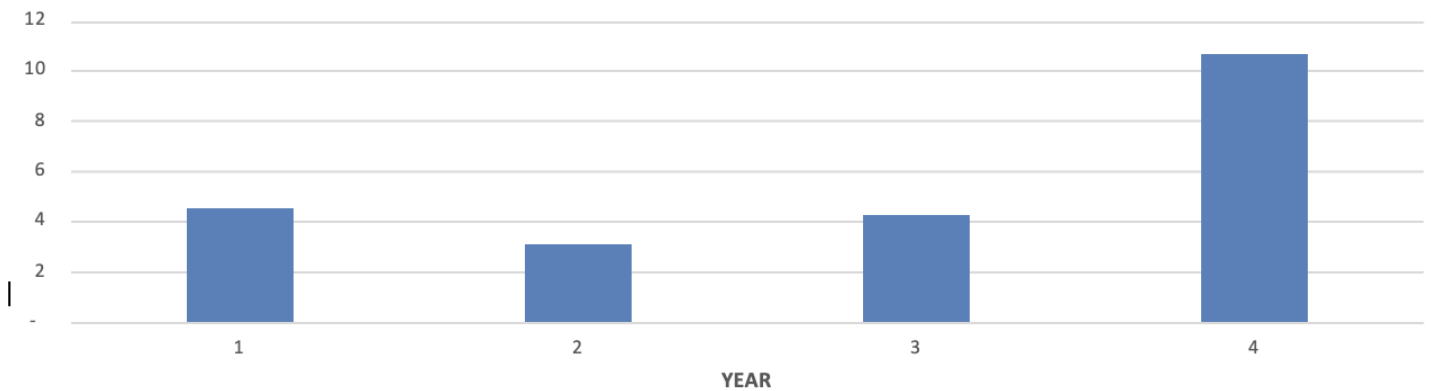
Particulars	Year				
	Year 1	Year 2	Year 3	Year 4	Year 5
<b><u>REVENUE FROM VIDEOGRAPHY SERVICE</u></b>					
No. of working days in a Year	300	300	300	300	300
Less : Days for off Season	60	60	60	60	60
No. of Events in a Year	150	150	150	150	150
Capacity of the machine in units	1	1	1	1	1
Utilisation of the Capacity (%)	80%	80%	85%	90%	95%
Avg No of Events Conducted in a year	120	120	128	135	143
Avg Rate per Event	15,000	16,500	18,150	19,965	21,962
<b>Gross Revenue earned per annum - A</b>	<b>18,00,000</b>	<b>19,80,000</b>	<b>23,14,125</b>	<b>26,95,275</b>	<b>31,29,514</b>
<b><u>EXPENDITURE</u></b>					
Salaries and Wages	7,20,000	7,92,000	8,71,200	10,01,880	11,52,162
Power and Fuel Expenses	60,000	66,000	72,600	79,860	87,846
Video Editing charges	4,20,000	4,62,000	5,08,200	5,59,020	6,14,922
Repairs and Maintenance	72,000	79,200	87,120	95,832	1,05,415
Miscellaneous Expenses	60,000	66,000	72,600	79,860	87,846
<b>Total Expenditure - B</b>	<b>13,32,000</b>	<b>14,65,200</b>	<b>16,11,720</b>	<b>18,16,452</b>	<b>20,48,191</b>
<b>Net Profit before Interest /Cash Flow (A-B)</b>	<b>4,68,000</b>	<b>5,14,800</b>	<b>7,02,405</b>	<b>8,78,823</b>	<b>10,81,323</b>



## 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	3,51,750	4,94,550	6,60,143	8,51,321	10,71,157
Loan Repayment	28,750	61,747	67,875	74,611	82,016
Interest on Term Loan	29,361	24,551	18,423	11,686	4,281
<b>Debt to be Served</b>	<b>58,111</b>	<b>86,298</b>	<b>86,298</b>	<b>86,298</b>	<b>86,298</b>
Debt Service Coverage Ratio	6	6	8	10	12
<b>AVERAGE DSCR</b>	<b>8</b>				

### DEBT SERVICE COVERAGE RATIO





## BREAKEVEN ANALYSIS

### Investment Value Including Margin Rs. 475000

Year ended	Year 1 Projected	Year 2 Projected	Year 3 Projected	Year 4 Projected	Year 5 Projected
Cash Flow as per Statement of Income	4,68,000	5,14,800	7,02,405	8,78,823	10,81,323
Less : Interest on Loan	39,375	28,819	15,370	2,229	-
Less : Estimated Drawings/Personal Expenses	2,34,000	2,57,400	3,51,203	4,39,412	5,40,661
<b>Net Cash Flow</b>	<b>1,94,625</b>	<b>2,28,581</b>	<b>3,35,833</b>	<b>4,37,182</b>	<b>5,40,661</b>
<b>Cumulative Cash Flow</b>	<b>1,94,625</b>	<b>4,23,206</b>	<b>7,59,039</b>	<b>11,96,221</b>	<b>17,36,882</b>
<b>Break Even Investment (in years)</b>		<b>2 Year and 1.9 Months</b>			

## DETAIL REPAYMENT SCHEDULE

Year	Quarter	Loan Installment	Principal Payment	Loan Outstanding	Interest at 9.5%	Cumulative Interest
1	1	10,153	-	4,27,500	10,153	39,375
	2	10,153	-	4,27,500	10,153	
	3	41,082	31,175	3,96,325	9,908	
	4	41,082	31,921	3,64,404	9,161	
2	1	41,082	32,685	3,31,719	8,397	28,819
	2	41,082	33,467	2,98,252	7,615	
	3	41,082	34,269	2,63,983	6,814	
	4	41,082	35,089	2,28,894	5,993	
3	1	41,082	35,929	1,92,965	5,153	15,370
	2	41,082	36,789	1,56,176	4,293	
	3	41,082	37,670	1,18,507	3,413	
	4	41,082	38,571	79,935	2,511	
4	1	41,082	39,495	40,440	1,587	2,229
	2	41,082	40,440	0	642	
<b>Total</b>		<b>5,13,293</b>	<b>4,27,500</b>		<b>85,793</b>	<b>85,793</b>



**Designated Contact Details for this project**

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