

26 POOJA BRASS WARES



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1. INTRODUCTION

Pooja Brass Wares is a promising micro and small investment project located in the scenic region of Uttarakhand, India. With a focus on crafting exquisite brass products for religious and decorative purposes, this venture seeks to cater to the spiritual and cultural needs of the local community and beyond. The project envisions becoming a significant contributor to Uttarakhand's rich heritage of traditional craftsmanship.

2. PRODUCT & ITS APPLICATION

Pooja Brass Wares excels in crafting an exquisite array of brass products, encompassing idols, lamps, bells, incense holders, and decorative items that are deeply ingrained in Indian culture and religion. These items are not only pivotal in religious worship, offering a medium for devotees to express their spirituality and devotion during ceremonies and rituals, but they also find a place in home decor, adding a touch of elegance and traditional charm to living spaces. Beyond their aesthetic and spiritual appeal, the brass wares crafted by Pooja Brass Wares serve as thoughtful and meaningful gifts for a variety of special occasions and festivals, reflecting the rich cultural heritage of India. They play a crucial role in preserving and perpetuating traditions, passing down the essence of India's cultural legacy from one generation to the next, thereby holding immense cultural and religious significance.

3. DESIRED QUALIFICATION FOR PROMOTER

For the successful operation of Pooja Brass Wares and to aid in the preservation of traditional craftsmanship in Uttarakhand, it is imperative for the promoter to be equipped with a blend of skills and knowledge. Artistic skills are fundamental, as a passion for and proficiency in brass crafting are essential to create exquisite pieces. In addition, an in-depth knowledge of brass work, including the various techniques, tools, and processes involved, is crucial for crafting items that truly reflect the traditional craftsmanship. Business acumen, encompassing skills in inventory management, marketing, and financial planning, is also vital for the sustainable operation of the business. Understanding the cultural and religious significance of brass products within India's diverse communities requires cultural sensitivity, ensuring that the products resonate with and respect the traditions and beliefs of the customers. Moreover, a steadfast commitment to quality is essential, as it guarantees the production of high-quality brass wares that fulfill and exceed customer expectations, thereby contributing significantly to the preservation and promotion of traditional brass craftsmanship in the region.

4. INDUSTRY OUTLOOK AND TRENDS

In recent years, the brass wares industry in India, especially in places like Uttarakhand, has experienced a significant revival, driven by a variety of trends and opportunities that promise a bright future for local manufacturers. Among these, the export potential stands out as a key growth area, with international markets showing an increasing appetite for Indian brass products. This global demand presents a golden opportunity for ventures like Pooja Brass Wares to extend their reach beyond domestic borders. Furthermore, the advent of e-commerce platforms has revolutionized the way small businesses operate, enabling them to showcase their products to a broader audience with ease and efficiency. Another trend shaping the industry is the growing consumer preference for personalized and unique brass items. This desire for customization opens new avenues for artisans to cater to individual tastes, offering bespoke services that add a personal touch to their creations.

Additionally, there's a noticeable shift towards sustainable and eco-friendly production practices, resonating with global movements towards environmental consciousness. This shift not only appeals to a niche market of environmentally aware consumers but also positions manufacturers who adopt such practices as leaders in a green economy. Lastly, the resurgence of interest in traditional crafts has breathed new life into the brass wares industry. Artisans who can both preserve and innovate upon age-old techniques are finding their skills more valued than ever, as consumers increasingly seek out items that embody the rich heritage and craftsmanship of India. Together, these trends and opportunities are shaping a promising outlook for the brass wares industry in regions like Uttarakhand, highlighting a path forward that embraces tradition, innovation, and sustainability.

India is the world's top exporter of brass pooja items, with 9,042 shipments. Sri Lanka and Oman are the second and third largest exporters, respectively. The puja samagri business in India is a growing industry, estimated to be around USD 5 billion. This is due to the increasing demand for religious items and pooja accessories. India exports most of its Pooja samagri to United States, Mauritius and Canada.

5. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The market potential for Pooja Brass Wares in Uttarakhand and beyond is significant due to their cultural and religious significance in India. Key factors include the demand for brass products in religious ceremonies, tourism-driven purchases by pilgrims and tourists, and their popularity during festivals and special occasions. Additionally, the growing trend of brass wares in home decor expands the market beyond religious use. However, certain marketing

issues need consideration, such as competition from established players and local artisans, ensuring consistent quality, setting competitive pricing strategies, and establishing efficient distribution channels to reach customers within and beyond Uttarakhand.

Some of existing players in the similar business:

- Ujwal Brass Store: Opposite Hotel Mansa Devi Darshan, old Obc Bank, upper Road, Har Ki Pauri Road, Har Ki Pauri Road Haridwar - 249401, Uttarakhand, India
- Bajaj Traders: Chitakut Asharm Sapt Sarover Marg, Bhupatwala, Haridwar-249401, Uttarakhand, India
- Prakash Mahal Traders & General Order Suppliers: Shop No L 21 Moti Bazar Mansarovar Shopping Complex Moti Bazar, Haridwar-249401, Uttarakhand, India
- Teerth Brass Emporium: Gali No.0,12, Bada Bazaar, Haridwar-249401, Uttarakhand, India

6. RAW MATERIAL REQUIREMENTS

For Pooja Brass Wares, the creation of exquisite brass items hinges on the procurement of specific, high-quality raw materials that form the foundation of their product line. At the core of this production process are brass sheets and ingots, which are indispensable for crafting the range of brass products offered. These brass components must not only be of superior quality but also versatile enough to be fashioned into various decorative and functional items. Integral to the brass alloy itself are copper and zinc, two fundamental elements that need to meet stringent purity and quality standards to ensure the final product's integrity and aesthetic appeal. In certain cases, the production might require the addition of other alloying elements, such as lead or tin, to achieve specific characteristics or finishes in the brass wares.

Moreover, the allure of Pooja Brass Wares' products often lies in their intricate designs and embellishments, necessitating the use of decorative elements like glass, stones, or wooden accents to elevate the aesthetic value of each piece. Finally, the production process is rounded off with meticulous polishing and finishing, which calls for a variety of abrasive compounds and coatings. These materials are crucial for achieving the desired luster and appearance, making each brass ware not just a product but a piece of art that reflects the rich cultural heritage and craftsmanship that Pooja Brass Wares stands for, its unique approach.

Some of suppliers for raw materials are:

- Uttaranchal Metals Pvt. Ltd: Address: 11 A, 12 & 13, Sector-2, lie, Sidcul, Ranipur, Haridwar, Uttarakhand 249403

- Accronix Steels: 21/27, Prabhu Shree Ram Mandir Marg, 4th Kumbharwada 106, Lakdawala Sapphire, Behind 91 Building, Between Moti Cinema and 2Tank, Mumbai-400004, Maharashtra, India
- AMN Metals: 237, Block 2 A, Lunia Mohalla, Dehradun-248001, Uttarakhand, India

7. MANUFACTURING PROCESS

The production journey of Pooja Brass Wares begins with the meticulous procurement of raw materials, where high-quality brass sheets, copper, zinc, and any other necessary elements are sourced to form the basis of the manufacturing process. Once these materials are gathered, the next step involves melting and alloying the copper and zinc in precise proportions to create the brass alloy, which is subsequently cast into ingots or rolled into sheets ready for shaping. The transformation of these brass sheets or ingots into the desired product shapes marks a critical phase, utilizing cutting tools and machinery to cut the brass accurately according to the requirements of the diverse range of products offered.

Following the shaping process, the brass items undergo a phase of design and detailing, where intricate designs are added, either through engraving, etching, or by attaching decorative elements to enhance the aesthetic appeal and cultural significance of each piece. The next stage, polishing and finishing, is where the brass products are polished to achieve a smooth and lustrous surface, often followed by the application of protective coatings or lacquer to ensure durability and shine.

Quality control is an integral part of the manufacturing process, with each brass ware inspected thoroughly to ensure it meets the stringent design specifications and quality standards set by the industry. Upon passing quality control, the products are carefully packaged to protect them during transportation and make them ready for display. Finally, the manufacturing process culminates in the development of effective marketing strategies and the establishment of distribution channels, ensuring that the beautifully crafted brass wares reach customers efficiently and in perfect condition.

In alignment with industry standards, Pooja Brass Wares adheres to the Bureau of Indian Standards (BIS) specifications for brass sheet and strip used in utensil manufacture, namely IS 422:1981 and IS 3288 (Part I)-1981p, guaranteeing that each product is not only a testament to traditional craftsmanship but also meets the highest quality benchmarks.

8. MANPOWER REQUIREMENT

Sr. No	Particulars	No. of Person	Months	Monthly Wages Amount/Person (Rs in Lakhs)	Monthly Wages - Total (Rs in Lakhs)	Annual Expenses (Rs in Lakhs)
1	Skilled	1	12	0.22	0.22	2.64
2	Semi-skilled	2	12	0.15	0.30	3.60
3	Unskilled	2	12	0.10	0.20	2.40
Total						8.64

9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	2
3	Procurement & installation of Plant & Machinery	2
4	Arrangement of Finance	2
5	Recruitment of required manpower	1
Total time required (some activities shall run concurrently)		6

10. COST OF PROJECT

Sr. No.	Particulars	Amount (Rs in Lakhs)
1	Pre-operative Expenses	0.55
2	Land and Building	6.00
3	Machinery	5.27
4	Equipment and Furniture	2.55
5	Working Capital	0.80
Total Project Cost		15.17

Assumed Capacity here is to produce around 50 units of different combinations of brassware.

11. MEANS OF FINANCE

Bank-term loans are assumed @ 75 % of fixed assets.

Sr. No.	Particulars	Percentage Share	Amount (Rs in Lakhs)
1	Promoter's Contribution	25%	3.79
2	Bank Finance	75%	11.38
	Total		15.17

12. LIST OF MACHINERY REQUIRED

A. Machinery

Sr. No.	Particulars	Unit	Unit Cost (Rs in Lakhs)	Total Amount (Rs in Lakhs)
1	Casting Machine	1	0.50	0.50
2	Lathe Machine	1	0.30	0.30
3	Engraving Machine	1	0.40	0.40
4	Polishing Machine	1	0.25	0.25
5	Cutting Tools and Equipment	Set	0.15	0.15
6	Annealing Furnace	1	0.35	0.35
7	Brass Sheet Rolling Machine	1	0.60	0.60
8	Electroplating Equipment	1	0.70	0.70
9	Welding Machine	1	0.20	0.20
10	Workbenches and Workstations	Set	0.15	0.15
11	Quality Control Instruments	Set	0.25	0.25
12	General Tools and Safety Equipment	Set	0.20	0.20
	Total Amount			4.05
	Tax, Transportation, Insurance, etc.			0.81
	Electrification Expenses (Wiring)			0.41
	Grand Total Amount			5.27

B. Furniture & Equipment

Sr. No	Particulars	Unit	Unit Cost (Rs in Lakhs)	Total Amount (Rs in Lakhs)
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1	Office Furniture (Desks, Chairs, Cabinets)	N/A	0.55	0.55
2	Storage Racks and Shelving	10	0.15	1.50
3	Display Cabinets	5	0.10	0.50
Total Amount				2.25

1. Royal Hydrotech
H No. 853, 1st Floor, Kh No. 35/9,
Kotla Vihar Ph 2, Village Baprola,
East Delhi Tilangpur Kotla, New Delhi - 110043, Delhi, India
2. Nitin Engineering Works
3328/36, Old Truck Union,
Circular Road, Andhra Bank,
Rewari-123401, Haryana, India
3. Ashapura Industries
C/23, Maruti Industrial Estate,
Nr. Kiran Bus Stop, Vatva Gidc,
Ahmedabad - 382445, Gujarat, India

13. Sales Realization Calculation

Sr. No	Product	Quantity (in Units)	Sales in Percentage	Total Sales (Rs in Lakhs)
1	Pooja Brass Products - Various	4667	100%	70.00
Total			100%	70.00

14. PROFITABILITY CALCULATIONS

Sr. No	Particulars - Amount (Rs.)	Year-I (Rs in Lakhs)
A.	Sales Realization	
	Sales (Assuming 15% growth per year)	70.00
	Other Income (Assuming constant)	
	Total Sales Realization	70.00
B.	Cost of Production	
	i) Raw Materials	40.60
	ii) Utilities (Assuming constant)	0.70
	iii) Manpower (Salaries/wages)	8.64

	iv) Administrative Expenses (Assuming constant)	0.55
	v) Selling & Distribution Expenses (Assuming constant)	0.60
	viii) Interest (Assuming constant)	1.52
	Total Cost of Production	52.61
	No of Units Produced	15,031
	Cost of Goods Sold	0.0035
	Gross Profit/Loss (A – B)	17.40
	Less: Depreciation	1.22
C.	PBIT (Profit Before Interest and Tax)	16.18
D.	Income-tax (Assuming 28% tax rate)	4.54
E.	Net Profit/Loss (C - D)	11.65
F.	Repayment	1.52
	Retained Surplus (E - F)	10.14

15. BREAKEVEN ANALYSIS

Fixed cost	Year-I (Rs in Lakhs)
Depreciation	1.22
Interest	1.52
Manpower	2.59
Total Fixed cost	5.33
Variable cost	
Raw materials	40.6
Utilities	0.7
ManPower	6.05
Administrative expenses	0.55
Selling & distribution expenses	0.6
Total Variable cost	48.50
Contribution margin	20%
Break-Even Point in Value	26.65

16. STATUTORY/GOVERNMENT APPROVALS

Setting up and running a brass wares manufacturing business in Uttarakhand, India, requires compliance with various statutory and government regulations. Here are some of the key approvals and licenses that Pooja Brass Wares needs to obtain:

A. Business Registration:

- **Company Registration:** Register the business entity (e.g., Private Limited Company, Partnership, LLP) with the Registrar of Companies (RoC) as per the Companies Act, 2013.
- **GST Registration:** Obtain Goods and Services Tax (GST) registration for the payment of GST on the sale of products.

B. Industry-Specific Approvals:

- **SSI/MSME Registration:** Register the business under the Micro, Small, and Medium Enterprises (MSME) Act to avail of benefits and incentives provided to small-scale industries.
- **Pollution Control Board Clearance:** Obtain consent from the State Pollution Control Board to ensure adherence to environmental regulations and pollution control measures.

C. Compliance with Labor Laws:

- **Labor Laws Compliance:** Ensure compliance with labor laws, including employee benefits, minimum wages, and workplace safety regulations.

17. BACKWARD AND FORWARD INTEGRATIONS

A. Backward Integration:

Backward integration involves activities that move Pooja Brass Wares closer to the source of raw materials or inputs. In the context of the brass wares business, backward integration may include the following:

- **Raw Material Procurement:** Consider establishing ties with brass alloy suppliers, copper and zinc suppliers, or metal recycling units to ensure a stable and cost-effective supply of raw materials.
- **In-House Alloying:** If feasible, explore the possibility of in-house alloying, which would allow greater control over the quality and composition of brass used in the products.

B. Forward Integration:

Forward integration involves activities that move Pooja Brass Wares closer to the end-users or customers. In the context of the business, forward integration may include:

- **Online Sales Platforms:** Set up an e-commerce platform or partner with established online marketplaces to directly reach customers, both locally and internationally.

- **Retail Outlets:** Consider opening retail outlets in Uttarakhand's prominent locations or tourist destinations to showcase and sell brass wares directly to customers.
- **Export Opportunities:** Explore export opportunities by collaborating with international distributors or participating in trade fairs and exhibitions to reach a global customer base.
- **Customization Services:** Offer customization services to cater to the unique preferences of individual customers and expand your product range.

Both backward and forward integrations should be carefully planned to align with the business's growth strategy, ensuring efficiency and competitiveness in the brass wares market.

18. TRAINING CENTERS AND COURSES

For entrepreneurs and individuals interested in starting or expanding a Pooja Brass Wares business in Uttarakhand, there are various training centers and courses available to enhance their skills and knowledge in this field. These training centers and courses can provide valuable insights into brass craftsmanship, manufacturing techniques, and business management. Here are some notable options:

- **Government Polytechnic Colleges:** Uttarakhand has several government polytechnic colleges that offer courses in mechanical engineering and related fields. These institutions may offer programs or workshops that cover metalwork and craftsmanship, which can be beneficial for individuals looking to improve their brass wares manufacturing skills.
- **Entrepreneurship Development Programs:** Government agencies and non-profit organizations often organize entrepreneurship development programs. These programs can provide aspiring business owners with essential knowledge and skills in business planning, marketing, finance, and compliance.

It's important for individuals interested in starting a Pooja Brass Wares business to research and choose training programs or centers that align with their specific goals and needs.

Disclaimer

Only few machine manufacturers/institutes are mentioned in the profile, although many machine manufacturers/institutes are available in the market. The addresses given for machinery manufacturers/institutes have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.