

PROJECT REPORT FOR
APPLICATION DEVELOPMENT
DIGITAL AGRIMEDIA



SUBMITTED TO

PROMOTER:

XXXXXXXXXXXXXXXXXXXXXXXXXX

PROJECT LOCATION:

XXXXXXXXXXXXXXXXXXXXXXXXXX

PREPARED BY:

DOWNLOAD PROJECT REPORT.COM
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I. PROJECT AT A GLANCE

1. About the Promoter : xxxxxxxxxxxxxxxxxxxxxxxxx
Project Location: xxxxxxxxxxxxxxxxxxxxxxx
2. Project Cost : Rs. 100.80 Lakhs
3. Mean of Finance
- A) T. L. facility from Bank : Rs. 28.32 Lakhs
 - B) Beneficiary contribution : Rs. 10.08 Lakhs
 - C) CC facility from Bank : Rs. 27.00 Lakhs
 - D) Government Contribution : Rs. 35.40 Lakhs
5. Rate of Interest : 12.00% Per Annum
6. Repayment : 60 monthly instalments, EMI @ 0.12 Lakhs
7. Nature of Project : Appilcation for AgriMedia TV Mobile
8. Employment Potential : 9Nos
9. Nature of the Firm : Proprietary Firm
10. Average Debt Coverage ratios : **6.75**

II. ABOUT THE PROJECT

Objective

Our Prime Minister has dream and vision Digital India. Digital AgriMedia is working on Digital Village for the farmers by providing them latest scientific agricultural knowledge and information to raise their productivity and prosperity.

On account of globalization, immediate need has been felt to compete with international world mainly in the area of quality of agricultural produces, farmers are facing the problem of new techniques for raising the high yield in the crop production, quality of production, value addition etc.

To achieve this goal, first and foremost need is to make the arrangements to produce the agricultural produce scientifically, this is possible only if the farmers are equipped with the knowledge of latest package of practices

AgriMedia TV Mobile App

AgriMedia Mobile App has been developed by the Digital AgriMedia, Gandhinagar for the benefit of Indian farming/village community. It is simple concept like Mobile Krishi TV where farmers can get all agricultural and allied field information and education in video form.

The AgriMedia TV Mobile App is totally free and can be free downloaded from Google Play Store and Apple App Store. It is in Gujarati, Hindi and English language. We are pleased to advise that the **Mobile App, first of its kind in India, has been awarded the Best National Award in Digital Marketing category by Indian Council of Food & Agriculture, New Delhi and Mbillionth International Award in 2019.**

Digital AgriMedia has prepared 125 AgriMedia Video film DVDs as Digital literature in Gujarati language and 60 in Hindi language. AgriMedia Video Films as E-Literature for farming community covering Agriculture, Horticulture, Animal Husbandry, Fisheries, Rural Development, Co-Operation and allied fields.

The video film containing in mobile app have been made with the help of Agriculture Scientist, Agriculture experts and experience of progressive farmers. The farmers can find out solution of their problems on the field itself, whereby they can raise their agriculture production

The farmers can take benefit of Krishi Darshan, Annadata : Samasya & Samadhan, Horticulture, Animal Husbandry, Rural Development, Agri Engineering, Science & Technology, Success Story, Agri News, E-library, Important Website, Image Ad

Gallery, Video Ad Gallery, Buy and Sell of Agriculture products and above all Kisan Mall which make fast and real time extension education to raise farmers' income and thereby to make rich agriculture sector in Indian economy.

Mobile Application is very famous among the farmers due to mobile online services. In such a way AgriMedia App is facilitating the efforts of Government in doubling farmers' income. We made possible agriculture solution in farmers' palm.

Benefit to the farmers / Villagers :

- ✓ Availability of free video education at field / home.
- ✓ Agricultural information on fingertip.
- ✓ Free platform for online buy and sell.
- ✓ Fastest mode of getting all technical information and guidance.
- ✓ Problems and its timely solution on field - E solution.
- ✓ Transfer of technology : Anywhere any time and real time.

Benefit to Government : Ministry of Agriculture and Farmers Welfare

- ✓ Digital and Social Media promotion without any cost.
- ✓ Fastest mode of providing latest information to farmers.
- ✓ Knowledge Partner on PPP model.
- ✓ Media support to Government for raising farm productivity and income.
- ✓ Publicize the Government schemes at real-time.
- ✓ Readymade Extension Platform.

Total approx. 1,38,000/- farmers have downloaded AgriMedia Video App and view is more than 18 lakhs. Our target is to cover 50% of farmers' in Gujarati and Hindi language belt.

The socio-economic impact :

The farmers have adopted improved package of practices, new techniques in crop production by using AgriMedia TV Mobile App and thereby contributed to increase Agricultural production and consequently their income also, Thus, it is proved significant in raising shares of national agricultural production

We required in future more than 20 employees to create awareness and impart training to the farmers for to familiarize with AgriMedia Video App. Increased agriculture production will also create more employment in agriculture related sector.

As above we participate in information dissemination, capacity building, feedback system, increase in agriculture production and employment generation through betterment of Agriculture sector in Indian economy

Projections for:
Application Development

IV. ECONOMICS OF THE PROJECT

A. TOTAL COST OF THE PROJECT

(Rs. Lacs)

S.No.	Particulars	Total	Spent	Bal. To be spent
A.	Fixed Cost			
1	Machinery & Equipments	43.80	-	43.80
2	Application Production Cost	12.00		12.00
3	Furniture & Interiors	15.00	-	15.00
		<u>70.80</u>		<u>70.80</u>
B	Working Capital	30.00	-	30.00
	TOTAL COST OF THE PROJECT	100.80		100.80

MEANS OF FINANCE

a) Own Contribution (10%)	10.08
b) T L facility from Bank (40%)	28.32
c) Government Contribution (50%)	35.40
d) CC facility from Bank (90%)	27.00
	<u>100.80</u>

Projections for:
Application Development

IV. ECONOMICS OF THE PROJECT

A. TOTAL COST OF THE PROJECT (Contd...)

(Rs. Lacs)					
Sr. No.	Particular	Unit	Unit rate in Rs.	Quantity	Amount in Rs.
1	Machinery & Equipments				
a	Computer System :	Nos	128,571.00	7.00	9.00
b	iphone Mobile Device	Lc			2.00
c	Android Mobile Device	Lc			1.00
d	Central Air Conditioner	Lc			1.80
e	Video Shooting Instrument (Camera, Lighting etc.)	Lc			5.00
f	Shooting Van - Mini Bus	Lc			25.00
					<hr/> 43.80
2	Application & Software				
	Application Production Cost	Lc			12.00
3	Furniture & Interiors				
	Office Furniture	Lc			15.00

Projections for:

Application Development

B. PROFITABILITY STATEMENT

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
1	Income	150.00	165.00	181.50	199.65	219.62	241.58
2	Expenses	104.40	106.77	115.90	124.06	132.86	142.35
3	Int. on TL	3.16	2.60	1.98	1.27	0.47	-
4	Depreciation	9.87	8.46	7.26	6.23	5.35	4.60
5	Profit after int. & dep.	32.57	47.16	56.36	68.09	80.94	94.62
6	Income Tax	7.97	12.35	15.11	18.63	22.48	26.59
7	Profit after Tax	24.60	34.81	41.25	49.46	58.46	68.04
8	Add : Depreciation	9.87	8.46	7.26	6.23	5.35	4.60
9	Add : Interest on TL	3.16	2.60	1.98	1.27	0.47	-
10	Cash Accruals	37.63	45.88	50.49	56.96	64.28	72.64
11	Repayment of TL with Interest	7.56	7.56	7.56	7.56	7.56	-
12	DSCR	4.98	6.07	6.68	7.54	8.50	-
13	Average DSCR	6.75					
14	Net Profit to total receipts	16.40	21.10	22.73	24.78	26.62	28.16

Projections for:
Application Development

C. CASH FLOW STATEMENT

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
A Inflow :							
1	Cash flow from Opration	37.63	45.88	50.49	56.96	64.28	72.64
2	T.L. from Bank	28.32					
3	CC from bank	27.00					
4	Own contribution	10.08					
5	Subsidy from Government	35.40					
	Total (A)	138.43	45.88	50.49	56.96	64.28	72.64
B Outflow:							
1	Fixed Assets	70.80	-	-	-	-	-
2	Repay of TL	7.56	7.56	7.56	7.56	7.56	-
3	Drawings	7.50	8.25	9.08	9.98	10.98	12.08
	Total (B)	85.86	15.81	16.63	17.54	18.54	12.08
Summery:							
	Op. Cash & Bank Bal.	-	52.57	82.64	116.50	155.92	201.66
	Surplus / (Deficit)	52.57	30.07	33.85	39.42	45.74	60.56
	Cl. Cash & Bank Bal.	52.57	82.64	116.50	155.92	201.66	262.21

Projections for:

Application Development

D. BALANCE SHEET

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
A	ASSETS :						
1	Fixed Assets :	60.93	52.47	45.20	38.97	33.62	29.02
2	Investments	-	-	-	-	-	-
3	Current Assets	52.57	82.64	116.50	155.92	201.66	262.21
4	Loans & Advances	-	-	-	-	-	-
	Total (A)	113.50	135.11	161.70	194.89	235.27	291.23
B	LIABILITIES:						
1	Capital	62.58	89.14	121.32	160.80	208.27	264.23
2	Secured loans	23.92	18.97	13.38	7.09	-	-
3	Current Liabilities						
	Cash Credit	27.00	27.00	27.00	27.00	27.00	27.00
	Total (B)	113.50	135.11	161.70	194.89	235.27	291.23

Projections for:

Application Development

E. CAPITAL ACCOUNT

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
1	Op. Balance	-	62.58	89.14	121.32	160.80	208.27
2	Additions	45.48	-	-	-	-	-
3	Net Profit	24.60	34.81	41.25	49.46	58.46	68.04
	Sub Total	70.08	97.39	130.39	170.78	219.25	276.31
4	Drawings	7.50	8.25	9.08	9.98	10.98	12.08
5	Closing Balance	62.58	89.14	121.32	160.80	208.27	264.23

Projections for:

Application Development

F. INCOME

(Rs. Lacs)

S. No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
1	Gross Receipts						
I	Incom from Advertisement						
a	Number of Advertisement per month	50	55	61	67	73	81
b	Number of Advertisement per annum	600	660	726	799	878	966
c	Total Receipts per annum (@ Avg. advertisement Fees Rs.25000 per month)	150.0	165.0	181.5	199.7	219.6	241.6
	Total	150.0	165.0	181.5	199.7	219.6	241.6

Projections for:

Application Development

G. EXPENSES

(Rs. Lacs)

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
1	Salary						
i.	Manager (1 no.* Rs. 35000 per month)	4.20	4.41	4.63	4.86	5.11	5.36
ii.	Application Developer (5 no.* Rs. 30000 per month)	18.00	18.90	19.85	20.84	21.88	22.97
iii.	Administrative staff (3 no.* Rs. 20000 per month)	7.20	7.56	7.94	8.33	8.75	9.19
2	App Production & Maintenance (@ 2 lack per month)	24.00	26.40	29.04	31.94	35.14	38.65
4	Telephone & Electricity Expenses	2.00	2.20	2.42	2.54	2.67	2.80
5	Advertising/Marketing/Social Media (@ 1.25 lack per month)	15.00	16.50	18.15	19.97	21.96	24.16
6	New Video Production cost (@ 2.08 lack per month)	25.00	27.50	30.25	31.76	33.35	35.02
7	Other Misc Expenses	3.00	3.30	3.63	3.81	4.00	4.20
8	Transportation Cost (@ 50000 per month)	6.00	6.60	7.26	7.62	8.00	8.40
	Total	104.40	106.77	115.90	124.06	132.86	142.35

Projections for:

Application Development

H. FIXED ASSETS AND DEPRECIATION

S. No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
1	Machinery & Equipments						
	Op. Balance		37.23	31.65	26.90	22.86	19.43
	Additions	43.80	-	-	-	-	-
	Sub Total	43.80	37.23	31.65	26.90	22.86	19.43
	Less : Depreciation	6.57	5.58	4.75	4.03	3.43	2.92
	Cl. WDV	37.23	31.65	26.90	22.86	19.43	16.52
2	Application Production Cost						
	Op. Balance		10.20	8.67	7.37	6.26	5.32
	Additions	12.00	-	-	-	-	-
	Sub Total	12.00	10.20	8.67	7.37	6.26	5.32
	Less : Depreciation	1.80	1.53	1.30	1.11	0.94	0.80
	Cl. WDV	10.20	8.67	7.37	6.26	5.32	4.53
3	Furniture & Interiors						
	Op. Balance		13.50	12.15	10.94	9.84	8.86
	Additions	15.00	-	-	-	-	-
	Sub Total	15.00	13.50	12.15	10.94	9.84	8.86
	Less : Depreciation	1.50	1.35	1.22	1.09	0.98	0.89
	Cl. WDV	13.50	12.15	10.94	9.84	8.86	7.97
	Total Depreciation	9.87	8.46	7.26	6.23	5.35	4.60
	Total WDV	60.93	52.47	45.20	38.97	33.62	29.02

Projections for:

Application Development

I. TERM LOAN REPAYMENT AND INTEREST THEREON

(Rs. Lacs)

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
1	TL / Op. Bal.	28.32	23.92	18.97	13.38	7.09	-
2	Repayment during the year	4.40	4.96	5.58	6.29	7.09	-
3	Cl. Balance	23.92	18.97	13.38	7.09	-	-
4	Interest at 12.00 per cent p.a.	3.16	2.60	1.98	1.27	0.47	-
5	Total repayment with Interest	7.56	7.56	7.56	7.56	7.56	-
6	Interest on CC (at 14 per cent p.a.)	3.78	3.78	3.78	3.78	3.78	3.78
7	Total Interest	6.94	6.38	5.76	5.05	4.25	3.78

Term Loan Repayment Schedule

MONTHS	EMI	INTEREST	PRINCIPAL REPAYMENT	OST PRINCIPAL
0				28.31999
1	0.63	0.28	0.35	27.97
2	0.63	0.28	0.35	27.62
3	0.63	0.28	0.35	27.27
4	0.63	0.27	0.36	26.91
5	0.63	0.27	0.36	26.55
6	0.63	0.27	0.36	26.19
7	0.63	0.26	0.37	25.82
8	0.63	0.26	0.37	25.45
9	0.63	0.25	0.38	25.07
10	0.63	0.25	0.38	24.69
11	0.63	0.25	0.38	24.31
12	0.63	0.24	0.39	23.92
First Year	7.56	3.16	4.40	
13	0.63	0.24	0.39	23.53
14	0.63	0.24	0.39	23.14
15	0.63	0.23	0.40	22.74
16	0.63	0.23	0.40	22.34
17	0.63	0.22	0.41	21.93

18	0.63	0.22	0.41	21.52
19	0.63	0.22	0.41	21.10
20	0.63	0.21	0.42	20.68
21	0.63	0.21	0.42	20.26
22	0.63	0.20	0.43	19.83
23	0.63	0.20	0.43	19.40
24	0.63	0.19	0.44	18.97
Second Year	7.56	2.60	4.96	
25	0.63	0.19	0.44	18.53
26	0.63	0.19	0.44	18.08
27	0.63	0.18	0.45	17.63
28	0.63	0.18	0.45	17.18
29	0.63	0.17	0.46	16.72
30	0.63	0.17	0.46	16.26
31	0.63	0.16	0.47	15.79
32	0.63	0.16	0.47	15.32
33	0.63	0.15	0.48	14.84
34	0.63	0.15	0.48	14.36
35	0.63	0.14	0.49	13.87
36	0.63	0.14	0.49	13.38
Third Year	7.56	1.98	5.58	
37	0.63	0.13	0.50	12.89
38	0.63	0.13	0.50	12.39
39	0.63	0.12	0.51	11.88
40	0.63	0.12	0.51	11.37
41	0.63	0.11	0.52	10.85
42	0.63	0.11	0.52	10.33
43	0.63	0.10	0.53	9.80
44	0.63	0.10	0.53	9.27
45	0.63	0.09	0.54	8.73
46	0.63	0.09	0.54	8.19
47	0.63	0.08	0.55	7.64
48	0.63	0.08	0.55	7.09
Fourth Year	7.56	1.27	6.29	
49	0.63	0.07	0.56	6.53
50	0.63	0.07	0.56	5.97
51	0.63	0.06	0.57	5.40
52	0.63	0.05	0.58	4.82
53	0.63	0.05	0.58	4.24
54	0.63	0.04	0.59	3.65
55	0.63	0.04	0.59	3.06
56	0.63	0.03	0.60	2.46
57	0.63	0.02	0.61	1.85
58	0.63	0.02	0.61	1.24
59	0.63	0.01	0.62	0.62
60	0.63	0.01	0.62	(0.00)
Fifth Year	7.56	0.47	7.09	

Projections for:

Application Development

(Rs. Lacs)

J. WORKING CAPITAL

S.No.	Particulars	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
1	Gross receipts	150.00	165.00	181.50	199.65	219.62	241.58
2	Working Capital ('@ 20%)	30.00	33.00	36.30	39.93	43.92	48.32
3	Bank CC (90%)	27.00	29.70	32.67	35.94	39.53	43.48
4	Own Contribution(10%)	3.00	3.00	3.00	3.00	3.00	3.00