



# D.R PEARL FARM PVT LTD

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## INVESTMENT PLAN FOR 20000 MUSSELS PROJECT

For 20,000 Mussels project 100 ft (L) × 80 ft (W) × 10 ft (D) pond size required .  
Total investment on pearl cultivation can be divided into two parts i.e company cost and individual cost.

### A) COMPANY COST :-

We as a company charges Rs 40/- per mussel for setting up a farm. This Rs 40/- per mussel includes 5 products given by the company and they are as follows :-

- A) Mussels – 20,000
- B) Nucleus – 40,000
- C) Surgery of mussels – 20,000
- D) Site visiting
- E) Net bags for 20,000 mussels

### B) INDIVIDUAL COST :-

1) Pond construction – Pond can be made natural or artificial, it will completely depend on soil structure.

- A) Natural pond – Rs 50,000 – Rs 70,000/-
- B) Artificial Pond ( Pond liner based ) – Rs 1,50,000/-

2) Paddle wheel aerator – Rs 35000/-

- 3) Testing kits – Rs 3000 /-
- 4) Plastic ropes – Rs 2000/-
- 5) Cemented floor 1 tanks of size 8 ft (L) × 4 ft (L) × 2 ft (D) for mussels storage & feed preparation – Rs 10,000/-
- 6) Feed for mussels – Rs 10,000/- every year
- 7) 1 Labour is sufficient to manage such project.
- 8) Mussel transportation – Rs 10,000/- ( Depend upon the distance from railway station to site ).
- 9) Bricks ,Chairs & Tables , 0.5 HP Pump – Rs 10,000 /-
- 10) Bamboo / steel pipes & Bottles - Rs 5000 /-

**NOTE :- Overall costing of 20,000/- mussels project can be anything in between 9.5 lakhs – 11 lakhs till the time of harvest.**

### **C) RETURN ON INVESTMENT**

**Return on investments comes after 18-24 months depending on 3 major aspects.**

- A) Mortality of mussels .
- B) Nucleus rejection by mussels .
- C) Under coating, uneven coating & over coating on nucleus.

**i) These 3 aspects influences the revenue. The expected results are in between 40% - 60% out of the total number of mussels deployed in the pond.**

**ii) Example – We have deployed 20,000 mussels in the pond. Then out of these 20,000 mussels only 40% - 60% will come back as in cash crop. Each mussel is implanted with two nucleus so each mussel will fetch us pearls.**

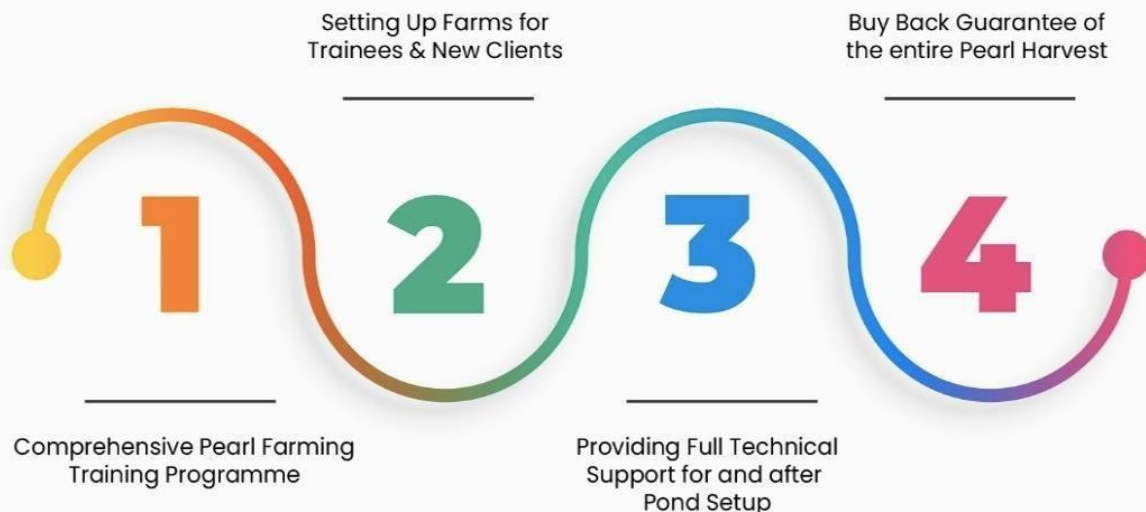
**1) If the results are 40% then out of 20,000 mussels only 40% mussels give us the result then the 40% of 20,000 mussels will 8,000 mussels. As said above that each mussel will produce two pearls, so out of 8,000 mussels we get 16,000 pearls. Each pearl will be purchased at Rs 110/piece. So total Return on Investment ( ROI ) will be Rs 17.60 lakhs.**

**2) If the results are 50% then the ROI will be around 22 Lakhs.**

**3) If the results are 60% then the ROI will be around 26.40 Lakhs.**

**CONCLUSION :-** In 90% cases of pearl farming the results are in between 45 % - 55%. In 20,000 mussels project Investment can be Rs 9.5 -11 lakhs and ROI can be anything in between Rs 20 – 24 lakhs.

## Why us?



### D ) FACTS ABOUT FRESHWATER PEARL CULTURE :-

- 1) India is the worlds biggest importer of pearls across the globe.
- 2) Every year India purchases more then 5000 Crores of pearls from China and Japan because we are not able to produce it in India.
- 3) Technically or scientifically mussels are known as filter feeders which means that a single mussel can filter up to 40 litres of water in a day.
- 4) Market and demand for designer pearls is huge in India but till now it's like a blank Sheet as there is no big name or brand till date, so early movers in this sector of pearls will have first movers advantage.

- 5) Freshwater pearl culture is the only sector, which can reap up to 200% returns on investment.
- 6) The dead mussels can be crushed in powdered form and sold as limestone to real state sector.

## **E) COMPANY'S PROCESS AND NOTICE**

### **A) PROCESS**

**Step 1** :- If any client final his/her project then 1<sup>st</sup> of all our technician will visit client's project site .

**Step 2** :- All details of company , terms & conditions , Investment & Return will be share by company to client.

**Step 3** :- After getting confirmation from client. HE / SHE have to make 50% Payment to company.

**Step 4** :-After getting payment one date will be fixed on that date our tem will move to client site for project installation .

**Step 5** :- Client make sure that HE / SHE arranged all materials & equipments which were told by company a week prior of coming date.

**Step 6** :- when our tem will reach the site then client have to clear the final 50% payment otherwise work will not be initiated.

**Step 7** :- When mussels will reached client site then it will be kept in water for a day . Another day surgery will start.

**Step 8** :- After surgery mussels will be kept in antibiotic water for 24 hrs.

**Step 9** :- After 24 hrs of Post operative care mussels will be packed in net bags and deployed in pond .

**Step 10** :- Like this our team will successfully install the project and return back and then our technician will visit the site once in every 3 months .

### **B) NOTICE**

a) Company buy back price will be @Rs 110 per clear Pearl.

b) Harvesting time will vary from 18 - 24 months .

c) One booklet will be given to client after project completed . On that booklet client have to write every week testing report ,feeding report ,mortality ,etc.

d) Client have to send that report with video proof to company once in every 15 days and client also have to tell the present date while making the video.

e) Preparation of pond will be initiated one month prior the project date.

f) Entire site should be neat & clean including surgery place .

g) Only in West Bengal and Jharkhand project setups start from 5000 mussels .  
Excluding this 2 states project setups will start from 10000 mussels .

## THANKS AND REGARDS

**RAJU GOL , DILIP SHYAMAL & MUKTESHWAR PRADHAN**

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