



# **D.R PEARL FARM PVT. LTD.**

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## **INVESTMENT PLAN FOR 50000 MUSSELS PEARL PROJECT**

For 50,000 Mussels project 200 ft (L) × 100 ft (W) × 14 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 :-**

Company charges is Rs 50/- per mussel + 3% GST of the total company cost for setting up your pearl project. This Rs 50/- per mussel includes 5 materials given by the company and they are as follows :-

- A) Mussels – 50,000
- B) Designer Nucleus – 1,00,000
- C) Surgery of mussels – 50,000
- D) Net bags for 50,000 mussels
- E) Site visits in emergency cases.

### **B) INDIVIDUAL COST :-**

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

- A) Natural pond – Rs 80,000 – Rs 1,00,000/-
- B) Artificial Pond ( Pond liner based ) – Rs 2,00,000/-

2) Paddle wheel aerator – Rs 35,000/-

- 3) Testing kits – Rs 3,000 /-
- 4) Plastic ropes – Rs 10,000/-
- 5) Feed for mussels – Rs 50,000/- ( one crop )
- 6) 1 Labour is sufficient to manage such project.
- 7) Mussel transportation – Rs 10,000/- ( Depend upon the distance from railway station to site ).
- 8) Bricks, Chairs & Tables, 0.5 HP Pump – Rs 10,000 /-
- 9) Bamboo / steel pipes & Bottles - Rs 5000 /-

**NOTE :- Overall costing of 50,000/- mussels project can be anything in between 27.00 lakhs – 27.50 lakhs till the time of harvest.**

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

**Return on investments comes after 24- 26 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 50,000 mussels in the pond. Then out of these 50,000 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 50,000 mussels only 40% mussels give us the result then the 40% of 50,000 mussels is 20,000 mussels. As said above that each mussel will produce two pearls, so out of 20,000 mussels we get 40,000 pearls. Each pearl will be purchased at Rs 115. So the total Return on Investment (ROI) will be Rs 46.00 lakhs.**
- 2) **If the results are 50% then the ROI will be around 57.50 Lakhs.**
- 3) **If the results are 55% then the ROI will be around 63.25 Lakhs.**
- 4) **If the results are 60% then the ROI will be around 69.00 Lakhs**

**CONCLUSION :-** In 90% cases of pearl farming the results are in between 45 % - 55%. In 50,000 mussels project Investment can be Rs 27.00 - 27.50 lakhs and ROI can be anything in between Rs 55.00 – 65.00 lakhs.

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

- 1) India is the world's biggest importer of pearls across the globe.
- 2) Every year India purchases more than 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 liters 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 mover's advantage.
- 5) Freshwater pearl culture is the only sector, which can reap up to 100% returns on investment.

### **THANKS AND REGARDS**

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