

# Desk Top Publishing Centre

PRODUCT CODE (ASICC )	:	97926
QUALITY AND STANDARDS	:	As per customers requirement
PRODUCTION CAPACITY	:	Qty. : 50,000 Pages (per annum) Value : Rs. 10,00,000
YEAR OF PREPARATION	:	2002–2003
PREPARED AND UPDATED BY	:	Electronics Service and Training Centre (ESTC) Kaniya, Ramnagar, Distt. Nainital (Uttaranchal) And Office of the Development Commissioner (Small Scale Industries), Electronics and Electrical Division, 7th Floor, Nirman Bhawan, New Delhi – 110 011

## INTRODUCTION

Desk Top Publishing (DTP) primarily pertains to designing of documents using personal computer, page – layout programs (such as PageMaker or MS-WORD) and laser prints. The laser printer has the capability of printing the page that has text and graphics.

The DTP has many advantages in comparison with the manual process. It is factual, it can quickly edit with minimum mistakes. Text and graphics can be merged into single file. Achieve higher productivity, efficiency and quality in printing and publishing with economy. DTP is used for type setting, layout, printing, graphics and photographs etc. It has wide applications in designing and producing newsletter, reports, data sheets, invitations, certificates, brochures and catalogues etc. With the DTP software package 'Page Maker' and MS-WORD, it is possible to undertake a

variety of work in the printing and publishing field. The bilingual software package like 'Venus' and 'Prakashak' has further enhanced the capacity of DTP for composing and printing text matter with graphics and combinations of text with different Indian languages.

## MARKET POTENTIAL

The advantages of DTP over the traditional type setting, designing and printing has modernized the printing industry for quality, efficiency and productivity. DTP has replaced the old concept of letter setting and printing. DTP facility has ample opportunities for undertaking jobwork on sub-contract basis for printing and publishing houses, Govt. departments, educational institutions, business houses, industries, advertisement agencies and industrial. There is good scope for using DTP facility for designing and producing

newsletter, certificates, data sheets, brochures and catalogues etc.

The electronics technology is undergoing rapid strides of change and there is need for regular monitoring of the national and international technology scenario. The unit may therefore keep abreast with the new technologies in order to keep them in pace with the development for global competition. Quality today is not only confined to the product or service alone, it also extends to the process and environment in which the product is generated. The unit may adopt ISO 9000 standard for global competition. Use of Internet facilities may add to the quality of DTP standards.

### BASIS AND PRESUMPTIONS

- i) The basis for calculation of production capacity has been taken on single shift basis on 75% efficiency.
  - ii) The maximum capacity utilization on single shift basis for 300 days a year. During first year and second year of operations the capacity utilization is 60% and 80% respectively. The unit is expected to achieve full capacity utilization from the third year onwards.
  - iii) The salaries and wages, cost of raw materials, utilities, rents, etc. are based on the prevailing rates in and around Uttaranchal. These cost factors are likely to vary with time and location.
  - iv) Interest on term loan and working capital loan has been taken at the rate of 16% on an average. This rate may vary depending upon the policy of the financial institutions/agencies from time to time.
- v) The cost of machinery and equipments refer to a particular make/model and prices are approximate.
  - vi) The break-even point percentage indicated is of full capacity utilization.
  - vii) The project preparation cost etc. whenever required could be considered under pre-operative expenses.
  - viii) The essential production machinery and test equipment required for the project have been indicated. The unit may also utilize common test facilities available at Electronics Test and Development Centres (ETDCs) and Electronic Regional Test Laboratories (ERTLs) set up by the State Governments and STQC Directorate of the Department of Information Technology, Ministry of Communication and Information Technology, to manufacture products conforming to Bureau of Indian Standards.

### IMPLEMENTATION SCHEDULE

The major activities in the implementation of the project has been listed and the average time for implementation of the project is estimated at 12 months:

<i>Sl. No.</i>	<i>Name of Activity</i>	<i>Period in Months (Estimated)</i>
1.	Preparation of project report	1
2.	Registration and other formalities	1
3.	Sanction of loan by financial institutions	3

Sl. Name of Activity No.	Period in Months (Estimated)
4. Plant and Machinery:	
(a) Placement of orders	1
(b) Procurement	2
(c) Power connection/ Electrification	2
(d) Installation/Erection of machinery/Test Equipment	2
5. Procurement of raw materials	2
6. Recruitment of Technical Personnel etc.	2
7. Trial production	11
8. Commercial production	12

### Notes

1. Many of the above activities shall be initiated concurrently.
2. Procurement of raw materials commences from the 8th month onwards.
3. When imported plant and machinery are required, the implementation period of project may vary from 12 months to 15 months.

## TECHNICAL ASPECTS

### Process of Manufacture

The DTP Software packages Page Maker Corel draw, MS-Word, Venus and Prakashak are required for designing and producing printed matters using personal computer with peripherals. Laser printer is used for printing the text and graphics. The DTP software has two sections. One for type setting program and the other for page maker program. As per the design the text is typed, composed and arranged in the form of blocks or columns, Headlines, Captions, graphics, photographs, drawing etc. are inserted in the text as per the design.

The whole text is displayed on CGA/VGA monitors for correction and addition. The edited and complete page is then printed on plain paper or butter paper or page master using the laser printer. For small volume the output from the laser printer can be Xeroxed for making the required number of copies. But when the volume is in the range of 200 to 40,000 impressions, the output from laser printer is taken to offset printing machine for making the required, number of copies. Aluminium foil master is capable of printing 1000 to 9000 copies per master is preferred for making large number of copies on offset printing machine.

### Quality Control and Standards

As per the user / customer specification.

### Production Capacity (per annum)

Quantity	Value (Rs.)
50,000 pages (laser output)	10,00,000

Motive Power                      3KVA (Approx.)

### Pollution Control

The Desk Top Publishing facility is not characterized as polluting industry and is free from pollution control.

### Energy Conservation

With the escalating demand for energy to sustain the pace of economic development of our country, Energy Conservation is not only desirable but absolutely imperative.

Every user of energy is a potential Saver of energy. It is obligatory for every user to use that efficiently, it is profitable.

The following steps may help for conservation of electrical energy:

- (a) Proper selection and layout of lighting system
- (b) Timely switching on-off of the lights.
- (c) Use of compact fluorescent lamps wherever possible.

## FINANCIAL ASPECTS

### A. Fixed Capital

#### (i) Land and Building

Built-up Area 50 sq.mtrs (in commercial area)

#### (ii) Machinery and Equipments

Sl. No.	Description	Ind/ Imp.	Qty.	Total (Rs.)
1.	Computer System (Pentium IV, Intel IV 1.7/1.8/1.9 GHz and above, 256 Cashe/128 DDR RAM/ Intel 845 Chipset based Mother Board/AGP 4 × 32 MB Graphicx/ 40 GB HDD/ 1.44 MB FDD/52X CD ROM with Multi Media Kit with speakers/Scroll Mouse/Multimedia 107 Keys Keyboard/15" VGA Coloured Monitor (Digital) and Internal 56.6 KBPS Modem, 10/100 Mbps Ethernet Card, Mini Tower Cabinet/2 Serial, 2USB, 1 parallel, 1PS/2 Mouse Ports with preloaded software- Window 2000/ XP Home and Antivirus	Ind.	3	1,35,000
2.	Laser Printer HP Laser Jet 6L, 600 DPI 8 pages/ minutes, 2MB RAM	Ind.	3	50,000
3.	Dot-Matrix Printer 80 column 24 pin, 240cps	Ind.	2	15,000
4.	Scanner	Ind.	1	30,000
5.	UPS 500 VA	Ind.	3	9,000
6.	Spike Suppressor	Ind.	1	1000
7.	Software Package (MS-Word, Page Maker, Coral Draw)	Ind.	-	50,000
			Total	2,90,000
8.	Electrification and			29,000

Sl. No.	Description	Ind/ Qty. Imp.	Total (Rs.)
	Installation @10% of equipment cost		
9.	Computer furniture and Office equipment		15,000
	(iii) Pre-operative Expenses		10,000
	Total Fixed Capital		3,44,000

### B. Working Capital (per month)

#### (i) Staff and Labour

Sl. No.	Designation	No.	Salary (Rs.)	Total (Rs.)
1.	Manager	01	6,000	6,000
2.	DTP Operator	03	4,000	12,000
3.	Peon	02	2,000	4,000
	Total			22,000

#### (ii) Raw Materials (per month)

Sl. No.	Description	Requirement for Making 800 pages	Price (Rs.)
1.	Maplithopaper	5 Reams	1000
2.	Butter Paper	100 Sheets	500
3.	Floppy diskettes	Five box	1200
4.	Toner for laser jet	LS	3800
5.	Ink and Printer Ribbon and other misc. items	LS	2500
	Total		9,000

(iii) Utilities (per month)	(Rs.)
Power	2000
Water	200
Total	2200

(iv) Other Contingent Expenses (per month)(Rs.)	(Rs.)
Rent	3,000
Postage and Stationery	1,000
Repairs and maintenance	1,000
Transport and conveyance	2,000
Advertisement and Publicity	5,000
Insurance and taxes	500
Telephone/Telex/Fax	2,000
Misc. expenses	1,500
Total	16,000

(v) Total Recurring Expenditure (per month)	Rs. 49,200
Say	Rs. 49,000
(vi) Working Capital for 3 months	Rs. 1,47,000

### C. Total Capital Investment

Fixed Capital	Rs. 3,44,000
Working Capital (3 months basis)	Rs. 1,47,000
Total	Rs. 4,91,000

## FINANCIAL ANALYSIS

(1) Cost of Production (per annum)	(Rs.)
Total recurring cost	5,88,000
Depreciation on machinery and equipments @ 10%	29,000
Depreciation on furniture @20%	3,000
Interest on total investment @ 16%	78,500
Total	6,98,500

(2) Turnover (per annum)	(Rs.)
DTP Services for 50,000 pages @ Rs. 20 page	10,00,000
Profit (before income tax)	3,01,500

$$\begin{aligned}
 (3) \text{ Net Profit Ratio} &= \frac{\text{Profit (per annum)} \times 100}{\text{Sales (per annum)}} \\
 &= \frac{301500 \times 100}{1000000} \\
 &= 30.15\%
 \end{aligned}$$

$$\begin{aligned}
 (4) \text{ Rate of Return} &= \frac{\text{Profit (per annum)} \times 100}{\text{Total capital investment}} \\
 &= \frac{301500 \times 100}{491000} \\
 &= 61.40\%
 \end{aligned}$$

### (5) Break-even Point

Fixed Cost (per annum)	(Rs.)
Depreciation	32,000
Rent	36,000
Interest on Fixed Capital	78,500
Insurance	6,000
40% of Salary and Wages	1,05,600
40% of other contingent expenses and utilities (excluding rent and insurance)	70,560
Total	3,28,660

or Say 3,29,000

B.E.P.

$$\begin{aligned}
 &= \frac{\text{Fixed cost} \times 100}{\text{Fixed cost} + \text{Profit}} \\
 &= \frac{329000 \times 100}{329000 + 301500} \\
 &= 52.18\%
 \end{aligned}$$

### Additional Information

- The Project Profile may be modified/tailored to suit the individual entrepreneurship qualities/capacity, production programme and also to suit the locational characteristics, wherever applicable.
- The Electronics Technology is undergoing rapid strides of change and there is need for regular monitoring of the national and international technology scenario. The unit may, therefore, keep abreast with the new technologies in order to keep them in pace with the developments for global competition.
- Quality today is not only confined to the product or service alone. It also extends to the process and environment in which they are generated. The ISO 9000 defines standards for Quality Management Systems and ISO 14001 defines standards for Environmental Management System for acceptability at international level. The unit may therefore adopt these standards for global competition.
- The margin money recommended is 25% of the working capital requirement at an average. However, the percentage of

margin money may vary as per bank's discretion.

#### Addresses of Machinery and Equipment Suppliers

1. M/s. Assam Electronic Development Corporation Ltd.  
Industrial Estate,  
Bamunimaidan,  
Guwahati - 21
2. M/s. Integrated Systems and Services  
UNN. Bezbaruah Road,  
Silpukhuri,  
Guwahati - 3
3. M/s. Swift Systems  
Tayebulla compound,  
Dighlipu-khuripar (East),  
Guwahati
4. M/s. MICROTEK International Limited  
MICROTEK House, H-57,  
Udyog Nagar,  
Rohtak Road,  
Delhi-110041
5. M/s. Vintron Informatics Ltd.  
F-90/1A, Okhla Industrial Area,

Phase-I,  
New Delhi-110020

(HCL, IBM, COMPAQ etc. leading branded computer manufacturers have their broad Network and hence the nearest dealer may be contacted for Computer Hardware related items.)

#### Computer Software/Raw Material Suppliers

1. M/s. Web.Com (India) Pvt. Ltd.  
2nd Floor, Voltas Building  
Chandmari,  
Guwahati-3
2. M/s. Third Eye Infosys (P) Ltd.  
H.B. Road, Panbazar  
(Above Kalpataru),  
Guwahati -1
3. M/s. Quadra Soft Tech (P) Ltd.  
Opp. CBZ, Silpukhuri Br.,  
Guwahati-3
4. M/s. Soft Mart  
D-1072, New Friends Colony,  
New Delhi-110065
5. M/s. Sylvan Software  
5144, N. Academy Boulevard,  
#531, Colorado Springs, Co.