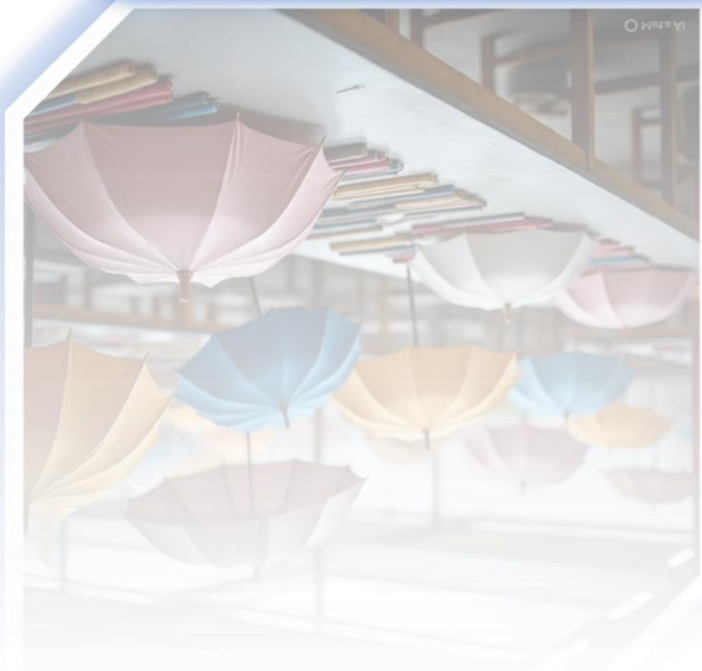


# **Designer Umbrella Manufacturing Unit in Uttarakhand**



## Designer Umbrella Manufacturing Unit in Uttarakhand

### 1. Introduction

The proposed Designer Umbrella Manufacturing Unit in Uttarakhand aims to produce stylish, durable, and culturally inspired umbrellas using high-quality sustainable materials and modern fabrication techniques. This unit will focus on premium umbrellas with unique prints, embroidery, eco-friendly fabrics, and ergonomic designs that cater to both utility and fashion segments. By combining traditional Himalayan motifs with contemporary designs, it will create a niche product line targeted at urban consumers, tourists, and hospitality establishments.

Umbrellas have become more than just rain or sun protection tools; they are now widely used as style accessories and branding items. Designer umbrellas are increasingly sought after for weddings, festivals, resort merchandising, and gifting. Uttarakhand, with its thriving tourism industry and skilled craft traditions, offers a favourable setting for establishing such a unit. Local artisans can contribute to intricate handle carvings, hand-printed canopies, and decorative elements.

This venture aligns with the state's vision to promote green manufacturing, local crafts, and non-farm employment. By using biodegradable fabrics, bamboo or wooden handles, and recycled metal ribs, it will reduce the dependence on imported plastic-based umbrellas and lower the environmental footprint. The unit will create livelihood opportunities for youth, women's SHGs, and local artisans while promoting the branding of Uttarakhand as a hub for premium lifestyle products.

### 2. Industry Overview

The umbrella industry in India is largely unorganized, dominated by low-cost plastic umbrellas imported from other states or countries. However, the designer and premium umbrella segment has witnessed rapid growth in recent years, driven by urban consumer demand for stylish and functional accessories. Branded and custom umbrellas are increasingly used by corporate houses, hotels, and event planners for promotional and décor purposes.

Globally, the umbrella market is valued at over USD 6 billion, with fashion umbrellas and luxury parasols gaining significant market share. In India, the growth of the e-commerce sector and increasing disposable incomes are fuelling demand for differentiated products like printed, embroidered, and themed umbrellas. The rise in outdoor leisure activities, tourism, and resort culture has also contributed to increased umbrella consumption.

Uttarakhand can leverage this trend by offering designer umbrellas rooted in local culture and sustainable practices. Its proximity to NCR, availability of artistic talent, and strong tourism



footfall provide an advantageous ecosystem. With the right branding and distribution, the state can emerge as a leading supplier of eco-designer umbrellas for both domestic and international markets.

### 3. Products and Application

The unit will produce various types of designer umbrellas including foldable compact umbrellas, large golf umbrellas, parasol-style decorative umbrellas, resort sun umbrellas, and wedding or festival-themed umbrellas. These will use eco-friendly fabrics like organic cotton, bamboo fibre, recycled polyester, and water-repellent natural coatings. Handles will be made from bamboo or sustainably sourced wood, and ribs from recycled aluminium or steel.

Applications of these products are diverse, spanning daily personal use, resort and café seating areas, garden patios, outdoor events, beach setups, and decorative installations. Corporate branding umbrellas can be supplied to hotels, restaurants, and event companies. Limited-edition umbrellas with hand embroidery, block prints, or regional motifs will target the premium lifestyle and gifting segment.

Future product lines can include smart umbrellas with UV sensors, detachable covers, and modular handle systems. Collaborations with designers and local artisans will allow the unit to release seasonal collections, enhancing brand exclusivity. All products will be packaged in reusable cloth sleeves or compostable packaging to maintain eco-branding.

### 4. Desired Qualification

This venture suits entrepreneurs with backgrounds in fashion design, textile technology, product design, or green manufacturing. However, even local youth with basic technical aptitude can be trained to operate stitching machines, assemble frames, and carry out quality checks. Prior exposure to apparel manufacturing, handicrafts, or metalwork would be advantageous.

Skill-building support can be sought under PM Vishwakarma Yojana, Skill India, and Uttarakhand's MSME training schemes. Artisans can be trained in fabric cutting, stitching, printing, embroidery, frame assembly, and waterproof coating application. Women's SHGs can be involved in fabric embellishment, stitching, and packaging, fostering inclusive employment.

Entrepreneurs must have design sense, awareness of consumer trends, and ability to build supply chains for sustainable raw materials. They should also be familiar with BIS quality standards, safety norms, and eco-labelling procedures. A blend of creativity, technical skills, and entrepreneurial drive will be key to managing this venture.

### 5. Business Outlook and Trend

Designer umbrellas are witnessing a surge in demand as consumers shift from purely functional to aesthetically appealing products. Fashion trends, social media influence, and the gifting



culture are fuelling this growth. Premium umbrellas are becoming popular lifestyle accessories, especially in urban markets and tourist destinations.

Corporate branding and hospitality sectors are adopting designer umbrellas for merchandising and décor, offering a consistent institutional demand. Resorts, cafés, and event venues are using decorative umbrellas to enhance ambience, which creates steady bulk orders. E-commerce channels are enabling small brands to directly reach customers across India and abroad.

Over the next five years, designer umbrellas are expected to move from niche to mainstream fashion products. Early entrants from Uttarakhand can establish brand loyalty and secure long-term contracts. By combining local craft elements with modern functionality, the venture can command premium pricing and tap export markets.

## 6. Market Potential and Market Issues

India's umbrella market is valued at over INR 3,000 crore, with the premium designer segment accounting for around 10% and growing steadily. Urban consumers, hotels, resorts, and event planners are major buyers. Export demand from Europe, North America, and Japan for artisanal umbrellas is also rising. Even capturing a small share of this market can generate significant revenues.

Uttarakhand has a strategic advantage due to its thriving tourism, resort, and wedding industries, which drive local demand for decorative umbrellas. Its proximity to Delhi-NCR ensures access to major markets and logistics hubs. The state's skilled craftspeople can give these umbrellas a unique artisanal identity, differentiating them from mass-produced imports.

Challenges include price competition from low-cost plastic umbrellas, the need to maintain quality and durability, and building brand awareness. Consumers may initially be reluctant to pay premium prices, requiring strong design, storytelling, and eco-branding. Consistent supply of sustainable materials and skilled workforce development are also critical.

## 7. Raw Material and Infrastructure

Key raw materials include organic cotton, bamboo fibre, recycled polyester fabric, water-repellent coatings, bamboo/wooden handles, recycled aluminium/steel ribs, stitching threads, and natural dyes. These can be sourced from textile clusters, bamboo cooperatives, and metal scrap processors in Uttarakhand and neighbouring states. All materials will be tested for durability and eco-compliance.

The unit will need about 2500–3000 sq. ft. of space divided into sections for fabric cutting, stitching, embroidery, printing, frame assembly, waterproofing, quality inspection, and packaging. Adequate lighting, ventilation, and safety systems will be provided. Solar panels and rainwater harvesting can enhance resource efficiency.



A design studio with CAD software will be set up to develop patterns and seasonal collections. Warehouse space will be allocated to store raw materials and finished goods. The layout will follow lean manufacturing principles to optimise workflow and reduce wastage.

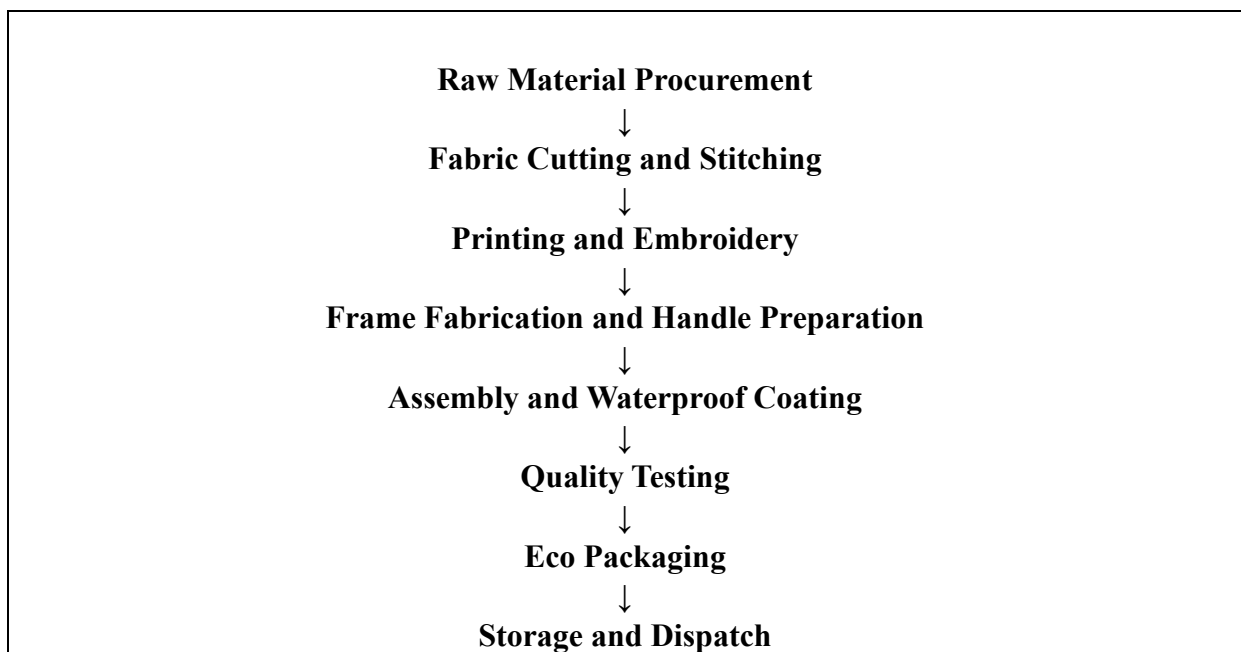
## 8. Operational Flow and Flow Chart

The process begins with the procurement and inspection of raw materials. Fabrics are cut into panels using patterns and then stitched together to form the canopy. Decorative elements like prints, embroidery, or block designs are applied. Meanwhile, ribs and handles are fabricated and finished.

The canopy is then assembled with the ribs and handle using rivets and joints. A waterproof coating is applied, and the assembled umbrellas are dried and inspected for quality. Finally, they are packed in reusable cloth sleeves or compostable packaging and stored for dispatch.

A digital system will track inventory, production batches, and orders. Scrap fabric can be recycled into pouches or crafts to minimize waste.

### Flow Chart:



## 9. Target Beneficiaries

Primary beneficiaries will be local youth, women's SHGs, and artisans engaged in fabric work, embroidery, stitching, and woodcraft. It will generate non-farm employment in rural and semi-urban areas and revive traditional decorative crafts. Local design graduates can be hired as pattern makers and merchandisers.



Secondary beneficiaries include suppliers of fabrics, bamboo, wood, and recycled metals who will get a consistent market. Local logistics providers, packaging suppliers, and marketing agencies will also benefit. Industrial training institutes can offer internships to students, improving local employability.

Tertiary beneficiaries include the wider regional economy through MSME growth, increased tax revenue, and branding of Uttarakhand as a sustainable lifestyle product hub. This will strengthen local value chains and promote inclusive green industrial development.

## 10. Suitable Locations

Suitable locations for the main production unit include Haldwani, Rudrapur, Kashipur, and Dehradun due to their industrial infrastructure, transport connectivity, and labour availability. Smaller satellite finishing units can be located in Almora, Pauri, and Bageshwar to engage rural women's groups.

Retail showrooms can be opened in tourism hubs like Mussoorie, Rishikesh, and Nainital to directly reach tourists and hotels. Industrial estates in Pantnagar and Selaqui offer ready-built sheds and utilities for faster setup. These locations also offer logistics connectivity to Delhi-NCR and export hubs.

Availability of banks, training centres, and design institutes adds to their suitability. Being close to major markets reduces transport costs and delivery time, enhancing competitiveness.

## 11. Manpower Requirement

Around 25 workers will be needed including fabric cutters, stitchers, embroiderers, printers, frame assemblers, coaters, quality inspectors, and packagers. Supervisory staff will include a production manager, design engineer, procurement officer, and marketing executive. Helpers, storekeepers, and maintenance staff will also be required.

Recruitment will focus on local youth and women supported by structured training. Modules will cover fabric handling, stitching, embroidery, waterproofing, assembly, safety, and quality norms. Women's SHGs can be engaged in embellishment and packaging tasks.

As production scales, more staff can be added for e-commerce, exports, and R&D. Seasonal flexibility will allow workforce expansion during wedding or tourist seasons.



## 12. Implementation Schedule

| Activity                                | Timeline (Months) |
|---|-------------------|
| DPR, registration, business planning    | 0–2               |
| Site selection and infrastructure setup | 2–4               |
| Procurement of machinery and tools      | 3–5               |
| Recruitment and training of artisans    | 3–6               |
| Trial production and quality testing    | 5–6               |
| Branding and marketing launch           | 5–7               |
| Commercial production start             | 6–8               |
| Market expansion and partnerships       | 9–12              |

## 13. Estimated Project Cost

| Cost Head                      | Amount (INR) |
|--------------------------------|--------------|
| Land and Shed Setup            | 10,00,000    |
| Machinery and Tools            | 15,00,000    |
| Raw Material (Initial Stock)   | 3,00,000     |
| Training and Capacity Building | 2,00,000     |
| Branding and Marketing         | 3,00,000     |
| Salaries and Wages (1 year)    | 6,00,000     |
| Utilities and Overheads        | 2,00,000     |





| Cost Head                     | Amount (INR) |
|-------------------------------|--------------|
| Contingency and Miscellaneous | 2,00,000     |
| Total Estimated Cost          | 43,00,000    |

## 14. Means of Finance

The project can be financed through 25% promoter equity, 60–65% term loans from banks or SIDBI, and subsidies under PMEGP or the Uttarakhand MSME policy. CSR grants supporting crafts and green manufacturing can be explored. Working capital can be arranged through cash credit or invoice financing.

Design accelerators and start-up incubators can provide seed capital and mentoring. Internal accruals can be used for future expansion and R&D. Early investment in certifications and e-commerce will attract investors.

A blended finance approach reduces risks and supports scalability. Transparent accounting and GST compliance will build lender confidence.

## 15. Revenue Streams

Primary revenue will come from sales of umbrellas to resorts, hotels, event companies, and retail consumers through online and offline channels. Corporate branding contracts and tourism souvenir stores will provide steady institutional demand. Tie-ups with fashion and lifestyle brands can boost sales.

Secondary revenue can come from seasonal designer collections, exports to eco-lifestyle stores abroad, and selling umbrella accessories like stands and pouches. Conducting design workshops or guided factory tours can provide small additional income.

Scrap materials can be upcycled into bags or pouches for sale. Multiple revenue streams will reduce risks and improve financial stability.

## 16. Profitability Streams

Profitability will improve as production scales and raw material costs decrease via bulk procurement. Premium pricing can be charged for artisanal and branded umbrellas. Direct online sales offer higher margins than wholesale.

Corporate orders, event décor, and export sales offer high-margin income. Festival or wedding-themed umbrellas can be priced at premium rates during peak seasons. Collaborations with influencers and designers can boost sales at low marketing costs.





Economies of scale in production, logistics, and marketing will enhance profitability. In-house production of frames and handles can lower costs and ensure quality control.

## 17. Break-even Analysis

| Parameters                   | Estimate      |
|------------------------------|---------------|
| Initial Investment           | INR 43,00,000 |
| Average Price per Umbrella   | INR 700       |
| Average Monthly Sales Target | 8,000 units   |
| Monthly Revenue              | INR 5,60,000  |
| Break-even Period            | 24–26 months  |

## 18. Marketing Strategies

Marketing will focus on branding the umbrellas as Himalayan designer eco-products blending sustainability with luxury. Digital campaigns will use social media, influencers, and e-commerce. Listings on Amazon, Flipkart, and Etsy will ensure national reach.

Offline strategies will include stalls in craft fairs, tourist hubs, and exhibitions. Collaborations with hotels, event planners, and décor chains will provide bulk orders. Showrooms in Mussoorie and Rishikesh will enhance brand visibility.

Eco-labels, storytelling content, and sustainable packaging will build consumer trust. Loyalty rewards, seasonal launches, and referral programs will drive repeat sales. Participation in MSME expos will ensure B2B exposure.



## 19. Machinery Required and Vendors

| Equipment                             | Quantity | Purpose                                | Suggested Vendors/Location              |
|---------------------------------------|----------|--|---|
| Fabric Cutting Machine                | 2        | Cutting canopy panels                  | Rudrapur, Haldwani industrial suppliers |
| Industrial Sewing Machines            | 8        | Stitching umbrella canopies            | Dehradun tool vendors                   |
| Embroidery/Printing Machines          | 2        | Applying decorative designs            | Selaqui, Dehradun industrial suppliers  |
| Frame Fabrication and Riveting Tools  | 3 sets   | Making and assembling umbrella frames  | Kashipur, Haldwani tool markets         |
| Waterproof Coating and Drying Chamber | 1        | Applying water-resistant finish        | Dehradun equipment suppliers            |
| Quality Testing Instruments           | 1 set    | Durability and wind resistance testing | SIDCUL labs Haridwar                    |
| Packaging and Labelling Machine       | 1        | Automated eco-packaging                | Selaqui MSME suppliers                  |

## 20. Environmental Benefits

The unit will reduce dependence on plastic umbrellas by using biodegradable fabrics, recycled metals, and bamboo handles. This will cut down landfill waste,

carbon emissions, and microplastic pollution. Local sourcing of materials will lower transport-related emissions and support circular supply chains.

Eco-friendly processes like water-based coatings, solar power use, and fabric scrap recycling will minimize environmental impact. Compostable packaging will further reduce waste. Sustainable designs will encourage longer product life, reducing consumption frequency.

The venture will create green livelihoods based on renewable resources and craft revival. It aligns with the state's climate commitments and sustainable development goals by promoting responsible consumption.



## 21. Future Opportunities

Future opportunities include diversifying into related lifestyle products like raincoats, parasols, picnic tents, and garden canopies. Export linkages with designer stores in Europe, North America, and Japan can open high-value markets. Setting up flagship stores in metros can build brand equity.

Collaborations with fashion designers can create seasonal luxury collections. Offering customization for weddings, resorts, and events can secure high-margin institutional sales. A take-back or repair program can enhance brand loyalty and sustainability image.

In the long term, the venture can evolve into a green fashion accessory cluster supporting multiple SHGs and MSMEs. It can position Uttarakhand as a hub for sustainable designer lifestyle products, contributing to inclusive green industrial growth.

### Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers 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 imply any recommendation.

