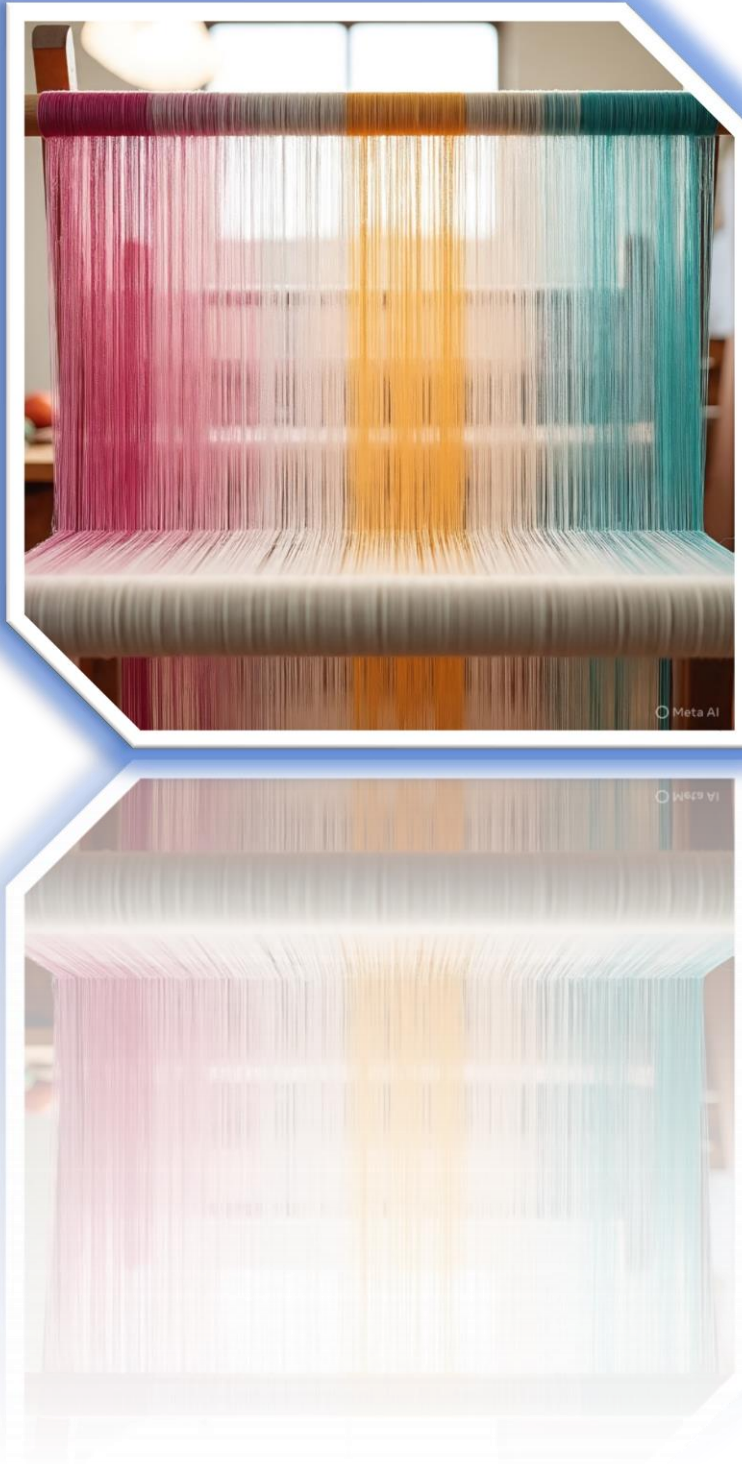


# **Pahadi Specialised Costume**

## **Weaving Unit**



## Pahadi Specialised Costume Weaving Unit

### 1. Introduction

The proposed project involves establishing a Pahadi specialised costume weaving unit in Uttarakhand to produce traditional ethnic garments such as Pichora, Angarkha, woollen dhotis, ghagris, shawls, stoles, and topis that reflect the cultural heritage of the state. These costumes are worn during local festivals, weddings, folk performances, and religious occasions and hold deep symbolic and cultural value. The unit will combine traditional weaving skills with modern techniques to produce high-quality products for local use, tourism, and export markets.

Currently, most Pahadi costumes are made by scattered artisans in small village clusters using handlooms. Production volumes are low, quality varies, and there is limited design innovation or organised marketing. As a result, demand is increasingly being met by imitation products from outside the state. Establishing an organised unit will help standardise production, improve design quality, and ensure fair remuneration to artisans.

This unit will serve as a model for heritage-based textile entrepreneurship, preserving traditional skills, generating rural employment, and promoting Uttarakhand's cultural identity. It will strengthen the link between craft, culture, and commerce while providing livelihood security to local women and youth.

### 2. Industry Overview

India's textile and apparel industry is valued at over USD 150 billion and is one of the largest employers in the country. Within this sector, the handloom and ethnic wear segment is gaining prominence due to rising consumer interest in heritage crafts and sustainable fashion. Government schemes like the National Handloom Development Programme, PM Mega Integrated Textile Region and Apparel (PM MITRA) parks, and ODOP initiatives are supporting traditional textile clusters.

Ethnic and heritage wear is witnessing increasing demand domestically and internationally. Tourists, urban consumers, and the Indian diaspora are seeking authentic handcrafted products.



E-commerce has further expanded access to niche products, including region-specific ethnic costumes. This has created new opportunities for small and medium enterprises engaged in traditional textiles.

In Uttarakhand, traditional costume weaving is a centuries-old craft. Areas like Pithoragarh, Almora, Chamoli, and Bageshwar have rich weaving traditions, but most artisans operate informally without access to modern tools, marketing channels, or finance. A formalised unit can revitalise this craft and integrate it into the modern textile value chain.

### 3. Products and Application

The unit will produce a variety of traditional Pahadi costumes including Pichora (marriage drape for women), woollen ghagris and shawls, men's woollen angarkhas and dhotis, embroidered stoles, handwoven topis, and waistcoats using local patterns and motifs. Natural dyes and hand embroidery will be incorporated to retain authenticity. Contemporary adaptations like fusion jackets and scarves will also be developed for wider market appeal.

Applications include use in local ceremonies, religious rituals, weddings, cultural performances, and by folk artists. Tourists and urban customers will buy these products as souvenirs, gifts, and fashion items. Institutions like hotels, cultural centres, and tourism boards will also procure them for showcasing local heritage.

Future product lines can include home furnishings like cushion covers, wall hangings, and table runners using traditional weaving patterns. Offering custom costume sets for cultural events and weddings can increase market reach and revenues.

### 4. Desired Qualification

This venture is suitable for entrepreneurs with an interest in traditional textiles, design, or cultural heritage. While formal qualifications in fashion or textile design are helpful, they are not mandatory. Training in weaving techniques, dyeing, and finishing can be taken from government weaving training centres and the Weavers' Service Centre in Dehradun.

Local youth and women can be trained to operate handlooms, powerlooms, and embroidery machines. Experienced traditional weavers can be engaged as master trainers to transfer



knowledge. Training modules will cover yarn preparation, loom operation, quality checks, and safe dyeing techniques.

Entrepreneurs should also learn business management, marketing, and digital sales. Familiarity with e-commerce platforms, GST compliance, and basic accounting will be essential to run the enterprise efficiently.

## **5. Business Outlook and Trend**

The business outlook for ethnic costume weaving is highly positive due to rising demand for handmade and sustainable clothing. Consumers are increasingly seeking products with cultural value and environmental responsibility. Fashion designers are incorporating traditional crafts into modern collections, which is increasing demand for ethnic textiles.

Pahadi costumes offer a strong differentiation advantage due to their unique designs, motifs, and cultural symbolism. The growing tourism industry in Uttarakhand creates a steady demand for souvenirs and local attire. Gifting trends are also boosting demand for handwoven products.

With proper branding, design innovation, and market linkages, this sector can experience rapid growth. Organised units can cater to institutional buyers, tourism outlets, and export markets while supporting hundreds of rural artisans.

## **6. Market Potential and Market Issues**

The potential market includes local households, folk artists, wedding clients, tourists, cultural institutions, hotels, and e-commerce customers. Thousands of tourists visit Uttarakhand every year and many are interested in buying authentic traditional attire. Cultural programs and government tourism events also create institutional demand.

Challenges include competition from machine-made imitations, high production time, and low awareness about authentic crafts. Building consumer trust through quality, certification, and storytelling will be essential. Retaining skilled artisans is another challenge due to declining interest among youth.



Organising the supply chain for raw materials like wool, silk, cotton, and natural dyes will also be important. Efficient logistics and inventory systems will be needed to maintain timely delivery and product availability.

## 7. Raw Material and Infrastructure

Key raw materials will include wool, cotton, silk, natural dyes, embroidery threads, and accessories like buttons, clasps, and linings. Wool can be sourced from local cooperatives in Chamoli, Bageshwar, and Almora, while silk and cotton yarns can be procured from Dehradun and Haridwar. Natural dyes can be sourced from local forest-based enterprises.

The unit will require about 5000 sq. ft. space divided into yarn preparation, dyeing, weaving, embroidery, finishing, quality testing, and packaging sections. Adequate lighting, ventilation, and humidity control will be installed to ensure fabric quality. Safety systems and clean water supply will be provided.

Solar panels and rainwater harvesting can improve sustainability. A design studio with CAD software will be set up for product development and sampling. A warehouse will store raw materials and finished goods.

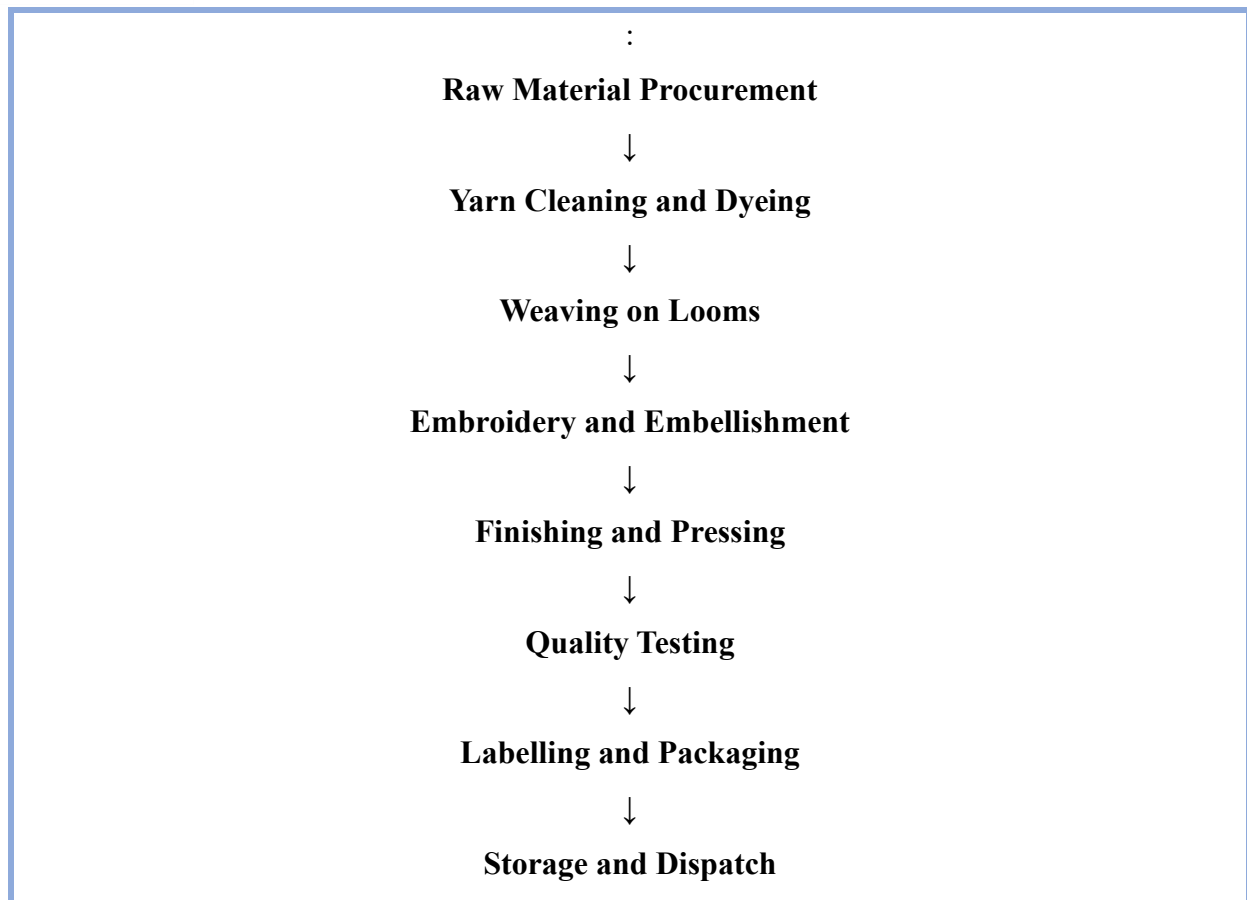
## 8. Operational Flow and Flow Chart

The production process begins with procurement and inspection of raw materials. Yarns are cleaned, dyed, and prepared for weaving. The fabrics are woven on handlooms and powerlooms using traditional patterns. Embroidery and embellishments are applied, followed by finishing, pressing, and quality checks.

Finished costumes are labelled, packaged, and stored for dispatch. Quality control will focus on colour fastness, stitching strength, and sizing. Waste yarns will be reused in smaller accessories to reduce wastage.

Production will be planned in batches to manage inventory and seasonal demand.



**Flow Chart: -****9. Target Beneficiaries**

Primary beneficiaries will be local weavers and artisans who will get regular employment, better wages, and design training. Women's self-help groups can be engaged for embroidery and finishing tasks. Youth will get employment in weaving, quality control, and marketing.

Secondary beneficiaries will include local suppliers of yarn, dyes, and packaging materials, as well as logistics operators and designers. This will strengthen the rural craft ecosystem and promote local entrepreneurship.

Consumers will benefit from access to authentic, durable, and culturally significant products, promoting pride in Uttarakhand's heritage.



## 10. Suitable Locations

Suitable locations include Almora, Pithoragarh, Chamoli, Bageshwar, and Pauri where traditional weaving is still practiced. Dehradun and Haldwani are suitable for centralised production units with access to design and packaging vendors. Rudrapur and SIDCUL industrial estates offer good infrastructure and connectivity.

Locating the unit close to artisan clusters will reduce logistics costs and strengthen community participation. Satellite finishing and embroidery units can be set up in nearby villages to promote decentralised employment.

Availability of training centres, banks, and transport hubs will further support these locations.

## 11. Manpower Requirement

The unit will require about 40 workers including yarn preparers, dyers, weavers, embroiderers, finishers, packagers, quality inspectors, and store handlers. Supervisory staff will include a production manager, design head, procurement officer, and marketing executive.

Local youth and women will be trained under Skill India, PM Vishwakarma, and Handloom Development schemes. Training modules will cover loom operation, safe dyeing, embroidery, and quality standards.

As production scales, additional staff can be recruited for e-commerce operations, exports, and design development. Incentives will be offered to retain skilled workers.



## 12. Implementation Schedule

Activity	Timeline (Months)
DPR preparation and business registration	0–2
Site selection and infrastructure setup	2–4
Machinery procurement and installation	3–5
Recruitment and training of staff	3–6
Trial production and quality certification	5–6
Branding and marketing launch	5–7
Commercial production start	6–8
Market expansion and distribution tie-ups	9–12

## 13. Estimated Project Cost

Cost Head	Amount (INR)
Land and shed setup	15,00,000
Machinery and tools	20,00,000
Raw material (initial stock)	6,00,000
Training and skill development	2,00,000





Cost Head	Amount (INR)
Branding and marketing	3,00,000
Salaries and wages (1 year)	9,00,000
Utilities and overheads	3,00,000
Contingency and miscellaneous	2,00,000
Total Estimated Cost	60,00,000

#### 14. Means of Finance

The project can be financed through 25% promoter equity, 60% term loan from banks or SIDBI, and 15% subsidy under the National Handloom Development Programme or state MSME policy. Working capital can be availed through cash credit and invoice discounting.

Grants from design councils, CSR projects, and craft development schemes can be tapped for additional support. Equity crowdfunding can also be explored for seed capital.

Maintaining transparent accounts, GST registration, and certifications will help build credibility and improve access to finance.

#### 15. Revenue Streams

Main revenue will come from sales of costumes through retail, wholesale, tourism outlets, and e-commerce platforms. Supplying to cultural institutions, hotels, and government tourism departments will provide bulk orders.

Secondary revenue can come from contract weaving for fashion designers, export orders, and home décor products using traditional motifs. Custom costume sets for weddings and performances can earn premium prices.

Workshops and weaving experience centres for tourists can generate additional revenue.



## 16. Profitability Streams

Profitability will grow with economies of scale, brand recognition, and design-led premium pricing. Fusion and contemporary products will command higher margins. Direct sales and online channels will offer higher margins than wholesale.

Efficient production planning and waste minimisation will reduce costs. Sourcing raw materials directly from cooperatives will lower input costs and ensure quality.

Customer loyalty programs and seasonal product launches will drive repeat sales and boost profitability.

## 17. Break-even Analysis

Parameters	Estimate
Initial Investment	INR 60,00,000
Average Price per Costume	INR 1,500
Average Monthly Sales Target	8,000 units
Monthly Revenue	INR 1,20,00,000
Break-even Period	20–22 months

## 18. Marketing Strategies

Marketing will focus on branding the products as authentic Pahadi costumes representing Uttarakhand's heritage. Packaging will include local motifs and stories about the artisans. Social media, e-commerce platforms, and craft exhibitions will be used to reach customers.



Tie-ups with tourism outlets, heritage hotels, and cultural institutions will create stable bulk demand. Participation in handloom expos, wedding fairs, and ethnic fashion shows will increase visibility.

Certification for authenticity and eco-friendly production will enhance brand trust. Collaborations with fashion designers will help reach younger consumers.

## 19. Machinery Required and Vendors

Equipment	Quantity	Purpose	Suggested Vendors/Location
Handlooms and Powerlooms	15	Weaving fabrics	Weavers' Service Centre Dehradun
Dyeing Vats and Steam Boiler	3	Dyeing yarn	Rudrapur industrial suppliers
Embroidery Machines	4	Decorative stitching	Dehradun tool vendors
Fabric Cutting and Stitching Machines	6	Costume making	Selaqui machinery suppliers
Finishing, Pressing, and Ironing Equipment	2	Product finishing	Haldwani industrial suppliers
Quality Testing Instruments	1 set	Colour fastness and strength tests	SIDCUL Haridwar
Packaging and Labelling Machines	1	Final packaging	Selaqui MSME vendors



## 20. Environmental Benefits

This venture will promote the use of natural fibres and dyes, reducing dependence on synthetic materials and chemicals. Handloom weaving is energy-efficient and has a low carbon footprint compared to power-based textiles. Local sourcing will reduce transport emissions.

Waste yarn and fabric scraps will be recycled into accessories and home décor products, minimising waste. Rainwater harvesting and solar power will reduce resource use.

Preserving traditional crafts also supports sustainable livelihoods and cultural diversity, contributing to social and environmental sustainability.

## 21. Future Opportunities

Future opportunities include developing designer fusion collections, luxury bridal trousseaus, and export lines for global ethnic fashion markets. Collaborations with fashion designers can create high-value niche products.

Setting up retail stores in tourist hubs can increase brand visibility. Creating a common facility centre can support multiple artisan groups and promote cluster-based development.

In the long run, this venture can position Uttarakhand as a centre of traditional and sustainable fashion, creating jobs, preserving heritage, and contributing to the state's creative economy.

### 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.

