

# Project Profile: Café with Open-Air Theatre in Uttarakhand

## 1. Introduction

The concept of combining a café with an open-air theatre in Uttarakhand presents a unique blend of hospitality, entertainment, and cultural promotion. Cafés have become popular social hubs across the state, especially in tourist towns, where visitors look for cozy, vibrant spaces to relax, work, or socialize. By integrating an open-air theatre within the café setting, this project not only creates a dining experience but also offers live entertainment and cultural engagement in a natural Himalayan ambiance.

Such a model allows customers to enjoy food and beverages while simultaneously experiencing local music, folk dances, plays, poetry readings, and even film screenings. The open-air theatre enhances the tourist experience by giving visitors a deeper understanding of Uttarakhand's culture, traditions, and artistic diversity. Unlike conventional cafes, which focus mainly on food, this project offers an immersive and memorable experience, making it a strong differentiator in the competitive hospitality sector.

The initiative also supports local artists by providing them with a regular performance platform. This cultural-commercial synergy is designed not only to generate revenue but also to preserve heritage. As a hybrid venture, the café with an open-air theatre caters to both tourists and local residents who seek creative spaces for relaxation and cultural exchange.

## 2. Industry Overview

The café industry in India has been expanding rapidly, driven by a growing café culture, increased tourism, and youth demand for social spaces. According to market studies, India's café market is growing at an annual rate of 8–10 percent, with strong penetration in tourist-friendly states. Similarly, the entertainment industry, including live events and cultural performances, has been growing with rising disposable incomes and a renewed interest in experiential leisure.

In Uttarakhand, the hospitality and tourism industry has been a vital contributor to the economy. With millions of domestic and international visitors annually, the demand for innovative leisure spaces is on the rise. Tourists now prefer experiences that combine food, relaxation, and cultural entertainment, rather than standard dining. This makes the café with an open-air theatre model highly relevant.

Government initiatives such as the “Dekho Apna Desh” campaign and promotion of homestays and cultural tourism further align with this concept. The blending of café culture with cultural tourism supports sustainable livelihoods while promoting Uttarakhand's unique traditions, making the industry outlook for this project very promising.



### 3. Products and Application

The core offerings of the café will include food and beverages such as pahadi teas, locally sourced coffee, millet-based snacks, traditional sweets, and organic juices alongside continental and fusion cuisines to cater to a broad customer base. Food menus will emphasize locally sourced ingredients to ensure freshness while supporting farmers.

The open-air theatre will serve as a platform for cultural and artistic performances. Local folk dances such as Chholiya and Jhora, musical recitals, poetry slams, storytelling, and small theatre plays will be showcased regularly. Occasional film screenings, workshops, and open mic events will add variety and attract diverse audiences.

Applications of this combined space extend beyond tourism. It can host community events, school and college cultural programs, art festivals, and corporate retreats. This ensures year-round activity and revenue flow while cementing the café's role as a vibrant cultural hub in the region.

### 4. Desired Qualification

Entrepreneurs interested in this venture should ideally have an understanding of the hospitality industry, food service management, and event operations. However, enthusiasm for cultural promotion, customer engagement, and creativity in branding can often outweigh formal qualifications. Practical training in café operations or hospitality management can be obtained through short courses.

Basic knowledge of local culture, music, and art will be useful in curating performances and connecting with local artists. Having strong organizational and people management skills will help in coordinating café staff, performers, and customers.

For entrepreneurs without prior hospitality experience, partnerships with professional café managers or chefs can complement their vision. Similarly, collaborations with cultural groups and artist collectives will ensure regular and diverse programming for the open-air theatre.

### 5. Business Outlook and Trend

The outlook for this project is positive due to the rise in experiential tourism and cultural cafés across India. Tourists increasingly look for unique experiences that combine relaxation with entertainment and cultural immersion. A café with an open-air theatre aligns perfectly with this trend by offering a blend of food and cultural experiences.

Trends also show that travelers prefer eco-friendly, community-oriented spaces over generic chains. By focusing on local culture, organic food, and sustainable architecture, this venture appeals strongly to conscious travelers, backpackers, and young urban tourists.

Furthermore, the café can become a local attraction in itself, drawing repeat customers from nearby towns. Over time, it can be scaled into a chain of cultural cafés across Uttarakhand or franchised into other Himalayan states. With proper branding, it can evolve into a cultural tourism brand synonymous with authentic pahadi experiences.



## 6. Market Potential and Market Issues

The market potential for such a café is substantial, especially in tourist destinations like Rishikesh, Mussoorie, Nainital, Almora, and Joshimath, which attract visitors throughout the year. The combination of food and live entertainment increases customer engagement time and spending, thereby maximizing profitability.

The café also appeals to local residents, especially youth and working professionals, who seek creative hangout spaces. As café culture becomes an integral part of urban leisure, an open-air theatre adds an exciting new dimension, broadening the customer base.

However, market issues include high competition from regular cafés and restaurants, the seasonal nature of tourism in certain towns, and logistical challenges of managing open-air events during monsoons and winters. Ensuring consistent quality of food and entertainment, along with effective marketing, will be crucial to overcoming these hurdles.

## 7. Raw Material and Infrastructure

Raw materials include food ingredients such as organic vegetables, fruits, cereals, and beverages, which will be sourced from local farmers and suppliers. Specialty items like coffee beans and bakery ingredients may need to be sourced from external vendors to meet customer preferences.

Infrastructure requirements include café interiors with seating, kitchen equipment, sound and lighting systems, and a stage with proper acoustics for the open-air theatre. Outdoor seating arrangements, landscaping, and eco-friendly design elements such as bamboo, wood, and stone construction will create an inviting environment.

Basic facilities like electricity backup, Wi-Fi, washrooms, parking, and safety equipment are essential for smooth operations. The open-air theatre must have a rain-proof canopy or seasonal weather management system to ensure continuity of events.

## 8. Operational Flow and Flow Chart

The operations begin with sourcing raw materials from local farmers and suppliers. The kitchen staff prepares food and beverages while maintaining hygiene and quality standards. Performances and cultural events are scheduled in advance, with artists and performers booked accordingly.

Customers visit the café, order food, and enjoy performances in the open-air theatre space. Staff ensures efficient table service and event management. Payments are processed digitally and in cash, while customer feedback is recorded for service improvements.

Marketing, inventory management, and event planning form the backbone of continuous operations. Regular updates to the menu and performance schedule ensure repeat visits and customer loyalty.



**Flow Chart:**

**Raw Material Procurement → Food Preparation → Event Scheduling → Customer Orders → Dining & Performance Experience → Payment & Feedback → Marketing & Repeat Visits**

**9. Target Beneficiaries**

The café with an open-air theatre will primarily benefit local entrepreneurs, artists, and rural communities. For café owners and managers, it represents a profitable and sustainable venture that leverages the booming café culture while creating a differentiated product in the hospitality sector. Artists, including musicians, dancers, theatre groups, and poets, will have a regular stage to showcase their talents, thereby enhancing their visibility and generating consistent income.

Local farmers and suppliers will also benefit as the café emphasizes the use of organic and locally grown ingredients. By sourcing vegetables, dairy, honey, cereals, and other items from nearby villages, the project ensures that rural communities become active stakeholders in the value chain. This also strengthens the bond between the café and its community.

Finally, tourists and local residents benefit by having access to a unique cultural hub where they can experience local traditions and entertainment in a modern yet rustic setup. It fosters cultural appreciation, community interaction, and improved livelihood opportunities, thereby making it a project with multiple beneficiaries.

**10. Suitable Locations**

Dehradun, Rishikesh, Mussoorie, and Nainital are the most suitable locations for setting up this project due to their high tourist footfall and café-friendly culture. These towns have a cosmopolitan tourist base that seeks unique leisure experiences, making them ideal markets for this concept.

Hill towns like Almora, Mukteshwar, and Joshimath also offer strong potential, particularly for experiential tourists who prefer offbeat destinations. The natural beauty of these locations can enhance the open-air theatre experience, giving visitors an immersive cultural and natural connection.

Proximity to colleges, yoga centers, or spiritual retreats provides another opportunity, as students and wellness tourists seek informal cultural hangouts. By situating the café strategically, operators can cater to both local and visiting populations while maximizing occupancy throughout the year.



## 11. Manpower Requirement

Role	Number Required	Responsibilities
Café Manager	1	Oversee daily operations and staff
Head Chef	1	Menu planning and food quality
Kitchen Staff	3	Food preparation and service
Waiters/Servers	4	Customer service and table management
Barista	1	Specialty teas and coffees
Event Coordinator	1	Scheduling performances and cultural events
Sound/Lighting Technician	1	Manage technical equipment for theatre
Marketing Executive	1	Digital marketing, branding, partnerships
Cleaning & Maintenance Staff	2	Housekeeping and hygiene
Accountant/Admin	1	Accounts and administration
Total	16	

This manpower mix balances food service, cultural management, and technical support, ensuring smooth operations.



## 12. Implementation Schedule

Activity	Timeline (Months)
Market Research & Business Plan	0–1
Site Selection & Leasing	1–2
Café and Theatre Design & Construction	2–5
Equipment Procurement & Installation	3–5
Recruitment & Training of Staff	4–5
Artist Tie-ups & Event Planning	4–5
Marketing & Pre-launch Campaign	5–6
Trial Operations	6
Full-scale Launch	6

The project can be operational within six months, provided site acquisition and licensing processes are completed in time.

## 13. Estimated Project Cost

Cost Head	Amount (INR)
Café Construction/Interior Setup	18,00,000
Open-Air Theatre Stage & Seating	10,00,000
Kitchen Equipment & Furniture	8,00,000
Sound & Lighting Equipment	5,00,000
Marketing & Branding	4,00,000
Licenses & Permissions	2,00,000
Initial Salaries (First 3 Months)	6,00,000
Working Capital & Contingency	5,00,000
Total Project Cost	58,00,000



## 14. Means of Finance

The project can be financed through a combination of equity, debt, and subsidies. Entrepreneurs may invest 25–30 percent of the project cost as equity, ensuring financial credibility.

Bank loans under the hospitality and tourism sector can provide the bulk of financing, with repayment structured over five to seven years. Loan schemes under MSME and Mudra Yojana can also be utilized.

Government subsidies through the Ministry of Tourism, Uttarakhand Tourism Development Board, or skill development programs may support infrastructure development, cultural promotion, and training costs. Partnerships with investors or angel funds can also be explored for scalability.

## 15. Revenue Streams

The primary revenue stream will come from café operations, including food and beverage sales. Specialty pahadi products like millet snacks, rhododendron juice, and herbal teas will generate niche income.

Secondary revenue streams will include ticketed cultural performances and events, where entry fees or cover charges can be collected from customers. Additionally, private bookings for birthdays, corporate events, or cultural festivals will create high-value transactions.

Other revenue sources include merchandising such as handicrafts, souvenirs, or packaged food items, as well as collaborations with travel companies for curated experiences. This diversified model ensures multiple income channels.

## 16. Profitability Streams

Profitability will be driven by a steady inflow of tourists and local residents, supported by premium pricing for cultural experiences. Higher margins from food and beverages, combined with event ticketing, make the venture sustainable.

Seasonal peaks during holidays and festivals will boost profitability. Special packages combining meals and performances will increase per-customer spending.

Over time, profitability can be enhanced by scaling up the café brand into multiple locations or by franchising. Online promotions, tie-ups with tour operators, and institutional bookings will add further stability to revenue flows.



## 17. Break-even Analysis

Parameters	Estimate
Initial Investment	58,00,000
Average Monthly Revenue (Year 1)	8,00,000
Average Monthly Operating Costs	6,00,000
Monthly Net Profit	2,00,000
Break-even Timeline	29–30 months

The café with an open-air theatre is expected to break even in about 2.5 years, after which profits increase steadily.

## 18. Marketing Strategies

The marketing strategy will focus on storytelling, cultural branding, and digital presence. Social media platforms such as Instagram, YouTube, and Facebook will showcase live performances, café ambience, and customer experiences to attract young travelers.

Offline strategies include tie-ups with hotels, homestays, and tour operators to bring in steady customer flow. Hosting community festivals and art exhibitions will enhance word-of-mouth marketing.

Collaborations with influencers, bloggers, and cultural organizations will amplify reach. Special discounts for students and locals can ensure consistent footfall, while targeted promotions during tourist seasons will maximize revenue.





## 19. Machinery Required and Vendors

Equipment	Quantity	Purpose	Vendor Location
Kitchen Equipment (Ovens, Grills, Mixers)	1 set	Food preparation	Dehradun vendors
Coffee Machines & Barista Tools	2	Specialty coffee & tea	Haldwani suppliers
Furniture (Tables, Chairs, Outdoor Seating)	-	Customer seating	Haridwar carpenters
Sound Systems	2 sets	Performances	Dehradun sound equipment suppliers
Lighting Equipment	2 sets	Theatre illumination	Rudrapur vendors
Stage Equipment (Portable Stage, Screens)	1	Open-air theatre setup	Local suppliers
Projector & Screen	1	Film screenings	Dehradun electronics vendors
Computers & POS Machines	2	Billing & administration	Dehradun IT suppliers

## 20. Environmental Benefits

The café with an open-air theatre supports environmental sustainability by using locally sourced food ingredients, which reduces transport emissions. Organic farming linkages encourage sustainable agriculture in surrounding villages.

The infrastructure can be designed using eco-friendly materials like bamboo, stone, and reclaimed wood, reducing ecological impact. Waste management practices such as composting food waste and recycling packaging further enhance green credentials.

Additionally, by offering cultural performances instead of resource-intensive entertainment options, the café promotes low-carbon leisure. It strengthens Uttarakhand's eco-tourism image and encourages responsible tourism.

## 21. Future Opportunities

Future opportunities include expanding the concept into a chain of cultural cafés across Uttarakhand's popular destinations. Each outlet can highlight regional variations in culture and cuisine, creating a unique yet consistent brand identity.



The café can also evolve into a cultural tourism package, collaborating with travel agencies to offer dining plus performance experiences. Partnerships with universities, NGOs, and cultural organizations will further strengthen programming and visibility.

In the long run, franchising this model across other Himalayan states and international eco-tourism circuits is possible. The café with an open-air theatre can emerge as a brand synonymous with cultural authenticity, community empowerment, and experiential tourism.

### **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.

