

Uttarakhand Special Utensils Manufacturing Unit



Uttarakhand Special Utensils Manufacturing Unit

1. Introduction

The proposed project involves setting up a manufacturing unit for traditional Uttarakhand special utensils, including copper, brass, bronze, and iron-based cookware and serveware used in local cuisine and cultural rituals. These include items like kansa thalis, copper water pots (tamasas), brass ladles, iron kadhais, and bronze serving bowls, which are integral to the culinary and cultural identity of the state. Such utensils are prized for their durability, aesthetic appeal, and health benefits associated with cooking in metalware.

Currently, most of these utensils are made by scattered artisans using traditional techniques in small workshops without access to modern machinery or design support. This results in low productivity, inconsistent quality, and difficulty in meeting growing market demand. Establishing a modern unit will integrate traditional skills with mechanised production for higher efficiency while preserving the authenticity of designs.

This unit will not only revive and conserve the traditional utensil heritage of Uttarakhand but also create dignified livelihoods for local metal artisans and youth. It will help position Uttarakhand as a source of high-quality handcrafted and semi-mechanised traditional kitchenware for domestic and export markets.

2. Industry Overview

India's metal utensils industry is worth over INR 25,000 crore, with brass, copper, and stainless steel products forming the bulk. Traditional metal utensils are witnessing a resurgence as consumers rediscover their health benefits and aesthetic appeal. Rising incomes, cultural nostalgia, and interest in traditional wellness practices are driving this demand.

There is a niche but growing market for ethnic and artisanal utensils, especially in urban households, heritage hotels, restaurants, and export segments. Online platforms have expanded market access for such products, while gifting trends have further boosted demand. Government policies promoting handicrafts and MSMEs are supporting this sector.

In Uttarakhand, clusters of metal artisans exist in areas like Almora, Pithoragarh, and Pauri, but they lack organised infrastructure. Establishing a dedicated utensil manufacturing unit can transform this unorganised craft into a sustainable industry while promoting cultural heritage and tourism branding.



3. Products and Application

The unit will manufacture a range of traditional Uttarakhand utensils including copper water pots, kansa thalis and bowls, brass ladles and serving spoons, bronze tumblers, and iron tawas and kadhais. Each product will be designed with inputs from local artisans to retain traditional aesthetics while ensuring standardised sizing and finishing.

Applications will include use in households, temples, restaurants, resorts, and heritage hotels. These utensils are also popular as wedding gifts, corporate gifts, and souvenirs for tourists. The demand for authentic traditional cookware is increasing among health-conscious consumers who prefer metals over non-stick materials.

Future product lines can include decorative kitchenware, engraved ceremonial utensils, and combo sets packaged as Uttarakhand heritage kitchen collections for gifting and exports. This will expand the consumer base and raise product value.

4. Desired Qualification

This venture is suitable for entrepreneurs with interest in traditional crafts, metallurgy, or manufacturing. Technical qualifications in mechanical or production engineering are beneficial but not mandatory. Training in metalworking, casting, and finishing techniques can be availed from local industrial training institutes and MSME centres.

Local youth and artisans can be trained to operate modern machinery for cutting, shaping, polishing, and finishing. Experienced traditional artisans can be engaged as master trainers to transfer heritage skills to new workers. Quality control and safety training will also be essential.

Entrepreneurs must also understand business operations, inventory systems, and marketing of heritage crafts. Digital skills will be needed to manage e-commerce platforms and online branding, which are key to market growth.

5. Business Outlook and Trend

The demand for traditional utensils is rising steadily due to the growing wellness trend and consumer preference for authentic, sustainable, and culturally rooted products. Copper and brass utensils are being promoted for their antimicrobial and Ayurvedic health properties, further boosting interest. Urban households are increasingly adopting such utensils.

The gifting and hospitality sectors offer strong growth avenues. Heritage hotels and themed restaurants prefer traditional serveware to enhance guest experience. Exports to markets like the US, Europe, and Japan are also increasing as ethnic kitchenware becomes a design trend globally.

With organised production, branding, and modern distribution, Uttarakhand can become a recognised hub for traditional utensils, similar to Moradabad for brassware. The business outlook is highly favourable with long-term potential.



6. Market Potential and Market Issues

The potential market includes households, restaurants, hotels, religious institutions, and tourists across India. Uttarakhand's large tourist base offers a strong market for souvenirs and heritage kitchenware. E-commerce platforms offer access to national and global buyers.

However, market issues include competition from cheaper machine-made products from other states, fluctuating prices of metals, and limited consumer awareness about the value of authentic traditional utensils. Building consumer trust and brand recognition will be crucial.

Ensuring consistent quality, design innovation, and timely delivery are essential to compete. Artisans will need to adapt to modern production standards without compromising traditional aesthetics.

7. Raw Material and Infrastructure

Key raw materials will include copper, brass, bronze, and iron sheets and ingots sourced from metal suppliers in Haridwar, Delhi, and Moradabad. Auxiliary materials like flux, polishing compounds, and wooden handles will be procured locally. Packaging will use eco-friendly cardboard and jute materials.

The unit will require about 4000 sq. ft. of space divided into cutting, forging, shaping, turning, polishing, finishing, engraving, quality testing, and packaging sections. Separate storage areas for raw materials and finished goods will be included. Adequate power, ventilation, and safety systems will be installed.

Solar power systems and rainwater harvesting can be incorporated to improve sustainability and reduce operational costs. A design studio will support product development and innovation.

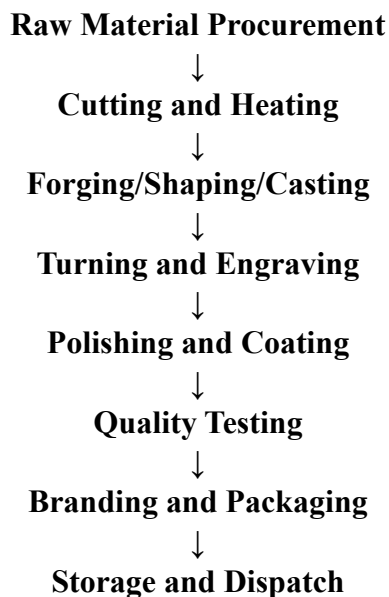
8. Operational Flow and Flow Chart

Production will begin with raw material procurement and inspection. Metal sheets or ingots will be cut and heated in furnaces, then hammered, shaped, or cast into desired forms. The semi-finished utensils will be turned, engraved, polished, and coated for shine and protection.

Products will undergo quality checks for weight, thickness, finishing, and safety. After branding and packaging, they will be stored for dispatch. Traditional handcrafted touches will be added to premium collections to maintain authenticity.

Scrap metal will be collected, melted, and reused to reduce waste and raw material costs.



Flow Chart:**9. Target Beneficiaries**

The primary beneficiaries will be local artisans who will gain access to modern tools, stable incomes, and organised markets. Youth and women will get employment in production, finishing, packaging, and sales operations.

Secondary beneficiaries will include local suppliers of metals, tools, and packaging, as well as logistics operators and design service providers. This will strengthen the regional handicraft ecosystem.

Consumers will benefit from access to authentic, safe, and durable traditional utensils, supporting healthier cooking practices and cultural preservation.

10. Suitable Locations

Ideal locations include Almora, Pauri, and Pithoragarh where traditional metal craft is still practiced, as well as industrial zones like Selaqui, SIDCUL Haridwar, and Pantnagar for better infrastructure and logistics.

Clustering production units in metal artisan villages will help integrate traditional skills and reduce labour migration. Semi-urban hubs like Haldwani and Dehradun offer good market connectivity and access to design and packaging vendors.



Locating the unit near raw material supply hubs like Haridwar and Rudrapur will reduce input costs and improve supply chain efficiency.

11. Manpower Requirement

The unit will require about 35 workers initially including metal cutters, forgers, polishers, engravers, finishers, packagers, and storekeepers. Supervisory staff will include a production manager, procurement officer, design head, and marketing executive.

Traditional artisans will be engaged as trainers and master craftsmen. Youth and women will be trained under Skill India and Vishwakarma schemes on machinery operation, safety, and quality control.

As production scales, staff can be expanded for e-commerce, exports, and product design. Incentive systems will help retain skilled artisans.

12. Implementation Schedule

Activity	Timeline (Months)
DPR preparation and registrations	0–2
Site selection and infrastructure setup	2–4
Machinery procurement and installation	3–5
Recruitment and training of artisans	3–6
Trial production and quality certification	5–6
Branding and marketing launch	5–7
Commercial production start	6–8
Market expansion and institutional 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
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 Vishwakarma Shram Samman or state MSME policy. Working capital can be availed through cash credit facilities.

Artisan welfare schemes and CSR grants for craft cluster development can be tapped for additional support. Equity crowdfunding can also be explored for seed capital.

Maintaining transparent accounts, GST registration, and quality certifications will build bankability and investor confidence.

15. Revenue Streams

Main revenue will come from sales of utensils through retail, wholesale, e-commerce, and institutional channels. Premium engraved and gift sets will offer higher margins. Supplying to hotels and restaurants will provide bulk orders.



Secondary revenue can come from contract manufacturing for other brands, exports, and decorative metal art items. Customised utensils for weddings and corporate gifts can also earn premium pricing.

Scrap metal can be recycled and sold, adding a small additional revenue stream.

16. Profitability Streams

Profitability will grow with economies of scale, brand recognition, and bulk orders from hotels and exports. Premium handcrafted collections will yield higher margins than standard utility utensils.

Combining mechanised production for basic processes with hand finishing for premium items will reduce costs while maintaining artisanal value. Direct sales and online channels will also offer higher margins than wholesale.

Design innovation and seasonal launches will drive repeat sales and improve profitability.

17. Break-even Analysis

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

18. Marketing Strategies

Marketing will focus on branding the utensils as authentic Uttarakhand heritage kitchenware with health and cultural value. Packaging will use local motifs and storytelling about the artisans. Social media and e-commerce platforms will be used to reach urban and global buyers.

Offline marketing will include craft exhibitions, hotel supplier expos, and tourist souvenir shops. Tie-ups with heritage hotels, restaurants, and wedding planners will provide recurring orders.



GI tagging and eco-certification will enhance brand value. Collaborations with design schools can create innovative collections for younger consumers.

19. Machinery Required and Vendors

Equipment	Quantity	Purpose	Suggested Vendors/Location
Metal Cutting Shears and Press Machine	2	Cutting metal sheets	Rudrapur, Selaqui industrial suppliers
Furnaces and Forging Hammers	2	Heating and shaping metals	Haridwar machinery suppliers
Lathe and Turning Machines	2	Shaping and forming utensils	Dehradun tool vendors
Engraving and Etching Machines	2	Decorative work	Haldwani industrial suppliers
Polishing and Buffing Machines	2	Finishing and shine	SIDCUL Haridwar
Quality Testing Instruments	1 set	Strength and safety checks	FICCI lab Dehradun
Packaging and Labelling Machines	1	Final packaging	Selaqui MSME vendors

20. Environmental Benefits

This venture will promote metal utensil use which is highly durable and reusable, reducing the need for disposable kitchenware. Metal recycling will reduce mining demand and resource extraction. Local sourcing will cut transport emissions.

Eco-friendly processes like water recycling, energy-efficient furnaces, and solar power will lower the environmental footprint. Wooden and jute handles and packaging will reduce plastic use.

Reviving traditional metal crafts also supports sustainable livelihoods and preserves cultural knowledge, contributing to social sustainability.



21. Future Opportunities

Future opportunities include developing designer kitchenware lines, luxury engraved gift sets, and expanding to exports. Collaborations with hospitality brands can provide recurring bulk orders. Corporate gifting and wedding markets offer high potential.

Creating craft tourism experiences with workshops can generate additional revenue and promote Uttarakhand's heritage. Setting up a common facility centre can support multiple artisan units.

In the long run, this venture can become a hub of traditional utensil production, positioning Uttarakhand as a recognised brand in heritage kitchenware nationally and globally.

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.

