

# POTTERY

## 1. INTRODUCTION

Pottery in Uttarakhand is a vibrant tradition that reflects the region's cultural heritage and artistic finesse. Nestled in the heart of the majestic Himalayas, Uttarakhand boasts a long history of pottery-making, with artisans creating beautiful and functional pieces using locally sourced clay. Uttarakhand's pottery seamlessly blends form and function, with clay pots serving utilitarian purposes while showcasing artistic finesse. These pots are used for cooking, storage, and decoration, making them an integral part of daily life.

## 2. SERVICE & ITS APPLICATION

Pottery in Uttarakhand is not just an art form but also a practical service that serves various applications in daily life and cultural practices. Here are some key aspects of pottery services and their applications in the region:

### Services Offered

1. **Custom Pottery:** Creating bespoke items tailored to individual preferences, including personalized designs and custom shapes.
2. **Workshops and Classes:** Conducting pottery workshops and classes for individuals of all ages to learn the craft and create their own pottery pieces.
3. **Restoration Services:** Restoring antique or damaged pottery items to preserve their historical and cultural value.
4. **Event Decor:** Providing pottery items for event decorations, such as centerpieces, tableware, and decorative pieces for weddings, festivals, and corporate events.
5. **Retail Sales:** Selling various pottery products, including functional items like cooking pots and storage jars, and decorative items like vases and sculptures.

### Applications of Pottery

1. **Culinary Use:** Pottery is widely used in cooking and food storage. Traditional clay pots are ideal for slow cooking, preserving flavors, and maintaining the nutritional value of food.
2. **Water Storage:** Clay pots are commonly used for storing water, keeping it cool and fresh. These pots are also eco-friendly alternatives to plastic containers.
3. **Cultural Significance:** Pottery plays a significant role in cultural and religious practices. Decorative pottery items are used in rituals, festivals, and temple offerings.
4. **Tourism and Souvenirs:** Pottery items make popular souvenirs for Uttarakhand tourists. Handcrafted pottery reflects the region's cultural heritage and offers visitors unique mementos.
5. **Artistic Expression:** Pottery is a medium for artistic expression, allowing artisans to showcase their creativity and craftsmanship. Unique designs and intricate patterns are often inspired by local myths, legends, and natural beauty.

## 3. DESIRED QUALIFICATION FOR PROMOTER

To become a successful promoter of pottery in Uttarakhand, a blend of educational qualifications, practical skills, and business acumen is essential. Key educational qualifications include a degree in Fine Arts, Design, Crafts, or a related field, and certifications in pottery, ceramics, or artisanal crafts to enhance technical skills. A background in business management, marketing, or entrepreneurship is also beneficial. Practical skills required are proficiency in various pottery techniques, strong design skills, and creativity to develop unique pottery pieces, as well as the ability to market and promote products through social media, exhibitions, and local markets.

Additionally, business acumen is crucial for success. This includes understanding local and global market trends for pottery and handicrafts, building relationships with artisans, suppliers, and customers, and having strong financial management skills. The ability to conduct market research, network effectively, and manage budgeting, pricing, and financial planning ensures the sustainability and growth of the pottery business. Combining these qualifications and skills will help in effectively promoting and managing pottery ventures in Uttarakhand.

#### **4. BUSINESS OUTLOOK AND OPPORTUNITIES**

The business outlook for pottery in Uttarakhand is promising, driven by increasing demand for handmade and artisanal products that reflect the region's cultural heritage. The state's scenic beauty and cultural richness attract tourists interested in purchasing local crafts, providing a steady market for pottery businesses. Additionally, government and organizational support for local artisans, including training programs, financial assistance, and marketing support, further boost the sector. The rise of e-commerce presents opportunities for pottery businesses to expand their reach beyond local markets, attracting customers from other regions and internationally through websites and social media platforms.

##### **Opportunities**

1. **Custom Orders:** Custom-made pottery items can cater to individual preferences and create a niche market.
2. **Workshops and Classes:** Conducting pottery workshops and classes can attract enthusiasts and provide an additional revenue stream.
3. **Collaborations:** Partnering with local businesses, hotels, and event planners can lead to bulk orders and promotional opportunities.
4. **Sustainable Practices:** Emphasizing eco-friendly and sustainable pottery-making practices can appeal to environmentally conscious consumers.
5. **Cultural Festivals:** Participating in cultural festivals and fairs can provide exposure and opportunities to showcase and sell pottery products.

#### **5. MARKET POTENTIAL AND MARKETING ISSUES**

The market potential for pottery in Uttarakhand is promising, driven by several factors:

1. **Growing Demand for Handmade Products:** There is an increasing consumer preference for handmade and artisanal products, which include pottery. This trend is fueled by the desire for unique, locally-made items that reflect cultural heritage.

2. **Tourism:** Uttarakhand's scenic beauty and cultural richness attract tourists who are interested in purchasing local crafts, including pottery. This provides a steady market for pottery businesses<sup>2</sup>.
3. **Support for Local Artisans:** Government and non-government initiatives promote local crafts and support artisans. This includes training programs, financial assistance, and marketing support<sup>2</sup>.
4. **E-commerce:** The rise of online shopping offers pottery businesses the opportunity to expand their reach beyond local markets. Creating an online presence through websites and social media can attract customers from other regions and even internationally<sup>2</sup>.

### Marketing Issues

Despite the potential, there are several marketing challenges that pottery businesses in Uttarakhand face:

1. **Raw Material Supply:** Irregular raw materials, such as clay, can disrupt production.
2. **Working Capital:** Many artisans lack the necessary working capital to scale up their operations.
3. **Outdated Technology:** The use of old and obsolete technology can limit productivity and the quality of the products.
4. **Quality Improvement:** There is a need for better quality control and standardization of products.

## 6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

Starting a pottery business in Uttarakhand requires careful planning and consideration of various inputs and materials. Here's a breakdown of the key business inputs and material requirements:

### Business Inputs

1. **Raw Materials:** The primary raw material for pottery is clay. Locally sourced clay is preferred as it connects the craft to the region's natural resources<sup>2</sup>.
2. **Water:** An adequate water supply is essential for preparing the clay and various stages of pottery-making.
3. **Tools and Equipment:** Basic tools such as pottery wheels, kilns, shaping tools, and glazing equipment are necessary for production.
4. **Skilled Labor:** Experienced potters and artisans skilled in traditional pottery techniques are crucial for creating high-quality products.
5. **Workshop Space:** A dedicated space for pottery-making, including areas for clay preparation, shaping, drying, and firing.
6. **Marketing and Sales Channels:** Establishing marketing strategies and sales channels, including online platforms, local markets, and craft fairs, to reach potential customers.

### Material Requirements

1. **Clay:** Different types of clay, such as earthenware, stoneware, and porcelain, are used for various pottery products. The choice of clay depends on the desired end product<sup>1</sup>.

2. **Glazes:** Glazes add color, texture, and a protective coating to pottery items. They can be purchased or made from natural materials.
3. **Firing Materials:** Fuel for kilns, such as wood, coal, or gas, is required for firing pottery to high temperatures.
4. **Decorative Elements:** Items like paints, brushes, and other decorative materials can enhance the aesthetic appeal of pottery products.
5. **Packaging Materials:** Proper packaging materials, such as boxes, bubble wrap, and labels, are needed to protect and present the finished products for sale.

## 7. OPERATIONS AND EXECUTION PROCESS

Running a pottery business in Uttarakhand involves several operational steps and processes to ensure smooth and efficient production, marketing, and sales. Here is a detailed guide:

### Operations and Execution Process

1. **Business Planning:**
  - **Market Research:** Conduct thorough research to understand the demand for pottery products, identify your target audience, and analyze competitors.
  - **Business Plan:** Develop a comprehensive business plan outlining your goals, target market, pricing strategy, financial projections, and marketing plan.
2. **Legal Compliance:**
  - **Business Registration:** Register your pottery business with the relevant authorities and obtain the necessary licenses and permits.
  - **GST Registration:** Register for GST and obtain a GSTIN for tax purposes.
3. **Location and Setup:**
  - **Workshop Setup:** Establish a workshop with adequate space for clay preparation, shaping, drying, and firing. Ensure proper ventilation and safety measures.
  - **Display Area:** Create a display area to showcase finished products to potential customers.
4. **Raw Material Procurement:**
  - **Clay:** Source high-quality clay from local suppliers or natural deposits.
  - **Glazes and Additives:** Procure glazes, colorants, and other additives required for finishing the pottery.
5. **Production Process:**
  - **Clay Preparation:** Process the raw clay by kneading and wedging to remove air bubbles and ensure consistency.
  - **Shaping:** Use hand-building techniques, pottery wheels, or molds to shape the clay into desired forms.
  - **Drying:** Allow the shaped pottery to dry slowly to prevent cracking. Drying racks or shelves should be used in a controlled environment.
  - **Bisque Firing:** Fire the dried pottery in a kiln at a low temperature to harden the clay.
  - **Glazing:** Apply glazes to the bisque-fired pottery for color and finish.
  - **Final Firing:** Fire the glazed pottery at a higher temperature to vitrify the clay and set the glaze.
6. **Quality Control:**

- **Inspection:** Inspect each piece for defects, cracks, or glaze imperfections. Ensure consistency in quality.
  - **Finishing:** Sand or polish rough edges and add decorative elements.
7. **Inventory Management:**
- **Stock Management:** Keep track of inventory levels for raw materials and finished products. Implement an inventory management system to streamline this process.
8. **Marketing and Sales:**
- **Online Presence:** Create a professional website and maintain active social media profiles to showcase your pottery and attract customers.
  - **Local Markets:** Participate in local markets, craft fairs, and exhibitions to sell your products directly to customers.
  - **Retail Partnerships:** Collaborate with local stores, hotels, and event planners to expand your market reach.
  - **Custom Orders:** Offer custom pottery services to cater to specific customer preferences.
9. **Customer Service:**
- **Client Communication:** Maintain clear and effective communication with clients to understand their needs and preferences.
  - **After-Sales Service:** Provide excellent after-sales service, including handling inquiries, complaints, and feedback.
10. **Financial Management:**
- **Budgeting:** Create a detailed budget for expenses and revenue.
  - **Accounting:** Maintain accurate financial records and regularly review financial performance.

## 8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Owner and manager (self-employed)	1	12	0	0
2	Potter	1	12	0.15	1.8
3	Assisstant Potter	1	12	0.08	0.96
4	Sales and Marketing	1	12	0.1	1.2
<b>Total</b>					<b>3.96</b>

## 9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Site Selection	0.5
2	Arrangement of Finance	1
3	Equipment Purchase	1

5	Staff Hiring	0.5
6	Marketing	1
<b>Total time required (some activities shall run concurrently)</b>		<b>4</b>

## 10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	0.20
3	Plant & Machinery	0.75
4	Equipment and Furniture Exp.	0.08
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.02
7	Working Capital	3.75
<b>Total Project Cost</b>		<b>4.81</b>

## 11. MEANS OF FINANCE

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	1.92
2	Bank Finance	2.89
<b>Total</b>		<b>4.81</b>

## 12. LIST OF MACHINERY AND EQUIPMENT

### A. MACHINERY

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Computers with all necessary hardware and installed Windows	2	0.30	0.60
2	Network Installation	1	0.05	0.05
3	Printer	2	0.05	0.10
4	Barcode Scanner	2	0.03	0.06
5	Packing Machine		0.25	0.25
<b>Total Amount</b>				<b>1.06</b>

### B. FURNITURE & EQUIPMENT

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Basic Hand Tool (carving tools, trimming tools, and brushes)	50	0.00	0.08
<b>Total Rs.</b>				<b>0.08</b>

## 11.SUPPLIERS OF MATERIALS AND EQUIPMENT

Here are some suppliers of pottery materials and equipment in Uttarakhand:

### R.A.K Ceramics India Pvt. Ltd.

- **Address:** OPP Milan Vihar, D NO 717, GMS Road, Khasara NO 1467/1, Dehradun, Uttarakhand 248001
- **Contact:** 8754974578
- **Products:** Floor tiles, cementing DGY floor tiles, Austin beige wall tiles

### Ceramic Centre

- **Address:** 70/1/2, First Floor, Marble Market, Mangol Pur Kalan, Delhi, 110081
- **Phone:** 080 4887 1272

### Aggarwal Ceramic World

- **Address:** G-12/2, Main Road, Ratiya Marg, Sangam Vihar, New Delhi, Delhi 110062
- **Phone:** 098991 08490

### Prajapati Studio Pottery

- **Address:** 124, Rz, Prajapat Colony, A, Uttam Nagar, New Delhi, Delhi 110059
- **Phone:** 087440 12531.

## 13. SALES REALIZATION AND PROFITABILITY

Sr. No	Service	Sales in Percentage	INR
1	Earthen Pots	25.0%	1.8
2	Decorative Items (Planters, Vases, Lamps etc.)	25.0%	3.6
3	Grocery sets (Bowls, Teapots, Jars, etc.)	15.0%	27
4	Gift Sets	10.0%	1.8

5	Custom Orders	5.0%	0.9
6	Sculptures	5.0%	1.44
7	Pottery Classes	15.0%	2.025
<b>Total</b>		<b>100.00%</b>	<b>38.565</b>

#### 14. PROFITABILITY PROJECTION

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	38.57
B.	Cost of production	
i)	Raw materials	0.15
ii)	Utilities	0.14
iii)	Manpower Cost (Salaries/wages)	3.96
iv)	Administrative expenses	0.04
v)	Packaging Cost	0.10
vi)	Material Lost Cost	0.10
vii)	Selling & distribution expenses	0.06
viii)	Repairs & maintenance	0.10
ix)	Rent	0.20
x)	Interest	0.33
xi)	Misc. expenses	0.00
	Total (B)	5.18
	Gross profit/loss (A – B)	33.39
	Less: Depreciation	0.09
C.	PBIT	33.30
D	Income-tax	-
E	Net profit/loss	33.30
F.	Repayment (Annual)	0.10
G	Retained surplus (E-F )	33.20

#### 15. BREAK-EVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.20
Depriciation	0.09
Interest	0.33
Manpower	1.19
<b>Total Fixed cost</b>	<b>1.80</b>
Variable cost	



Raw materials	0.15
Utilities	0.14
ManPower	2.77
Administrative expenses	0.04
Selling & distribution expenses	0.06
<b>Total Variable cost</b>	<b>3.16</b>
<b>Contribution margin</b>	<b>20%</b>
Break-Even Point in Value	9.00

## 16. STATUTORY APPROVALS

The following statutory approvals will be required:

1. **GST Registration:** Register for GST and obtain a GSTIN for tax purposes.
2. **Trade License** from the local municipal authority.
3. **Business Registration:** Register your pottery business with the relevant authorities and obtain the necessary licenses and permits.

## 17. TRAINING CENTERS AND COURSES

### Dharamkot Studio

- **Location:** Dharamkot, Uttarakhand
- **Courses:** Beginner's Course, Intermediate Course, Advanced Course
- **Details:** Offers comprehensive pottery courses covering techniques of forming, glazing, and firing. Courses are designed for those wishing to learn pottery as a profession or hobby.

### Studio 694

- **Location:** Sector 43, Gurugram, Haryana (near Uttarakhand)
- **Courses:** Children's Pottery Workshops, Corporate Employee Engagement Workshops, Customized Orders of Studio Pottery Items
- **Details:** Provides various pottery workshops and customized orders.

### Pottery Classes in Dehradun

- **Location:** Dehradun, Uttarakhand
- **Courses:** Pottery Workshops, Diwali Workshop, "Crafting Beauty from Clay" Series
- **Details:** Offers interactive pottery classes and workshops for enthusiasts of all ages.

1. Swayam Portal (<https://swayam.gov.in>)

## **Disclaimer**

Only a few machine manufacturers are mentioned in the profile, although many are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources to the best of my knowledge and contacts. However, no responsibility is admitted if any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.

These training centers provide valuable courses in event management, decor planning, and wedding coordination.