

24 CULTURAL SHOWS



CULTURAL SHOWS

1. INTRODUCTION

The project aims to introduce culturally enriching and entertaining "Cultural Shows" in Uttarakhand, India. These shows will provide a platform for local talent to showcase the diverse cultural heritage of the region, including folk dances, music, traditional art forms, and more. These events will serve as a bridge between the past and the present, offering both residents and tourists an opportunity to immerse themselves in the rich cultural tapestry of Uttarakhand.

2. SERVICE & ITS APPLICATION

The project will introduce "Cultural Shows" as a vibrant tapestry of Uttarakhand's rich cultural heritage, offering an array of performances and activities designed to captivate both residents and tourists alike. At the heart of these cultural showcases are the mesmerizing folk dances from various regions, including the spirited Garhwali and Kumaoni dances, adorned with colorful costumes and set to the rhythm of lively music, reflecting the diverse cultural landscape of Uttarakhand. Complementing the dance performances are live musical sessions that bring the soulful melodies of the region to life, featuring traditional instruments like the dhol, damau, and ransingha, which resonate with the deep musical traditions of the area.

Beyond the performances, the cultural shows extend into art exhibitions, where visitors have the chance to delve into the world of traditional art forms and handicrafts, offering a window into the creativity and craftsmanship of local artisans. These exhibitions not only showcase the aesthetic beauty of Uttarakhand's artistic heritage but also highlight the meticulous skill and dedication behind each piece.

An integral part of preserving and sharing Uttarakhand's cultural heritage comes through storytelling, where tales of local myths, legends, and folklore are narrated, weaving a rich tapestry of the region's history and traditions for audiences to explore and appreciate. These stories serve as a bridge connecting the past with the present, ensuring that the vibrant cultural identity of Uttarakhand is kept alive for future generations.

Furthermore, the cultural shows offer interactive cultural workshops, inviting visitors to engage directly with the region's traditions. Through hands-on sessions in traditional cooking, dance, and music, led by skilled artists, participants gain a deeper understanding and appreciation of the cultural nuances that make Uttarakhand unique. These workshops provide a unique opportunity for both residents to reconnect with their cultural roots and for tourists to immerse themselves in an authentic and memorable experience, fostering a greater appreciation for the rich traditions that define Uttarakhand.

3. DESIRED QUALIFICATION FOR PROMOTER

For the successful initiation and management of "Cultural Shows" in Uttarakhand, the ideal promoter should embody a deep-rooted passion for the cultural heritage of the region, coupled with a strong foundation in event management to ensure the seamless execution of cultural events. This individual must possess an intimate understanding of local traditions, customs, and art forms, enabling them to curate truly authentic cultural experiences. A well-established network with local artists, artisans, and performers is crucial for collaboration, while marketing acumen is necessary to effectively attract both local residents and tourists. Moreover, basic

ensuring its long-term success and impact on the promotion of Uttarakhand's rich cultural heritage.

4. BUSINESS OUTLOOK AND TRENDS

The cultural and heritage tourism sector in Uttarakhand is witnessing significant growth, fueled by tourists' increasing desire for authentic experiences that delve into the destination's cultural essence. This interest spans traditional performances, local festivals, and unique culinary journeys, highlighting a trend towards cultural tourism. Concurrently, there's a heightened focus on sustainability, underscoring the importance of practices that support local artisans and safeguard cultural heritage. In this digital era, the role of online platforms and social media has become indispensable for marketing and broadening the audience reach of cultural initiatives. Collaborative efforts with local cultural entities, government bodies, and tourism agencies are crucial for the fruitful realization of cultural events. Moreover, engaging local communities and creating economic avenues for them through cultural tourism emerges as a central strategy.

Particularly in Uttarakhand, the evolution of cultural shows is notable, with fashion shows dedicated to social causes doubling in number over the last year, indicating a unique blend of style and social awareness. Planned mega events also present an opportunity to draw tourists and boost local economies, especially during quieter seasons. Traditional fairs and festivals like the Dussehra Festival, Nanda Devi Festival, Devidhura Bagwal Mela, and Gauchar Mela continue to be integral to the lives of Almora's residents, reflecting the rich tapestry of local customs and beliefs. These elements, combined with the state's stunning landscapes and deep-rooted cultural values, underscore Uttarakhand's potential as a prime locale for investments in the tourism domain, promising both cultural preservation and economic growth.

5. KEY BUSINESS ELEMENTS

The "Cultural Shows" project in Uttarakhand, India, is grounded on several pivotal business elements crucial for its successful launch, development, and sustained impact. Central to its mission is the preservation and promotion of Uttarakhand's rich cultural heritage, aiming to showcase the traditional dances, music, arts, and storytelling that mirror the state's diverse cultural tapestry. An essential component of this project is deeply engaging the local communities, ensuring that local artists, artisans, and performers are not just participants but also beneficiaries, fostering a sense of pride and authenticity in the cultural displays presented. Sustainability sits at the core of the project's ethos, emphasizing environmentally friendly practices and social inclusivity to ensure the shows are accessible and beneficial to a broad audience. Integrating these cultural shows into Uttarakhand's wider tourism appeal is another strategic element, designed to attract tourists seeking genuine cultural experiences, thereby boosting the local economy and enhancing the state's image as a prime cultural tourism destination.

A robust digital marketing strategy is pivotal for reaching a wider audience, leveraging online platforms to generate buzz, engage with potential visitors, and provide essential information. The project also prioritizes forming collaborative partnerships with local cultural organizations, tourism boards, and governmental bodies, enhancing the project's visibility and logistical support, thereby ensuring its success.

Maintaining high standards of quality and authenticity is paramount, enhancing visitor experience and honoring the cultural traditions on display. Financial sustainability is equally critical, with a well-thought-out plan for revenue generation through ticket sales, sponsorships, and merchandise to ensure the project's longevity without compromising its cultural or community value. These business elements collectively underpin the "Cultural Shows" project, guiding its mission to celebrate, preserve, and share Uttarakhand's unique cultural legacy with both locals and visitors from around the globe.

6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The "Cultural Shows" project in Uttarakhand taps into a substantial market potential, leveraging the state's vibrant cultural heritage and the magnetic appeal of its natural beauty. With Uttarakhand hosting a multitude of fairs and festivals, ranging from the Jauljibi Mela Ground, known for its cross-regional trade, to the Parade Ground, a hub for diverse cultural activities, the region offers a fertile ground for cultural shows. These events not only draw visitors from across India but also attract international tourists, showcasing traditional goods, food, and entertainment.

To effectively harness this potential, a strategic marketing approach is essential. Building a strong online presence through a dedicated website and active social media engagement can significantly boost visibility. Collaborating with local travel entities, such as hotels and tour operators, could integrate cultural shows into broader travel packages, enhancing tourist experiences. Targeted advertising and local community engagement will also play critical roles in attracting audiences, with feedback mechanisms ensuring the shows continually adapt to audience preferences and expectations.

However, challenges such as competition from existing cultural events, the need to navigate seasonal tourism flows, and ensuring adequate infrastructure at venues must be carefully managed. Notably, existing cultural hubs like Uttarakhand Culture and Uttarakhand Sanskritik Bhawan represent both potential competitors and opportunities for collaboration, indicating the dynamic nature of the market. Addressing these factors with innovative and adaptive strategies will be key to the success of the "Cultural Shows" project, ensuring it stands out as a unique and enriching cultural experience for visitors to Uttarakhand.

7. SUPPLY OF RAW MATERIAL

The essence of organizing successful cultural shows in Uttarakhand lies in gathering a variety of raw materials and resources that are crucial for bringing the event to life. This includes sourcing traditional costumes and attire that reflect the diverse cultures within the region, alongside musical instruments like the dhol, damru, flute, and ransingha, which are pivotal for authentic music performances. Additionally, traditional artifacts and decorations are essential for setting the right ambiance, while props and stage equipment support the dynamic dance and drama acts. The production quality of these shows is further enhanced by sophisticated audio-visual equipment, ensuring the audience enjoys a high-quality experience. Marketing efforts are supported by collateral such as brochures, posters, and banners, crucial for attracting attendees. Moreover, logistical aspects such as transportation for performers and equipment, as well as securing venue rentals and necessary permits, are fundamental components that ensure the smooth execution of cultural shows across various locations in Uttarakhand.

Some of Suppliers for raw materials:

- Ambika Emporium: Address: AWHO Road, near Himgiri Zee University, Dhulkot Mafi, Central Hope Town, Uttarakhand 248007. Phone: 095205 04548
- Costume Studio: Address: 83R9+X72, Mayur Vihar, Tibet colony, Saundhon wali, Chironwali, Dehradun, Uttarakhand 248001. Phone: 075790 11222
- Paridhan Fancy Dresses: Address: Jagdamba banquet, amrawati colony, phase-2 near dsd badminton court and bds recruitment next to jockey store nearby location- shyama garden, Haldwani, Uttarakhand 263139. Phone: 097199 95687

8. BUSINESS MODEL

The "Cultural Shows" project in Uttarakhand, India, adopts a comprehensive business model centered around showcasing the region's rich cultural heritage through meticulously organized events. This venture aims to generate revenue through various streams while promoting local traditions and offering an immersive experience to both residents and tourists. The core of the revenue generation strategy includes ticket sales, with a structure that accommodates different preferences and budgets, sponsorships, and partnerships with local entities for financial backing and increased visibility. Additionally, the sale of culturally themed merchandise, such as handicrafts and traditional attire, alongside food and beverage offerings that highlight Uttarakhandi cuisine, contribute to the project's income. Exclusive workshops and interactive sessions provide an added value for attendees interested in a deeper understanding of local arts and practices, further diversifying revenue sources.

Managing the costs associated with venue rentals, performer fees, marketing, logistics, production, and administration is crucial to the project's financial health. The value proposition for attendees lies in the authentic engagement with the region's cultural heritage, offering a unique and enriching experience. The project targets a wide audience, including cultural enthusiasts, tourists, families, and local residents, employing a multi-channel approach for promotion and sales, leveraging online platforms, partnerships, and local networks. Building lasting relationships with attendees through exceptional experiences and interactions is key to fostering loyalty and encouraging word-of-mouth promotion, essential elements for the project's long-term success and sustainability. This business model not only aims to be profitable but also seeks to provide a platform for local artists and performers, thereby contributing to the cultural and economic vitality of Uttarakhand.

9. BUSINESS PROCESS

The business process for orchestrating cultural shows encompasses a series of meticulously planned stages, starting from the initial concept to the final performance and beyond. Initially, the process begins with conceptualization, where the theme, content, and format of the show are decided. This foundational step determines the direction of the entire project, including the selection of performances and music to fit the overarching narrative. Following this, artist selection is crucial, as it involves identifying and engaging local talent—performers, musicians, and dancers—who can authentically represent the chosen cultural elements.

Once the performers are onboard, the next phase involves scriptwriting and choreography, where creative ideas are transformed into tangible scripts and dance routines. This stage is critical for ensuring that the performances are synchronized and meet the quality standards set for the

show. Parallel to this, the preparation of costumes and props takes place, requiring sourcing or crafting traditional attire and decorations necessary to bring the cultural showcase to life.

The venue preparation is another key aspect, wherein suitable locations are secured and outfitted with essential infrastructure, including lighting and sound systems, to enhance the audience's experience. Promotion of the show follows, utilizing both online and offline channels to ensure maximum reach and attract a diverse audience base.

The culmination of these efforts is the performance stage, where all the preparation and hard work are put on display. This phase is critical for delivering the cultural experience as envisioned in the conceptualization stage. Post-performance, feedback and improvement become a focal point, collecting insights from attendees and performers to refine and enhance future shows. This iterative process allows for continuous improvement and adaptation, ensuring that subsequent cultural shows remain fresh, engaging, and appealing to both new and returning audiences. This business process not only aims to entertain but also to preserve and celebrate the rich cultural heritage of the region, making it a sustainable and evolving venture.

10. MANPOWER REQUIREMENT

Sr. No	Particulars	No. of Person	Months	Monthly Wages Amount/Person (Rs in Lakhs)	Monthly Wages - Total (Rs in Lakhs)	Annual Expenses (Rs in Lakhs)
1	Skilled	4	12	0.20	0.80	9.60
2	Semi-skilled	4	12	0.15	0.60	7.20
3	Unskilled	3	12	0.10	0.30	3.60
	Total					20.40

11. IMPLEMENTATION SCHEDULE

Sr. No	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	0.5
3	Procurement & installation of Plant & Machinery	0.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
	Total time required (some activities shall run concurrently)	4

12. COST OF PROJECT

Sr. No	Particulars	Amount (Rs in Lakhs)
1	Pre-operative Expenses	0.40
2	Land and Building	7.00
3	Machinery	6.05
4	Equipment and Furniture	1.55
5	Working Capital	0.80
	Total Project Cost	15.80

13. MEANS OF FINANCE

Bank-term loans are assumed @ 75% of fixed assets.

Sr. No.	Particulars	Percentage Share	Amount (Rs in Lakhs)
1	Promoter's Contribution	25%	3.95
2	Bank Finance	75%	11.85
	Total		15.80

14. FURNITURE AND FIXTURES

A. Fixtures

Sr. No.	Particulars	Unit	Unit Cost (Rs in Lakhs)	Amount (Rs in Lakhs)
1	Sound System and Speakers	Set	0.75	0.75
2	Lighting Equipment (including stage lights)	Set	0.50	0.50
3	Audio-Visual Equipment (projectors, screens)	Set	0.30	0.30
4	Generator (if backup power is needed)	Set	1.00	1.00
5	Stage and Performance Area Setup	Set	0.20	0.20
6	Seating Arrangements (chairs, benches, etc.)	Set	0.30	0.30
7	Decorations and Props (varies by theme)	Set	0.15	0.15
8	Transportation Vehicles (for equipment/artists)	Set	1.00	1.00
9	Security and Crowd Control Barriers	Set	0.10	0.10
10	Ticketing and Payment System	Set	0.15	0.15
11	Communication Equipment (walkie-talkies)	Set	0.10	0.10
12	First Aid and Medical Equipment	Set	0.10	0.10
	Total Amount in Rs.			4.65
	Tax, Transportation, Insurance, etc. in Rs.			0.93

12. COST OF PROJECT

	Electrification Expenses (Wiring) in Rs.	0.47
	Grand Total Amount in Rs.	6.05

B. Furniture & Setup

Sr. No	Particulars	Unit	Unit Cost (Rs in Lakhs)	Amount (Rs in Lakhs)
1	Seating Furniture (chairs, benches)	Set	0.50	0.50
2	Tables and Counters	Set	0.80	0.80
3	Display Stands and Racks	Set	0.25	0.25
	Total Amount			1.55

15. SALES REALIZATION CALCULATION

Sr. No	Product	Quantity (No. of Shows)	Sales in Percentage	Total Sales (Rs in Lakhs)
1	Performance /Stage Show	200	100%	40.00
	Total		100%	40.00

15. SALES REALIZATION CALCULATION

Sr. No	Particulars - Amount (Rs.)	Year-I (Rs in Lakhs)
A.	Sales Realization	
	Sales (Assuming 15% growth per year)	40.00
	Other Income (Assuming constant)	
	Total Sales Realization	40.00
B.	Cost of Production	
	i) Raw Materials	4.00
	ii) Utilities (Assuming constant)	1.50
	iii) Manpower (Salaries/wages)	20.40
	iv) Administrative Expenses (Assuming constant)	0.80
	v) Selling & Distribution Expenses (Assuming constant)	0.85
	viii) Interest (Assuming constant)	1.58
	Total Cost of Production	29.13

	Gross Profit/Loss (A – B)	10.87
	Less: Depreciation	1.27
C.	PBIT (Profit Before Interest and Tax)	9.61
D.	Income-tax (Assuming 28% tax rate)	2.69
E.	Net Profit/Loss (C - D)	6.92
F.	Repayment	1.58
	Retained Surplus (E - F)	5.34

17. BREAKEVEN ANALYSIS

Fixed cost	Year-I (Rs in Lakhs)
Depreciation	1.27
Interest	1.58
Manpower	6.12
Total Fixed cost	8.97
Variable cost	
Raw materials	4
Utilities	1.5
ManPower	14.28
Administrative expenses	0.8
Selling & distribution expenses	0.85
Total Variable cost	21.43
Contribution margin	20%
Break-Even Point in Value	44.85

18. STATUTORY/GOVERNMENT APPROVALS

Obtaining the necessary statutory and government approvals is crucial for the successful operation of Cultural Shows in Uttarakhand. Here are the key approvals and permits to consider:

- **Event Permissions:**

- **Local Authorities:** Seek permissions from local municipal or district authorities for conducting events at specific venues. This may include obtaining event permits and licenses.
- **Fire Safety Approval:** Ensure compliance with fire safety regulations and obtain the necessary clearance, especially for indoor events with large audiences.

- **Security and Crowd Control:**

- **Security Clearance:** Coordinate with local law enforcement agencies to ensure adequate security arrangements. Obtain necessary permissions for crowd control and security personnel.
- **COVID-19 Protocols:**
- **Health and Safety Guidelines:** Comply with COVID-19 guidelines and protocols issued by the government. Ensure that the event adheres to social distancing, mask-wearing, and other safety measures.

19. TRAINING CENTERS AND COURSES

Uttarakhand offers various training centers and courses that can be beneficial for individuals interested in organizing Cultural Shows or pursuing a career in the field of culture, arts, and event management. Here are some notable training centers and courses available in Uttarakhand:

- **Uttarakhand Sanskrit University:** Uttarakhand Sanskrit University offers degree and diploma programs in Sanskrit language, Indian culture, and related subjects. These programs provide a strong foundation in the cultural and traditional aspects of Uttarakhand and India.
- **Uttarakhand Tourism Development Board:** The Uttarakhand Tourism Development Board conducts training programs and workshops for individuals interested in tourism and cultural promotion. These programs cover various aspects of organizing cultural events and promoting tourism.
- **Online Courses and Webinars:** Online learning platforms and webinars organized by cultural institutions and universities offer courses related to culture, arts, and event management. These platforms provide flexibility for learners. Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Please note that the availability of courses and training programs may vary, and it's advisable to contact the respective institutions or visit their websites for the most up-to-date information on course offerings, admission procedures, and schedules. Additionally, individuals interested in cultural shows and event management should consider taking courses that enhance their skills in event planning, marketing, and cultural appreciation to excel in this field.

Disclaimer

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