

32 SHAWL, STOLES, SCARVES AND WRAPS



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1. INTRODUCTION

The "Shawl, Stoles, Scarves, and Wraps" project is a micro and small investment initiative located in the picturesque region of Uttarakhand, India. Uttarakhand, known for its natural beauty and rich textile heritage, provides an ideal setting for the production and promotion of high-quality shawls, stoles, scarves, and wraps. This project aims to contribute to the local economy by harnessing the traditional craftsmanship of the region and meeting the growing demand for fashionable and warm textile accessories.

2. PRODUCT & ITS APPLICATION

The primary products of this venture include shawls, stoles, scarves, and wraps, each crafted with precision and care. These textile accessories serve multiple purposes:

- **Shawls:** Shawls are versatile garments, often used for warmth and style. They can be draped elegantly over traditional Indian attire or worn casually with Western clothing.
- **Stoles:** Stoles are narrower than shawls and can be draped around the neck or shoulders. They are popular for adding a touch of elegance to both ethnic and contemporary outfits.
- **Scarves:** Scarves are lightweight and versatile, providing warmth and style. They can be worn around the neck, tied as headscarves, or used as accessories on handbags.
- **Wraps:** Wraps are large pieces of fabric that can be draped around the body, making them perfect for chilly evenings or as fashion statements.

The products are designed to cater to a wide range of customers, from those seeking traditional Indian textiles to individuals looking for modern, fashionable accessories.

3. DESIRED QUALIFICATION FOR PROMOTER

For success in the project, the promoter should possess expertise in textiles, design, marketing, and quality control. They need proficiency in fabric types, weaving, and pattern design to cater to diverse preferences. Marketing skills are crucial to identify trends and reach the target audience effectively. Maintaining high-quality standards in production is essential, requiring efficient resource management. Collaboration with local artisans fosters traditional craftsmanship's growth, emphasizing the project's community impact and sustainability.

4. INDUSTRY OUTLOOK AND TRENDS

The textile industry, particularly in shawls, stoles, scarves, and wraps, has grown significantly, with trends focusing on sustainability, artisanal craftsmanship, online marketplaces, innovative materials, customization, and cultural relevance. Embracing these trends can position the project in Uttarakhand as a successful and sustainable venture. Key factors include promoting sustainable practices, collaborating with local artisans, establishing an online presence, exploring innovative materials, offering customization, and marketing products according to cultural and seasonal significance.

The global scarf market is expected to grow significantly between 2021 and 2030. In 2022, the global scarf market was valued at USD 21274.1 million, and is expected to reach USD 31512.4 million by 2028. The scarves and shawls eCommerce market in India is also expected to grow, with an estimated 11% growth rate in 2024 compared to 2023. Scarves, shawls, and stoles are utility and fashion products, and demand for them is growing steadily. Colder regions have higher usage of these products than warmer areas.

- Displaying them on the end of a sofa or bed when not being worn
- Using them for warmth as the temperature drops

Some trends for shawls and stoles include:

- Wrapping the stole around the neck and bringing both ends in front at equal lengths
- Tying a front knot with both sides

5. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The market for shawls, stoles, scarves, and wraps in Uttarakhand and beyond holds promise due to cultural significance, tourism, fashion trends, and seasonal demand. To leverage this potential, the promoter should consider local retail outlets, an online presence, tourist-focused marketing, customization, and social media marketing. However, challenges include competition, supply chain management, and adapting to changing trends. Differentiating products, ensuring quality, efficient raw material sourcing, and staying updated with fashion trends are crucial for success in this competitive market.

Uttarakhand has many market brands and players for shawls, stoles, and scarves, including clothing stores and wholesalers. Some of wholesalers in Uttarakhand are:

- Oswal Param Trading Company Printed cotton stole wholesaler in Har Ki Pauri, Haridwar.
- Jai Texart LLP Printed cotton stole wholesaler in Har Ki Pauri, Haridwar.
- House Of Scarves (Naval Kishore & Bros) Printed cotton stole wholesaler in Har Ki Pauri, Haridwar.
- MS Gaurav Khadi Bhandar Woollen shawl wholesaler in Rudrapur.

6. RAW MATERIAL REQUIREMENTS

The production of shawls, stoles, scarves, and wraps requires various raw materials, including:

- **Textile Fabrics:** Depending on the desired product type, fabrics can include wool, silk, cotton, pashmina, or blends. The choice of fabric impacts the final texture, warmth, and appearance of the product.
- **Dyes and Colorants:** To achieve a wide range of colors and patterns, quality dyes and colorants are needed. Natural dyes can be an eco-friendly option.
- **Threads:** Strong and durable threads are essential for weaving, stitching, and embroidery.
- **Embellishments:** Decorative elements such as beads, sequins, or embroidery threads may be required for enhancing the aesthetics.
- **Labels and Packaging Materials:** Labels for branding and packaging materials for presentation and protection of products.

7. MANUFACTURING PROCESS

The manufacturing process for shawls, stoles, scarves, and wraps involves designing, sourcing materials, cutting, weaving or printing designs, dyeing, embellishment, finishing, packaging, and distribution. Designing includes selecting or creating patterns, while sourcing materials involves procuring fabrics, dyes, threads, and embellishments. Cutting shapes the fabric, followed by weaving or printing designs and dyeing if necessary. Embellishments like beads or embroidery are added, and finishing touches include ironing and quality checks. Products are then packaged attractively and distributed through local retailers, online platforms, or craft fairs to reach customers.

The Bureau of Indian Standards (BIS) has published standards for Pashmina products to certify their purity. The standards are intended to help prevent the adulteration of Pashmina products and protect the culture and heritage of Pashmina produced in Ladakh and Leh.

The BIS standard IS 17269:2019 applies to the identification, labeling, and marking of Pashmina products. The BIS also continuously checks standard-marked products for compliance with the standard.

The BIS has also published a standard, IS 15809:2018, for protective textiles. This standard specifies requirements for color fastness, minimum area of visible material, and coefficient of retroreflection. It also specifies methods for testing high visibility warning clothing and recommended configurations of the materials.

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	Self-employed	1	-	-	-
2	Skilled Person	4	12	0.25	12
3	Semi-skilled Person	2	12	0.2	4.8
4	Unskilled	1	12	0.12	1.44
	Total				18.24

9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	-
3	Plant & Machinery	15.34
4	Equipment and Furniture Exp.	1.50
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.25
7	Working Capital	4.61
	Total Project Cost	21.72

11. MEANS OF FINANCE

Bank-term loans are assumed @ 60%

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	8.69
2	Bank Finance	13.03
	Total	21.72

12. LIST OF MACHINERY REQUIRED

A. Machinery

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Weaving Loom	1	3.50	3.50
2	Dyeing Machine	1	2.00	2.00
3	Sewing Machines (Various Types)	5	0.18	0.90
4	Embroidery Machine	2	0.60	1.20
5	Printing Machine (if applicable)	3	0.30	0.90
6	Ironing and Finishing Equipment	Set	0.15	0.15
7	Quality Control Equipment	Set	0.07	0.07
8	Labeling and Packaging Equipment	Set	0.12	0.12
9	Material Handling Equipment (Carts)	10	0.50	5.00
Total Amount				13.84
Tax, Transportation, Insurance etc.				1.00
Electrification Exp.				0.50
Grand Total Amount				15.34

B. Furniture & Equipment

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Office Furniture and Workstations	set	0.80	0.80
2	Computer and Printer	1	0.70	0.70
	Total Rs.			1.50

1. DSS Textiles

B-217, Gopal Palace, Opp Ocean Park,
Nehru Nagar, Ambawadi, Ahmedabad-380015,
Gujarat, India

2. Oscarwin Weaving Engineering

7302/3, Road No. 73/A, Sachin,
GIDC, Surat-394230, Gujarat, India

3. Laxmi Shuttleless Looms Pvt Ltd
Shanghvi Estate, G. S. T. Road New Ranip,
Opposite Rajdhani Bunglow, Kali,
Ahmedabad-382470, Gujarat, India
4. J. K. Corporation
47, Vibrant Fortune Industrial Park,
Opp. Lubi Industries, Kadodra Road, Zak Gidc,
Vahelal, Vadod, Ahmedabad-382433,
Gujarat, India

13. PROFITABILITY CALCULATIONS

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	85.05
B.	Cost of production	
i)	Raw materials	55.28
ii)	Utilities	1.50
iii)	Manpower Cost (Salaries/wages)	18.24
iv)	Administrative expenses	0.70
v)	Packaging Cost	0.28
vi)	Material Lost Cost	0.28
vii)	Selling & distribution expenses	1.44
viii)	Repairs & maintenance	0.00
ix)	Rent	0.40
x)	Interest	1.48
xi)	Misc. expenses	0.00
	Total (B)	79.59
	Gross profit/loss (A – B)	5.46
	Less: Depreciation	1.61
C.	PBIT	3.85
D.	Income-tax	3.50
E.	Net profit/loss	3.27
F.	Repayment (Annual)	1.25
G.	Retained surplus (E-F)	2.02

14. BREAKEVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.40
Depriciation	1.61
Interest	1.48
Manpower	5.47
Total Fixed cost	8.96

Variable cost	
Raw materials	55.28
Utilities	1.50
ManPower	12.77
Administrative expenses	0.70
Selling & distribution expenses	1.44
Total Variable cost	71.69
Contribution margin	20%
Break-Even Point in Value	44.80

15. STATUTORY/GOVERNMENT APPROVALS

Before starting a shawl, stole, scarf, and wrap manufacturing business in Uttarakhand, entrepreneurs need to adhere to various statutory and government approvals. These approvals are crucial to ensure legal compliance and the smooth operation of the business. Here are the key statutory and government approvals required:

- A. Business Registration:** Entrepreneurs must register their business entity with the appropriate government authorities. This includes obtaining a Business PAN (Permanent Account Number) and registering under the Shops and Establishment Act if applicable.
- B. GST Registration:** Goods and Services Tax (GST) registration is mandatory for businesses with a turnover exceeding the prescribed threshold. It is essential to comply with GST regulations and file regular returns.
- C. MSME Registration:** Registering as a Micro, Small, and Medium Enterprises (MSME) can provide various benefits, including access to subsidies, incentives, and priority lending from banks.
- D. Fire Safety and Building Approvals:** Ensuring the manufacturing facility complies with fire safety regulations and building codes is critical for the safety of employees and assets.
- E. Quality Standards Certification:** Obtaining certifications like the Bureau of Indian Standards (BIS) mark or other relevant quality standards certifications is essential to assure customers of product quality.

16. BACKWARD AND FORWARD INTEGRATIONS

A. Backward Integration:

Backward integration involves acquiring or controlling suppliers or raw material sources to secure a stable supply chain and reduce production costs. In the context of shawl, stole, scarf, and wrap manufacturing, here are some potential backward integration strategies:

- 1. Raw Material Production:** Consider setting up or partnering with local producers of raw materials like wool, cotton, silk, or synthetic fibers. This can ensure a consistent and cost-effective supply of materials.
- 2. Dyeing and Printing:** Establish in-house dyeing and printing facilities to have better control over the coloring and design processes, ensuring quality and customization.
- 3. Yarn Spinning:** Invest in yarn spinning machinery to produce custom yarns, allowing for unique textures and blends.

B. Forward Integration:

Forward integration involves expanding into distribution, marketing, or retailing to increase control over the product's journey to the end consumer. In the context of this business, here are some forward integration strategies:

- 1. Brand Retail Stores:** Open exclusive brand retail stores in prominent locations to directly reach consumers, showcase the product range, and build brand loyalty.
- 2. E-commerce and Online Sales:** Establish an online presence through e-commerce platforms to reach a broader customer base and facilitate online sales.
- 3. Export to International Markets:** Explore opportunities for exporting products to international markets, either through distributors or directly to retailers.
- 4. Collaborations with Fashion Brands:** Partner with fashion brands and designers to create exclusive collections or collaborate on marketing campaigns to expand the customer base.

17. TRAINING CENTERS AND COURSES

In Uttarakhand, there are several training centers and courses available that can be beneficial for individuals interested in entering the shawl, stole, scarf, and wrap manufacturing industry. These training centers and courses provide valuable knowledge and skills necessary for both beginners and experienced professionals. Some of the relevant training centers and courses in Uttarakhand include:

- 1. National Institute of Fashion Technology (NIFT), Kangra:** NIFT offers various courses related to textile and apparel manufacturing, including textile designing and garment manufacturing. These courses cover essential aspects of fabric selection, design, and production techniques.
- 2. Government Industrial Training Institutes (ITIs):** ITIs across Uttarakhand offer vocational training programs in sewing machine operation, textile designing, and garment manufacturing. These programs provide hands-on experience and practical skills.
- 3. Handloom and Handicraft Development Institutes:** Uttarakhand has several institutes dedicated to promoting traditional handloom and handicraft techniques. These institutes offer workshops and training programs in weaving, dyeing, and other related skills.
- 4. Online Courses:** There are numerous online platforms and courses available that cover various aspects of textile and fashion design. These online courses can be beneficial for those who prefer remote learning or have time constraints.

Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

- 5. Local Workshops and Seminars:** Keep an eye out for local workshops, seminars, and training sessions organized by industry associations, government bodies, or private organizations. These events often focus on the latest trends, techniques, and market insights.

Aspiring entrepreneurs and individuals interested in the shawl, stole, scarf, and wrap manufacturing sector can explore these training opportunities to gain the necessary skills and knowledge. Additionally, these training centers and courses can help in building a skilled workforce for the industry in Uttarakhand.

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.