

INTRODUCTION

The project focuses on establishing a micro and small-scale School Uniform and Children's Wear manufacturing business in Uttarakhand, India. The initiative aims to contribute to the local economy by providing quality school uniforms and children's clothing while generating employment opportunities. Uttarakhand, known for its diverse culture and growing educational sector, presents a promising market for school uniforms and children's wear.

1. PRODUCT & ITS APPLICATION

The primary focus of this venture is on the production of school uniforms and children's clothing, catering to a wide range of needs within the market. School uniforms are meticulously tailored to align with the specific dress code requirements of educational institutions, ensuring students maintain a neat, tidy, and presentable appearance. These uniforms typically encompass a variety of garments, including shirts, blouses, skirts, trousers, dresses, ties, and necessary accessories, designed to foster a sense of discipline, equality, and identity among students. Alongside school uniforms, the venture also specializes in children's wear, offering an extensive selection of clothing for children across various age groups, from infants to adolescents. This category includes casual wear, party wear, ethnic wear, and other attire aimed at fulfilling the fashion and comfort needs of young consumers. The target market for these products includes educational institutions, which require school uniforms for their students, and the retail market, where parents and guardians seek stylish, comfortable, and occasion-appropriate clothing for their children.

2. DESIRED QUALIFICATION FOR PROMOTER

To achieve success in the venture of manufacturing school uniforms and children's clothing, the promoter needs to bring a comprehensive set of skills and knowledge to the table. A deep understanding of the garment industry is crucial, encompassing everything from the nuances of garment manufacturing processes and fabric selection to stitching techniques and implementing rigorous quality control measures. Alongside technical expertise, strong business acumen is essential, including competencies in budgeting, marketing, and fostering

positive customer relations. A keen design sense is also vital, allowing the promoter to either create or choose designs that resonate with current fashion trends, appealing directly to the target market. Awareness of the local market dynamics in Uttarakhand, such as understanding consumer preferences and recognizing the competitive landscape, will guide strategic decisions and marketing efforts. Additionally, compliance with all relevant legal and regulatory frameworks governing garment manufacturing, including labor laws and quality standards, is non-negotiable to ensure smooth operations and uphold industry ethics. Lastly, basic financial management skills are necessary to navigate budgets, control expenses, and devise effective pricing strategies, ensuring the venture's profitability and sustainability.

3. INDUSTRY OUTLOOK AND TRENDS

The school uniform and children's wear industry in Uttarakhand presents a landscape filled with promising trends and opportunities. With the education sector in the region on an upward trajectory, there's a continuous and growing demand for school uniforms, driven by the establishment of new educational institutions. This demand is coupled with a shift in parental preferences towards seeking out not just any children's wear but those that offer both fashion and comfort, carving out a niche market. Additionally, the advent and growth of e-commerce platforms have significantly lowered entry barriers to wider markets, enabling businesses to easily reach a broader customer base with their offerings of school uniforms and children's clothing online. There's a noticeable trend towards sustainability, with eco-friendly and sustainable clothing options becoming increasingly popular among consumers. This shift not only caters to the environmentally conscious but also opens avenues for promoting sustainable practices within the manufacturing process. Furthermore, providing customization options for school uniforms emerges as a competitive edge, allowing for a more personalized approach that can meet the specific desires of parents and educational institutions. Lastly, the emphasis on local sourcing for fabrics and materials not only aids in cost reduction but also supports the regional economy, aligning with broader economic and social objectives. Together, these trends sketch a vibrant and

dynamic industry landscape, ripe with opportunities for businesses ready to innovate and cater to the evolving needs and preferences of their clientele.

The kids wear market in India is a dynamic and growing sector of the country's fashion industry. In 2023, the market was valued at USD 21.24 billion and is expected to grow at a CAGR of 4.23% through 2029.

4. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The market potential for a School Uniform and Children's Wear business in Uttarakhand, India, is underpinned by several compelling factors, including the robust growth of the education sector, characterized by a proliferation of schools and educational institutions. This growth necessitates a continuous demand for school uniforms. Additionally, the state's expanding population, particularly within younger demographics, ensures a steady need for children's clothing that spans across casual, party, and ethnic wear. Parents in Uttarakhand are increasingly seeking trendy and well-designed outfits for their children, mirroring a shift towards more fashion-forward sensibilities within the region. The state's status as a favored tourist destination further bolsters the demand for children's clothing, with visitors often looking to purchase traditional and culturally significant attire for their children.

To effectively capitalize on this market potential, businesses should consider employing a multifaceted marketing strategy. This could include leveraging local advertising channels such as newspapers, radio, and community bulletin boards to reach potential customers. Establishing a robust online presence, through a professional website and active engagement on social media platforms, can extend the business's reach well beyond Uttarakhand. Offering customization services for school uniforms presents a unique selling proposition, allowing schools to embed their identity through logos or bespoke designs. Forming partnerships with local educational institutions could secure a steady stream of orders, positioning the business as a preferred uniform supplier. Additionally, organizing promotional events, especially during peak shopping periods like back-to-school or festive seasons, could spur sales and enhance brand visibility.

However, navigating the market is not without its challenges. The competitive landscape of the school uniform and children's wear sector demands innovative differentiation and savvy marketing to stand out. Maintaining high-quality standards is imperative for building and sustaining a reputable brand image, as any compromise on quality could significantly tarnish the business's reputation. Furthermore, the seasonal nature of school uniform demand necessitates adept inventory management to mitigate the impact of fluctuating sales cycles. Addressing these marketing issues with strategic planning and execution can pave the way for a successful venture in this promising market.

5. RAW MATERIAL REQUIREMENTS

For the manufacturing of school uniforms and children's wear, a variety of raw materials are essential to ensure both quality and durability. High-quality fabrics such as cotton, polyester, and blends are pivotal, with the choice of fabric depending on the specific design and purpose of the garment. The use of high-quality thread is crucial for stitching to guarantee the longevity of the clothing. Additionally, buttons, zippers, and fasteners play a key role in closures and embellishments, enhancing both the functionality and aesthetic appeal of the garments. Elastic bands are often incorporated into waistbands and cuffs to ensure a comfortable fit, while interfacing materials are utilized to provide necessary structure to parts of the garment like collars and cuffs, where stiffness is desired. Moreover, labels and tags are important for branding purposes and to provide care instructions to the end users. Lastly, dyes and colorants are used to imbue the fabrics with vibrant colors, meeting the design requirements and making the garments visually appealing.

Here are details of some suppliers:

- Swami Textiles Pvt. Ltd. : D-336, Focal Point, Phase 8, Guru Arjan Dev Nagar Ludhiana - 141010, Punjab, India; <https://www.indiamart.com/proddetail/men-s-lower-fabrics-22031640348.html>
- S.Biotex Private Limited: 3rd Floor, D-366 Phase -viii Focal Point Ludhiana Ludhiana Punjab 141001, Focal Point Ludhiana - 141010, Punjab, India. <https://www.sbiotex.in/>

- M/s. Radhika Fabrics: 9/867, Prem Gali 3b, Multani Mohalla, Gandhi Nagar, Shahdara New Delhi - 110031, India; <https://www.radhikafabrics.net>
- Divine Dress & School Uniform: Address: 1st Floor, SS Tower, Chowk, near Hotel Embassy, Dhamawala Mohalla, Paltan Bazaar, Dehradun, Uttarakhand 248001; Phone: 081266 83786.
- Kapoor & Sons - School Uniform Store: Address: Shop No. 20, Paltan Bazar Rd, Clock Tower, Paltan Bazaar, Dehradun, Uttarakhand 248001; Phone: 0135 265 5052.
- Global Uniforms : Address: Plot No. A-195, Sector A-4, Tronica City Industrial Area, Loni, Ghaziabad, U.p.-201102; Phone number: 0120-2696995 0120-2696994; <https://www.globaluniforms.co.in/contact-us.html>

6. MANUFACTURING PROCESS

The manufacturing process for school uniforms and children's wear encompasses a meticulous series of steps, starting with the creation of design sketches and patterns tailored to each clothing item, including both school uniforms and children's wear. Following the design phase, the selection of appropriate fabrics is crucial, with an emphasis on choosing materials that not only align with the design requirements but also prioritize comfort and adhere to quality standards. The cutting stage involves laying out the fabric in layers and precisely cutting it into the required shapes and sizes, a process that can be facilitated by either cutting machines or manual templates for accuracy.

Once the fabric is cut, the pieces are stitched together, a step that includes sewing seams, attaching buttons, zippers, and incorporating embellishments to assemble the final clothing items. Quality control is a critical component of the process, where each garment undergoes a thorough inspection to identify and rectify any defects, ensuring the stitching is secure, buttons are properly attached, and that the garment as a whole meets the established quality standards.

The finishing phase adds the final touches to the garments, including attaching labels and tags. Following this, the garments are folded and packed into suitable packaging materials, preparing them for distribution. The distribution and sales process then gets underway,

with the school uniforms and children's wear being made available to local retailers, schools, or directly to consumers through physical storefronts or online platforms.

The Bureau of Indian Standards (BIS) sets quality standards for textile products, including specific norms for cotton and wool items like IS 17217: 2019 for camouflage cloth and IS 745: 2021 for cotton bed sheets, as well as IS 17549: 2021 for cotton khadi durries. BIS is also updating standards for polyester textiles, including IS 17261: 2019 and IS 17262: 2019 for different types of polyester yarns. These standards ensure textiles meet criteria for strength, colorfastness, shrinkage, and safety, including the prohibition of harmful substances like heavy metals, formaldehyde, and azo dyes, to ensure consumer and environmental protection.

7. 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	3	12	0.18	0.36	4.32
2	Semi-skilled	5	12	0.15	0.30	3.60
3	Unskilled	5	12	0.12	0.36	4.32
	Total					22.68

8. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1.5
2	Construction (if applicable)	2.5
3	Procurement & installation of Plant & Machinery	2
4	Arrangement of Finance	2
5	Recruitment of required manpower	1
	Total time required (some activities shall run concurrently)	7

9. COST OF PROJECT

Sr. No.	Particulars	Amount (Rs in Lakhs)
1	Pre-operative Expenses	1.25
2	Land and Building	8.00
3	Machinery	12.87
4	Equipment and Furniture	1.03
5	Working Capital	3.00
	Total Project Cost	26.15

Assumed capacity is to manufacture 25 items per day and 700-750 clothes a year.

10. 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%	6.54
2	Bank Finance	75%	19.61
	Total		26.15

11. LIST OF MACHINERY REQUIRED

A. Machinery

Sr. No.	Particulars	Unit	Unit Cost (Rs in Lakhs)	Total Amount (Rs in Lakhs)
1	Fabric Cutting Machine	3	0.45	1.35
2	Sewing Machines (Industrial)	10	0.20	2.00
3	Overlock Machine	2	0.30	0.60
4	Buttonhole Machine	3	0.35	1.05
5	Ironing and Pressing Equipment	2	0.15	0.30
6	Embroidery Machine	1	2.50	2.50
7	Fabric Inspection Machine	2	0.40	0.80

8	Thread Trimming Machine	1	0.10	0.10
9	Computer Systems (Design and Control)	1	0.40	0.40
10	Quality Control Equipment	1	0.30	0.30
11	Packaging Machinery	1	0.50	0.50
	Total Amount			9.90
	Tax, Transportation, Insurance, etc.			1.98
	Electrification Expenses (Wiring)			0.99
	Grand Total			12.87

B. Furniture & Equipment

Sr. No.	Particulars	Unit	Unit Cost (Rs in Lakhs)	Total Amount (Rs in Lakhs)
1	Cutting Tables	1	0.25	0.25
2	Sewing Tables	1	0.18	0.18
3	Office Furniture	-	0.60	0.60
	Total Amount			1.03

1. R. B. Electronic & Engineering Private Limited
Plot No. 413/2,, GIDC, Chanod, Vapi - 396195,
Valsad, Gujarat, India.
<https://www.rbelectronic.in/>
2. Shri Madhu Textiles
No. 201, Vikas No. 11,
Bank Street, Fort, Mumbai - 400001,
Maharashtra, India.
<https://www.shrimadhutextile.com/>

12. SALES REALIZATION CALCULATION

Sr. No	Product	Quantity (in units)	Sales in Percentage	Total Sales (Rs in Lakhs)
1	Children Wear	3000	30%	30.00
2	Uniform	7000	70%	56.00
		Total	100%	86.00

13. PROFITABILITY CALCULATIONS

Sr. No	Particulars - Amount (Rs.)	Year-I (Rs in Lakhs)
A.	Sales Realization	
	Sales (Assuming 15% growth per year)	86.00
	Other Income (Assuming constant)	
	Total Sales Realization	86.00
B.	Cost of Production	
	i) Raw Materials	49.3
	ii) Utilities (Assuming constant)	0.36
	iii) Manpower (Salaries/wages)	22.68
	iv) Administrative Expenses (Assuming constant)	0.38
	v) Selling & Distribution Expenses (Assuming constant)	0.4
	viii) Interest (Assuming constant)	2.62
	Total Cost of Production	75.74
	No of Units Produced	8,910
	Cost of Goods Sold	0.0085
	Gross Profit/Loss (A – B)	9.27
	Less: Depreciation	2.1
C.	PBIT (Profit Before Interest and Tax)	7.18
D.	Income-tax (Assuming 28% tax rate)	2.01
E.	Net Profit/Loss (C - D)	5.17

F.	Repayment	2.62
	Retained Surplus (E - F)	2.55

14. BREAKEVEN ANALYSIS

Fixed cost	Year-I (Rs in Lakhs)
Depreciation	2.1
Interest	2.62
Manpower	6.80
Total Fixed cost	11.52
Variable cost	
Raw materials	49.3
Utilities	0.36
ManPower	15.88
Administrative expenses	0.38
Selling & distribution expenses	0.4
Total Variable cost	66.32
Contribution margin	20%
Break-Even Point in Value	57.60

15. STATUTORY/GOVERNMENT APPROVALS

Setting up a School Uniform and Children's Wear manufacturing business in Uttarakhand, India, requires compliance with various statutory and government regulations. Below are the key approvals and licenses that the business may need to obtain:

- **Business Registration:** Register the business entity as per the relevant government regulations. Options include Sole Proprietorship, Partnership, Private Limited Company, or others.
- **GST Registration:** Obtain Goods and Services Tax (GST) registration, as it is mandatory for most businesses in India.

- **Trade License:** Acquire a trade license from the local municipal authority, allowing the operation of a manufacturing unit.
- **Factory License:** If applicable, secure a factory license under the Factories Act from the State Factory Inspectorate.
- **Environmental Clearances:** Depending on the scale of operations and environmental impact, obtain clearances from the State Pollution Control Board.
- **Labor Laws Compliance:** Ensure compliance with labor laws, including minimum wages, employee benefits, and working conditions.
- **Trademark Registration:** Consider trademark registration to protect the brand name and logo of the business.
- **Fire Safety Approval:** Comply with fire safety regulations and obtain the necessary approvals from the local fire department.
- **Import-Export License:** If planning to engage in international trade, acquire the required import-export licenses.

It is essential to consult with legal advisors or experts familiar with the specific regulatory requirements in Uttarakhand to ensure full compliance.

16. BACKWARD AND FORWARD INTEGRATIONS

Backward and forward integrations can enhance the efficiency and competitiveness of the School Uniform and Children's Wear manufacturing business. Here's how these integrations can be implemented:

A. Backward Integration

Backward integration involves getting involved in activities related to the supply chain of raw materials and components. For this project:

- **Textile Production:** Consider establishing partnerships or contracts with local textile mills or suppliers to ensure a consistent supply of quality fabrics.

- **Dyeing and Printing:** Explore the possibility of in-house dyeing and printing facilities to control the quality and customization of fabrics.
- **Accessories Manufacturing:** Backward integration can also include producing accessories such as buttons, zippers, and labels, ensuring the availability of customized components.

B. Forward Integration

Forward integration involves expanding into activities related to the distribution and sale of finished products. In this context:

- **Own Retail Stores:** Consider opening retail outlets in prominent locations within Uttarakhand to directly sell the school uniforms and children's wear to consumers.
- **E-commerce Platform:** Launch an e-commerce website to reach a broader customer base, including those outside Uttarakhand.
- **Supply to Schools:** Forge partnerships with local schools and educational institutions to become their exclusive supplier of school uniforms.
- **Franchise Opportunities:** Explore the option of franchising the brand to expand its presence in different regions of Uttarakhand.
- **Export Market:** Explore opportunities to export school uniforms and children's wear to neighboring states or countries.

17. TRAINING CENTERS AND COURSES

For individuals interested in entering the School Uniform and Children's Wear manufacturing industry in Uttarakhand, there are various training centers and courses available to acquire the necessary skills and knowledge. These training programs cover aspects of garment manufacturing, fashion designing, and entrepreneurship. Here are some notable training centers and courses:

1. National Institute of Fashion Technology (NIFT):

- Location: NIFT has a campus in Kangra, Himachal Pradesh, which is relatively close to Uttarakhand.
- Courses: NIFT offers undergraduate and postgraduate programs in fashion design and technology, which include coursework on garment manufacturing, textiles, and fashion entrepreneurship.

2. Apparel Training & Design Centre (ATDC):

- Location: ATDC has training centers in various cities across India, including Delhi and Chandigarh, which are accessible to Uttarakhand residents.
- Courses: ATDC offers a range of courses in apparel manufacturing, pattern making, quality control, and fashion design.

3. Government Polytechnic Institutes:

- Uttarakhand has several government polytechnic institutes that offer diploma programs in garment technology and fashion design.

4. Private Fashion Designing Institutes:

- Numerous private fashion designing institutes and academies operate in cities like Dehradun, offering diploma and certificate courses in fashion design and garment manufacturing.

5. Online Learning Platforms:

- Various online learning platforms provide courses in fashion design, pattern making, and garment manufacturing. These platforms offer flexibility for individuals who prefer self-paced learning.
- Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

6. Entrepreneurship Development Programs:

- Government agencies and organizations like the Small Industries Development Bank of India (SIDBI) and the National Small Industries Corporation (NSIC) often

conduct entrepreneurship development programs that cover aspects of setting up and running a garment manufacturing business.

It's advisable for aspiring entrepreneurs and individuals interested in the industry to research specific programs, review their curriculum, and choose the one that best aligns with their goals and skill development needs. Additionally, some of these training centers may offer financial assistance or scholarships to eligible candidates.

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

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.