

PROJECT PROFILE

MULTANI

MITTI

Obtained from natural clay deposits rich in minerals like silica, magnesium, and calcium.



1. INTRODUCTION

Ladakh, a rapidly developing Union Territory, is witnessing a steady rise in urbanisation, tourism, and institutional growth. With expanding hotels, homestays, government offices, educational institutions, and private enterprises, there is a growing demand for reliable, trained, and professional domestic help and cleaning services. However, the availability of organized and skilled maid service providers in the region remains extremely limited, with most households and establishments depending on informal or untrained workers.

This project proposes the establishment of a Maid Service Provider Enterprise in Ladakh, offering skilled and verified housekeeping staff for domestic and commercial needs, including cleaning, laundry, childcare, elderly care, cooking, and full-time or part-time home assistance. The enterprise will serve as a bridge between households or organisations in need of assistance and women or youth seeking dignified employment opportunities.

By adopting a structured approach—through recruitment, training, background verification, and service standardization—the project aims to professionalize the domestic help sector in Ladakh. The enterprise will operate under a hybrid model: offering both on-demand services (via calls or app booking) and long-term staff placements for families, offices, and hospitality units.

Aligned with Ladakh's goals of youth and women empowerment under initiatives like Enterprising Ladakh, this venture not only meets an emerging market need but also creates sustainable livelihoods for local workers. Additionally, it contributes to better hygiene, time management, and work-life balance for Ladakhi families and institutions, promoting social and economic wellbeing.

2. PRODUCT & ITS APPLICATION

Services Offered:

Regular Home Cleaning: Sweeping, mopping, dusting, and kitchen/bathroom sanitation.

Deep Cleaning: Seasonal/post-construction clean-up, carpet washing.

Laundry & Ironing: Pickup/delivery services for hotels and households.

Specialised Services: Elderly care, childcare, and pet care (optional).

Commercial Cleaning: Offices, hotels, and homestays.

Applications:

Tourism Sector: Daily cleaning for 500+ homestays and hotels.

- Residential: Urban households in Leh and Kargil.
- Government: Cleaning contracts for schools and hospitals.

3. DESIRED QUALIFICATION FOR PROMOTER

- Education: Diploma/Degree in Hospitality Management or Business Administration.
- Skills:
 - Fluency in Ladakhi, Hindi, and English.
 - Knowledge of local customs and trust-building strategies.
- Certifications: MSME registration, first-aid training.
- Experience: 2–3 years in service industry or community engagement.

4. INDUSTRY LOOKOUT AND TRENDS

Growth Drivers:

- Tourism: 25% YoY growth in homestays requiring daily cleaning.
- Urbanisation: Dual-income families outsourcing household chores.
- Government Initiatives: Swachh Bharat Mission promoting hygiene.

Challenges:

- Seasonal demand (peak tourism: April–October).
- Cultural hesitancy toward outsiders in homes.

Trends:

- Eco-Friendly Cleaning: Demand for chemical-free products.
- Subscription Models: Monthly packages for regular clients.
- Tech Integration: App-based bookings and GPS tracking.

5. MARKET POTENTIAL AND MARKETING ISSUES

Market Potential:

- Residential: 10,000+ urban households in Leh/Kargil.
- Commercial: 300+ hotels generating INR 1–2 lakh/month in cleaning demand.

Marketing Challenges:

- Building trust in a privacy-sensitive community.
- Price sensitivity among local residents.

Strategies:

- Community Partnerships: Collaborate with panchayats and women's self-help groups.
- Digital Presence: Instagram/WhatsApp campaigns showcasing trained staff.
- Free Trials: Discounted first-time services for households.

6. EQUIPMENT & SUPPLY REQUIREMENTS

Category	Items
Cleaning Tools	Vacuum cleaners, mops, microfiber cloths, scrubbers.
Eco-Friendly Supplies	Biodegradable detergents, floor cleaners, gloves.
Transport	Electric scooters for urban areas, insulated bags for laundry.
Tech	Booking management software, GPS devices.

7. SERVICE PROCESS

1. Booking: Via app, phone, or website.
2. Assignment: Match maid skills to client needs (e.g., elderly care).
3. Service Delivery: Quality check via supervisor visits.
4. Feedback: Post-service ratings and improvements.

8. MANPOWER REQUIREMENT

Role	Number	Monthly Salary (INR)	Responsibilities
Trained Maids	15	15,000	Cleaning, laundry
Supervisors	2	25,000	Quality checks, client coordination
Admin/Support Staff	2	20,000	Bookings, payments

9. IMPLEMENTATION SCHEDULE

Phase	Activities	Timeline	Cost (INR)
Market Research	Survey households/hotels	Month 1	30,000
Registrations	MSME, GST, labour licenses	Month 2	50,000
Recruitment	Hire and train maids	Month 3	1,00,000
Tech Setup	Develop booking app/website	Month 3	2,00,000
Launch	Free demo services, social media blitz	Month 4	1,50,000

10. COST OF PROJECT

Component	Cost (INR)
Equipment & Supplies	2,50,000
Transport (2 EVs)	3,00,000
Marketing	2,00,000
Salaries (6 months)	15,00,000
Contingency	1,00,000
Total	23,50,000

11. MEANS OF FINANCE

Source	Amount (INR)	Share
Promoter Equity	13,50,000	57%
Bank Loan (MSME)	9,00,000	38%
Government Subsidy	1,00,000	5%

12. LIST OF MACHINERY/EQUIPMENT

Item	Quantity	Cost (INR)
Vacuum Cleaners	10	1,00,000
Laundry Machines	2	1,50,000
Electric Scooters	2	1,50,000
Booking Software	1	1,00,000

13. PROFITABILITY CALCULATIONS

Year	Revenue (INR)	Expenses (INR)	Net Profit (INR)	Margin
1	24,00,000	18,00,000	6,00,000	25%
2	36,00,000	22,00,000	14,00,000	39%

Assumptions:

- Avg. 50 clients/day at INR 300–500/service.
- 20% revenue from hotel AMCs by Year 2.

14. BREAKEVEN ANALYSIS

Fixed Costs (INR)	Variable Cost/Service (INR)	Avg. Revenue/Service (INR)	BEP (Services/Year)
15,00,000	100	400	5,000

15. STATUTORY/GOVERNMENT APPROVALS

1. MSME Registration: For subsidies and loans.
2. GST Registration: 12% GST on services.
3. Shops & Establishment Act: Compliance for hiring.
4. Insurance: Health and accident coverage for staff.

16. BACKWARD & FORWARD INTEGRATIONS

- Backward: Source biodegradable cleaners from local manufacturers.
- Forward: Expand into pest control or gardening services.

17. TRAINING CENTERS AND COURSES

- Ladakh Skill Development Mission: Hygiene and customer service training.
- Online: Courser's "Service Management," Udemy's "Home Care Basics."
- NGO Partnerships: Women empowerment programs for skill-building.

18. Machinery Suppliers

Some Recommended Suppliers

- Dynaclean Industries Pvt. Ltd. (India) — Offers scrubbers, ride-on sweepers, vacuum cleaners, sofa/carpet cleaners, auto scrubber-driers. Dynaclean Industries
- Roots Multiclean Ltd — Manufacturer of mechanised cleaning equipment: sweepers, scrubbers, industrial/commercial vacuum cleaners. Roots Multiclean
- Astol Cleantech Pvt. Ltd. — Supplies industrial cleaning machines + premium housekeeping products: vacuum, scrubber-dryers, pressure washers. Astol
- Proclean Equipments — Focused on floor scrubbers, metal floor scrappers, wet/dry vacuums, etc. ProClean Equipments
- A S Enterprises (Indore) — Dealer/distributor of industrial vacuum cleaners, scrubber dryers, mops etc. ASE Cleaning
- Traders (Coimbatore) — Janitorial equipment supplier: mops, buckets, bins, trolleys, cleaning tools. VClean

What Kind of Machines/Equipment You'll Need

For a maid-service / cleaning enterprise in Ladakh, you'll likely need:

- Vacuum cleaners (wet & dry)
- Floor scrubber/dryer machines
- Single-disc floor machines

- Mop/trolley/cleaning cart systems
- Pressure washers (for exterior/hospitality venues)
- Cleaning tools: mops, buckets, bins, dusters, telescopic rods
- Janitorial equipment for residential & commercial cleaning
- Housekeeping-specific machines (for hotels/homestays)

Tips for Supplier Selection & Applicability in Ladakh

- Since Ladakh is remote and high altitude, choose suppliers who offer after-sales support, spare parts.
- Ensure machines are robust, suited for commercial/residential cleaning rather than only light household models.
- Transportation costs and lead-time to Ladakh may be higher — plan procurement ahead.
- Consider a mix: high-capacity machines for hospitality clients + simpler tools for home services.
- Budget for training staff on machine usage and maintenance (important for reliability).

Conclusion:

This maid service addresses Ladakh's growing need for professional home maintenance, combining cultural sensitivity with eco-friendly practices. Projected to achieve a 39% profit margin by Year 2, the business will leverage tourism growth and community trust. Strategic tech adoption and partnerships with local bodies will ensure scalability and sustainability.