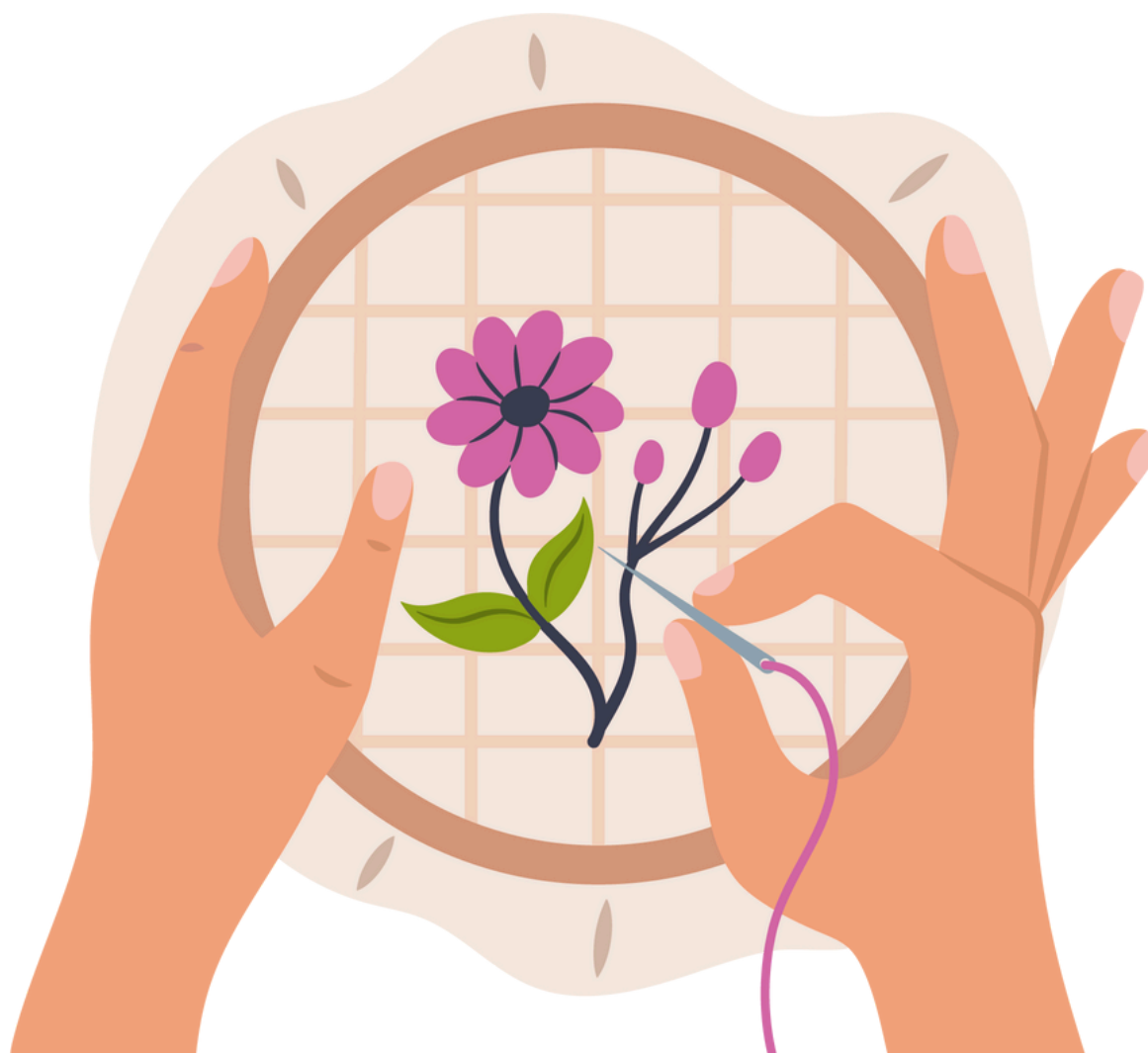




## PROJECT PROFILE

# TRADITIONAL EMBROIDERY ON DRESSES AND DUPATTAS



## 1. INTRODUCTION:

Ladakh, known for its breathtaking landscapes and vibrant cultural traditions, possesses a rich heritage of textile artistry and hand embroidery that reflects the region's identity and craftsmanship. The traditional embroidery of Ladakh is deeply rooted in its history and spirituality, with motifs inspired by Buddhist symbolism, floral patterns, and geometric designs that represent harmony, prosperity, and connection to nature. Historically, these embroideries embellished Gonchas (traditional robes), Sulma (women's dresses), capes, and woolen accessories, serving both aesthetic and cultural purposes in Ladakhi attire.

Despite its historical significance and artistic excellence, traditional embroidery in Ladakh faces the risk of decline due to modernisation, limited market access, and the availability of factory-made garments. Many artisans, particularly women in rural and semi-urban areas, continue to practice embroidery as a part-time skill with limited income prospects. However, with the global resurgence of handmade and ethnic fashion, there is now a strong opportunity to revive, modernize, and commercialise Ladakhi embroidery as a sustainable livelihood enterprise.

This project proposes the establishment of a women-led traditional embroidery and design enterprise in Ladakh focused on handcrafted dresses, dupattas, stoles, and accessory products. The initiative aims to revitalize traditional embroidery techniques while adapting them to contemporary fashion sensibilities and market trends. It will integrate heritage craftsmanship with modern design, branding, and e-commerce opportunities, ensuring that the products appeal to both domestic and international consumers seeking authentic, sustainable, and story-rich fashion.

The project will:

Preserve and promote Ladakh's traditional embroidery by documenting indigenous motifs and training new artisans.

Empower local women artisans by creating structured income opportunities and enhancing their design and business skills.

Develop a sustainable value chain for embroidered garments and accessories, focusing on quality, innovation, and fair trade practices.

Position Ladakh as a niche hub for premium handcrafted textiles that merge tradition with contemporary design.

By combining cultural preservation with women's entrepreneurship, this venture not only contributes to the region's creative economy but also reinforces Ladakh's image as a centre for authentic Himalayan craftsmanship. Through strategic design development, skill training, and market linkage, the enterprise will transform traditional embroidery from a domestic craft into a viable, branded, and globally marketable product line representing the artistry of Ladakh.

## 2. PRODUCT & ITS APPLICATION:

### 2.1 Primary Products

The proposed enterprise will specialise in handcrafted traditional and contemporary embroidered garments and accessories, blending Ladakh's cultural aesthetics with modern fashion sensibilities. The core product range will include:

Embroidered Dresses (Sulma & Contemporary Wear):

Elegant women's dresses adorned with intricate thread-work inspired by Buddhist motifs, floral designs, and geometric patterns. The embroidery will be done on high-quality wool, silk, cotton, and pashmina fabrics, tailored for both traditional and modern styles.

Embroidered Dupattas and Stoles:

Hand-embroidered dupattas, shawls, and stoles featuring vibrant colour palettes and intricate borders. These will cater to both ceremonial and casual wear markets, appealing to urban consumers and tourists seeking unique, handcrafted textiles.

Accessory Line:

Smaller embroidered items such as handbags, pouches, belts, and cushion covers, developed using leftover fabric and thread-work. This product line will ensure zero waste utilisation and provide an additional source of revenue.

Customised and Boutique Orders:

Bespoke embroidery services for designers, boutiques, and institutions interested in exclusive patterns, monograms, and limited-edition collections, helping establish the brand in the premium ethnic and sustainable fashion segment.

## 2.2 Applications:

The enterprise's products will cater to a diverse and expanding market base across the following segments:

### Domestic and Regional Fashion Market:

The embroidered dresses and dupattas will appeal to customers seeking authentic, handmade ethnic wear. The products can be sold through exhibitions, craft fairs, designer collaborations, and online platforms.

### Tourism and Souvenir Market:

With Ladakh's growing inflow of domestic and international tourists, embroidered accessories and stoles will serve as high-value souvenirs that reflect local artistry and identity.

### Luxury and Boutique Segment:

Through design innovation and brand positioning, the enterprise will target boutique stores, premium ethnic fashion outlets, and sustainable fashion brands looking for handcrafted, traceable textiles.

### Corporate and Cultural Gifting:

Customised embroidered stoles, pouches, or framed textile pieces can serve as exclusive gifts for conferences, cultural events, or corporate clients emphasising craftsmanship and sustainability.

## 2.3 Unique Selling Proposition (USP):

The enterprise will differentiate itself through authentic craftsmanship, cultural storytelling, and sustainable production practices, which will form the foundation of its brand identity:

### Authentic Ladakhi Motifs & Techniques:

Each piece will feature traditional patterns inspired by Buddhist art, local flora, and Ladakhi geometry, meticulously handcrafted by trained women artisans using traditional needlework methods.

### Cultural Storytelling through Design:

Each product will carry a narrative tag describing the inspiration, artisan background, and cultural symbolism of the embroidery, enriching customer experience and connection with the craft.

### Empowered Women Artisans:

The enterprise will operate as a women-led, community-based model, ensuring fair wages, flexible working conditions, and recognition of artisan contribution, promoting inclusive local development.

### Sustainable & Ethical Fashion:

The use of natural fibers, eco-friendly dyes, and minimal waste processes aligns with global trends toward conscious consumerism and slow fashion.

### Fusion of Tradition and Modernity:

The designs will maintain Ladakh's artistic integrity while appealing to contemporary fashion markets through modern silhouettes, versatile colour combinations, and fine finishing.

Through this curated product line, the enterprise will create a strong niche in the handcrafted ethnic fashion and lifestyle sector, showcasing Ladakh's unique embroidery heritage while offering meaningful livelihood opportunities for local women artisans.

## 3. DESIRED QUALIFICATION FOR PROMOTER:

Education: Diploma/degree in Textile Design, Fashion Technology, or Handicrafts Management.

Experience: 2+ years in embroidery, artisan coordination, or ethnic fashion retail.

Skills: Knowledge of traditional Ladakhi motifs, quality control, and e-commerce.

Local Knowledge: Familiarity with artisan communities in Leh/Kargil.

Certifications: Handloom Mark, Craft Council membership.

## 4. INDUSTRY LOOKOUT AND TRENDS:

Global Demand: Handmade textile market to reach \$1,229 billion by 2030 (CAGR 5.2%).

Trends: Sustainable fashion, fusion wear (traditional + contemporary), and celebrity-driven ethnic trends.

Ladakh-Specific: Government initiatives like Hunar Se Rozgar to promote handicrafts.

## 5. MARKET POTENTIAL AND MARKETING ISSUES:

Potential:

Tourist Demand: 3+ lakh annual visitors seeking authentic souvenirs.

Domestic Market: Rising popularity of Ladakhi designs in metros (Delhi, Mumbai).

Export Potential: Niche markets in Europe/USA for handmade luxury textiles.

Challenges:

Artisan Shortage: Younger generations migrating to non-craft sectors.

Competition: Machine-made imitations from Rajasthan and Gujarat.

Pricing: High labour costs vs. mass-produced alternatives.

Marketing Strategies:

Branding: “Stitched in Ladakh” tagline with stories of artisans.

Online Sales: E-commerce platforms (Amazon Handmade, Etsy).

Collaborations: Tie-ups with luxury resorts (The Grand Dragon) and travel agencies.

## 6. RAW MATERIAL REQUIREMENTS:

Fabrics: Locally woven Pashmina, wool, and silk.

Threads: Cotton, silk, and metallic threads.

Tools: Needles, hoops, tracing paper, natural dyes.

Embellishments: Beads, mirrors (optional).

## 7. MANUFACTURING PROCESS:

Design Finalisation: Adapt traditional motifs (e.g., Tashi Tagye / Eight Auspicious Symbols).

Fabric Cutting: Precision cutting for garments/dupattas.

Embroidery: Hand-stitching by artisans (chain stitch, satin stitch).

Finishing: Washing, ironing, and quality checks.

Packaging: Eco-friendly wrapping with cultural branding.

## 8. MANPOWER REQUIREMENT:

Skilled Artisans: 10+ embroiderers (experienced in Ladakhi patterns).

Design Team: 2 designers for traditional/modern fusion.

Support Staff: 2 tailors, 1 quality inspector, 1 sales coordinator.

## 9. IMPLEMENTATION SCHEDULE:

Phase	Activity	Timeline
1	Artisan recruitment and training	Months 1–2
2	Workshop setup and raw material procurement	Month 3
3	Sample production and e-commerce listing	Months 4–5
4	Full-scale production and marketing	Month 6

## 10. COST OF PROJECT:

Component	Cost (INR)
Workshop setup (rent, utilities)	3 lakhs
Machinery/tools	2 lakhs
Raw materials (6 months)	5 lakhs
Marketing & branding	3 lakhs
Contingency	2 lakhs
<b>Total</b>	<b>15 lakhs</b>

## 11. MEANS OF FINANCE:

Equity: 7 lakhs (promoter's contribution).

Debt: 5 lakhs (MUDRA Loan @8% interest).

Subsidy: 3 lakhs (PMEGP Scheme).

## 12. LIST OF MACHINERY REQUIRED:

Manual embroidery frames, sewing machines.

Fabric cutting tools, ironing units.

Digital design software (for custom orders).

## 13. PROFITABILITY CALCULATIONS:

Revenue (Year 1): 500 pieces × Avg. ₹3,000/piece = ₹15 lakh.

Operational Costs: ₹10 lakh (materials, salaries, marketing).

Net Profit: ₹5 lakh (pre-tax).

#### 14. BREAK-EVEN ANALYSIS:

Fixed Costs: ₹6 lakh (rent, salaries).

Variable Costs: ₹1,500/piece.

BEP: ₹6 lakh / (₹3,000 – ₹1,500) = 400 pieces annually.

#### 15. STATUTORY/GOVERNMENT APPROVALS:

GST Registration.

Handloom Mark Certification.

NGO Partnership: For artisan welfare compliance.

Shop Act License (for retail outlet, if applicable).

#### 16. BACKWARD AND FORWARD INTEGRATIONS:

Backward: Training programs for artisans in advanced techniques.

Forward: Retail partnerships with FabIndia, Ogaan, and Ladakhi emporiums

#### 17. TRAINING CENTERS AND COURSES:

Craft Development Institute (CDI), Srinagar: Advanced embroidery courses.

NIFT (National Institute of Fashion Technology): Textile design workshops.

Local Cooperatives: Skill enhancement via Ladakh Arts and Media Organisation (LAMO).

Example embroidery machines you can evaluate / benchmark

Below are some sample machines you may consider (or request quotes for) to match your scale and production design. Always verify specs, vendor reputation, support, shipping, etc.

Here are a few highlights:

EM1010 MultiNeedle Embroidery Machine — a multi-needle model suited for more intense production.

Usha Janome Memory Craft 550E — more boutique / smaller scale, good for sampling or premium lines.

HSW 5G 2032 Embroidery Machine — from a known Indian brand (HSW) used in more professional setups.

Automatic Computerised Embroidery Machine — more commercial/industrial.

Brother Innovis 950 Basic Computer Embroidery Machine — compact choice for lighter / medium work.



Generic Embroidery Machine (TradeIndia) — generic / local supplier option.

Use these as reference points when you talk to suppliers (e.g. ask: “Do you have a machine with similar threading, speeds, head counts, software, etc.?”).

Notable suppliers / manufacturers in India & abroad:

Here are some established suppliers you can approach for quotes, technology tie ups, or local support:

Supplier / Brand	What they offer / notes
<b>HSW International, Surat</b>	They supply multi-head, single-head, spangle/ rhinestone + embroidery machines. <a href="http://hswindia.in">hswindia.in</a>
<b>MV Sales India Pvt. Ltd.</b>	Distributor of Tajima industrial embroidery machines in India. <a href="http://TradeIndia">TradeIndia</a>
<b>Golden Falcon India Pvt. Ltd.</b>	Embroidery machinery supplier (TradeIndia listing) <a href="http://TradeIndia+1">TradeIndia+1</a>
<b>Juli Embroidery (Tamil Nadu)</b>	Manufactures single, double, multi-head computerized embroidery machines. <a href="http://juliembroidery.in">juliembroidery.in</a>
<b>Baba Textile Machinery, Delhi</b>	Offers computerized embroidery machines / multi-head units. <a href="http://babamachinery.net">babamachinery.net</a>
<b>UME / Sri Venkateswara Services (Guntur)</b>	Offers models like BF800 single-head multi-needle machines. <a href="http://umemachines.com">umemachines.com</a>
<b>Macro Agencies, Bengaluru</b>	Supplier of Schiffl / large-scale embroidery machines. <a href="http://macroagencies.in">macroagencies.in</a>
<b>Tajima (Japan / global)</b>	Premium, high-end embroidery machines; multi-head, cylinder type, etc. <a href="http://Tajima Group+1">Tajima Group+1</a>
<b>Brother India / Brother (global)</b>	Offers “Professional Embroidery Machines” in India. <a href="http://brother.in">brother.in</a>

Conclusion: This embroidery enterprise blends Ladakh’s cultural legacy with modern market demands, creating sustainable livelihoods for artisans. By emphasising authenticity, quality, and storytelling, the project can carve a niche in the global ethnic fashion market while preserving endangered craftsmanship.