



House of Himalayas

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1

About House of Himalayas



Key Brands and Products in Uttarakhand



Watershed Management (Gramya Shree)

- Agri Based
- NTFE



Uttarakhand Organic Commodity Board (Organic Uttarakhand)

- Cereals, Pulses, Millets
- Spices
- Herbs



Uttarakhand Bamboo and Fiber Development Board

- Bamboo Utilities and decorative
- Nettle fiber products
- Tharu grass products



Uttarakhand State Rural Livelihood Mission (Himanya, Naturally Pahadi)

- Farm, non-farm based
- Handloom Handicraft



Uttarakhand Handloom & Handicraft Development Council (HIMADRI)

- Metal, Wax crafts, wooden products
- Ringal, products, Natural fibers products
- Apian art



Uttarakhand Forest Resource Management Project, JICA (Havepure)

- Agri based products



Uttarakhand Sheep Goat Rabbit Farmers Co-operative Federation Ltd. (BAKRAW)

- Raw meat products



Uttarakhand Gramya Vikas Samiti (Hilans)

- Cereals, Pulses, Millets
- Spices, Oils
- Cosmetics
- Squashes

Aggregation of Products

Limited Financing

Lack of Marketing Intelligence

Quality Assurance

Multiple Brands Across States

Rajasthan

Rajasthan Small Industries Corporation Ltd.

Rajasthali



Telangana

Department of Tourism and Culture

Shilparamam



Assam

Directorate of Handloom and Textiles

**Artfed
Pragjyotika Emporium**



Karnataka

Karnataka State Handicrafts Development Corporation Ltd

Cauvery Handicrafts



Madhya Pradesh

Madhya Pradesh Hastshilp Evam Hathkargha Vikas Nigam Ltd

Mrignayani



Gujarat

- Gujarat State Handloom & Handicrafts Development Corporation Ltd.
- Gujarat State Forest Development Corporation Limited

Garvi Gurjari, Dhanvantari



West Bengal

Department of Micro, Small & Medium Enterprises and Textiles

**Biswa Bangla, Refugee
handicrafts, Jute products**



Odisha

- Handloom, Handicrafts, and Textile Department, Panchayati Raj and Drinking Water Department
- Tourism Department
- Directorate of Agriculture and Food Production

**Boyanika, ORMAS, OTDC,
Odisha State Beverages
Corporation, Odisha Millets
Mission**

Jharkhand

- Jharkhand State Livelihood Promotion Society
- Silk Textile and Handicraft Development Corporation Ltd

Palash Brand, Jharcraft



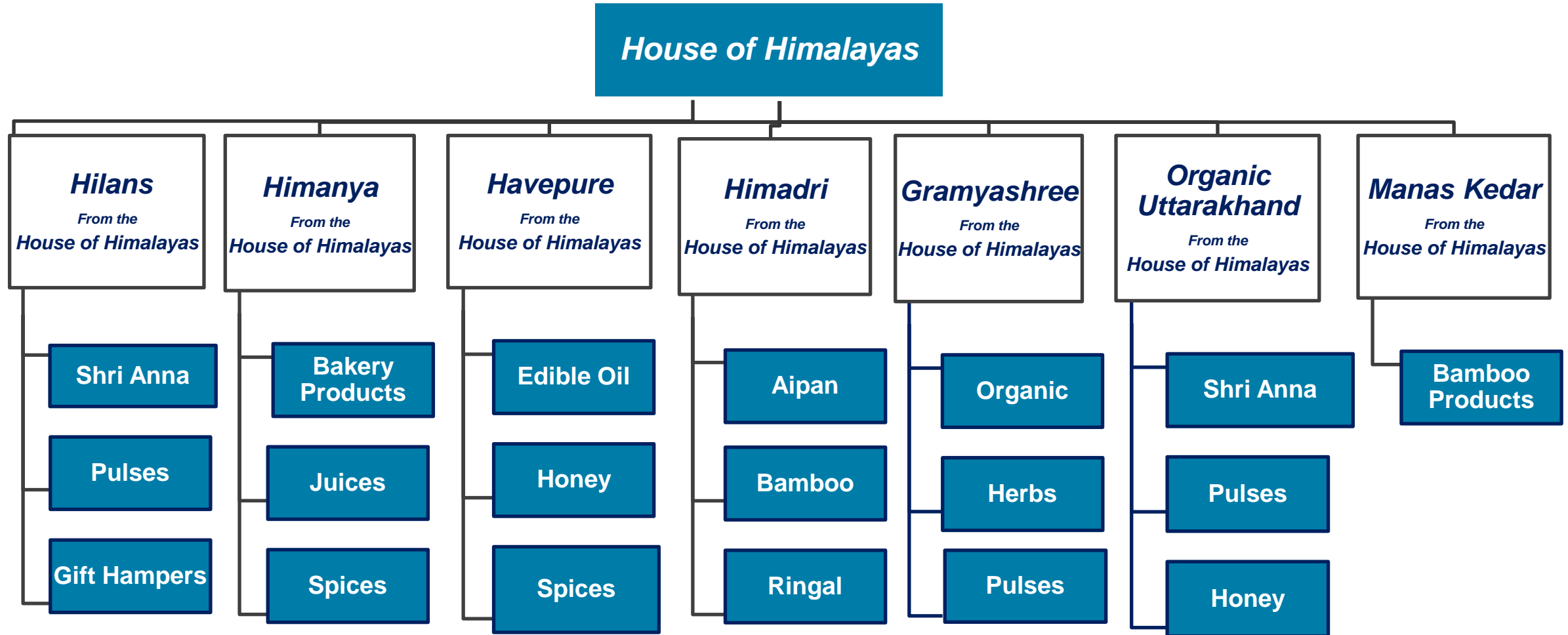
Chhattisgarh

- Chhattisgarh State Minor Forest Produce Co-operative Federation Ltd.
- Dept. of Industries

**Chhattisgarh Herbs.
Shabari, BIHAN**



House of Himalayas as Endorsed Brand



House of Himalayas - Providing Unique Identity to State Products

Stakeholders



Government



Existing Brands



Community
Institutions



Knowledge
Partners



Market Partners

Advantages

**Enhanced
customer base**

**Brand
Value**

**Larger Market
Outreach**

**Uniform
Packaging**

**Assured
Quality**

**High Recall
Value**

Target Groups



Urban professionals



Foreign Consumers



Corporates



Ethnic Indians
(NRIs)



Tourists And Travelers

Unique Selling Propositions of House of Himalayas

Standardisation

- Product Standardisation
- Uniform Product pricing
- Compliant Packaging
- Uniform Branding and Communication

Marketplace Expansion

- Multiple Buyer
- Multiples Options for Consumer
- Multiple Sales Channels

1



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4

Product Quality

- Quality
- Trusted Product with Certificates and Compliance
- Product Authenticity

Supply Chain

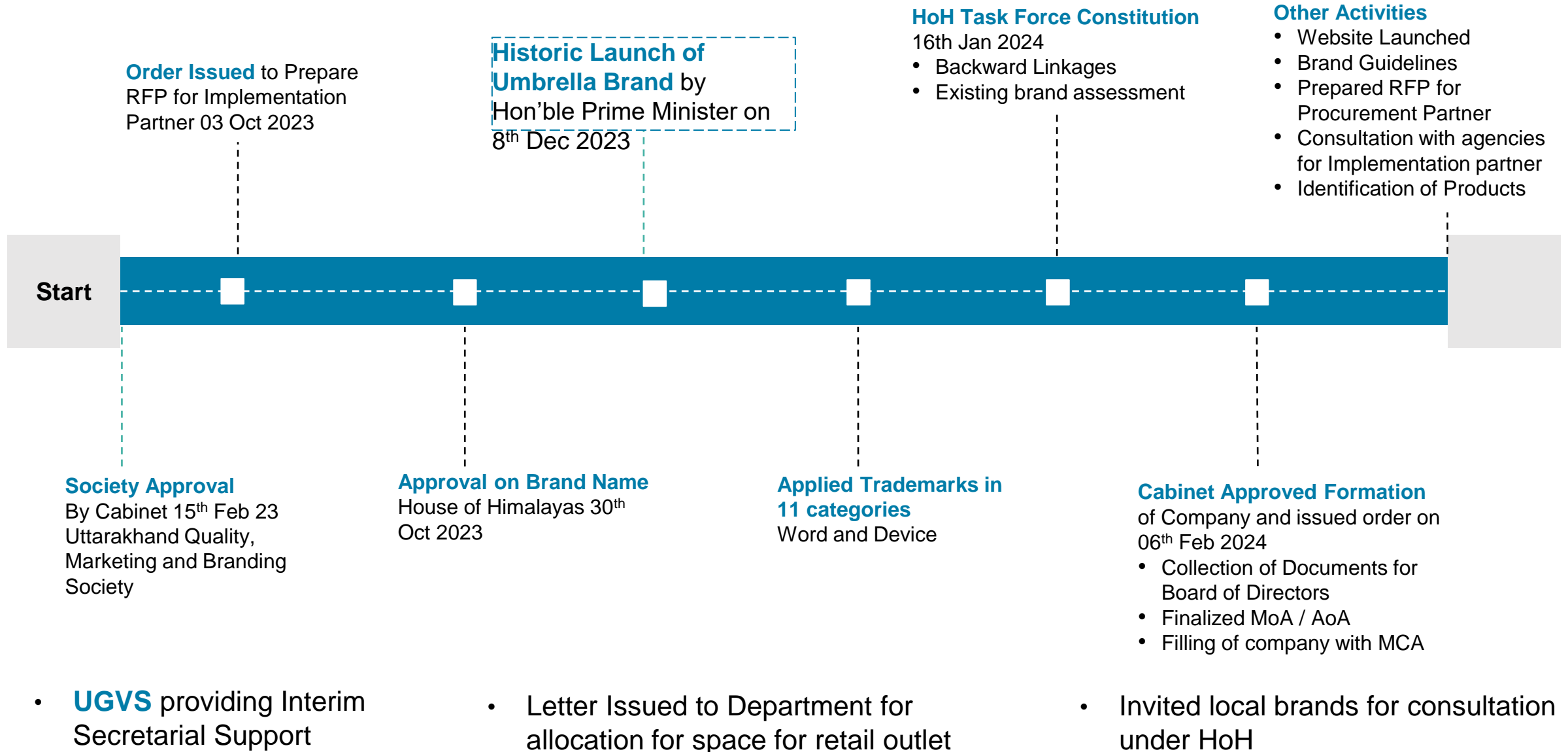
- Stringent Quality Control
- Product Aggregation
- Minimum Material Handling

2

Activities Undertaken



Key Activities Undertaken So Far



Ongoing Operations



Formation of Task Force



Company registration



Product Development and Packaging



Institutional Partnerships



Procurement & Collection Centres



Quality Control



Marketing and Brand Promotion

Task Force Constituted to Support House of Himalayas

S.no	Department	Position
1	Rural Development	Additional Secretary/ Project Director
2	Forest	Deputy Project Director, JICA
3	Agriculture	Managing Director, Uttarakhand Organic Commodity Board
4	Industries	Deputy Director, Industries
5	Rural Development	Additional Chief Executive Officer, USRLM
6	Cooperative	Additional Registrar Cooperative Societies
7	Watershed Management	Deputy Project Director
8	Rural Development	Deputy Director, UGVS, REAP

हाउस ऑफ हिमालय ब्रांड देवभूमि उत्तराखंड के लोकल उत्पादों को ग्लोबल बनाने के लिए एक बहुत ही इनोवेटिव प्रयास है।



Task Force Support Areas

Analysis of Brands
Product Data



Mapping of Existing
Infrastructure



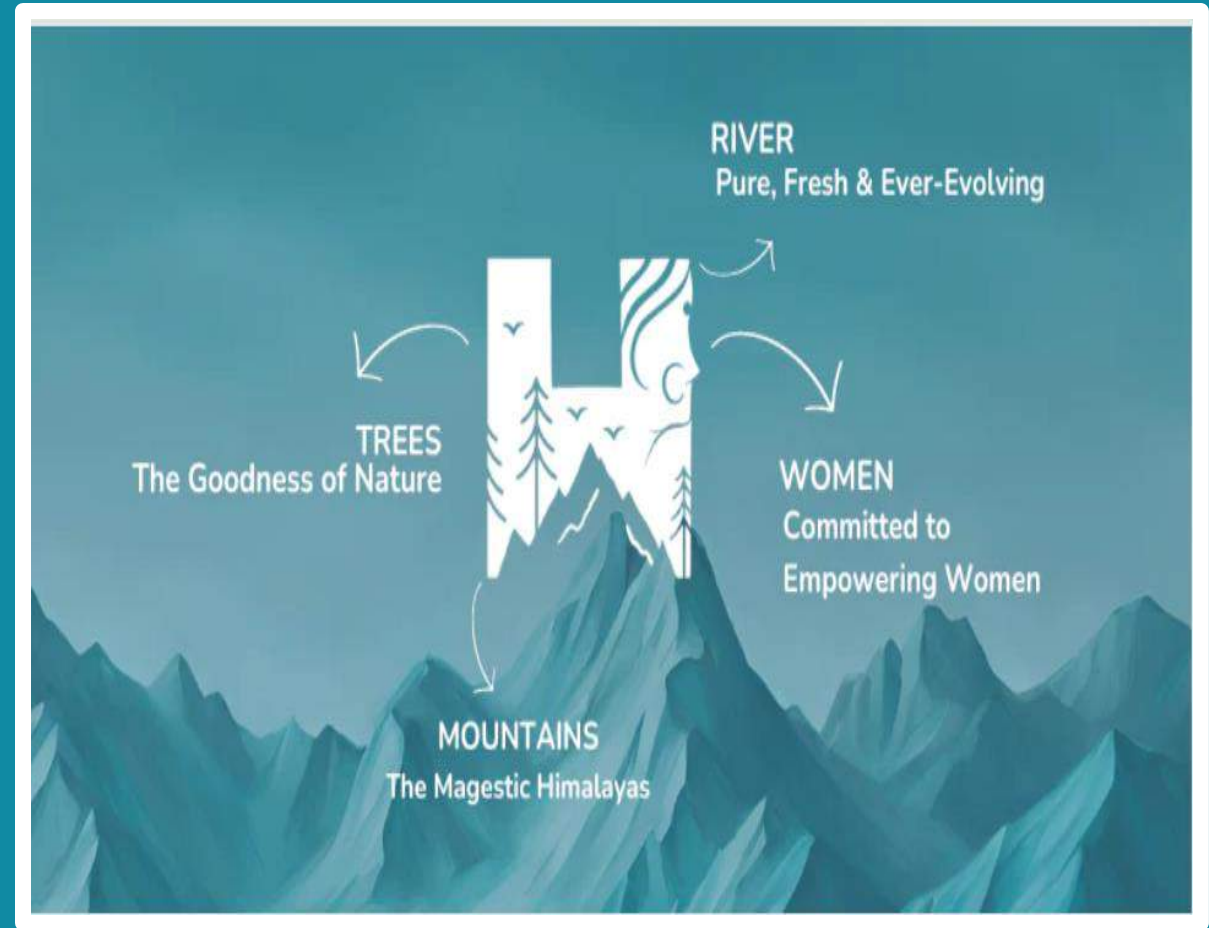
Establishing Products
Supply Chain



Finalization of Product
Value

2

2.1 Company Registration



House of Himalayas Company Registration

GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
OFFICE OF THE REGISTRAR OF COMPANIES

CRC Manesar
Manesar, Plot No. 6,7, 8, Sector 5, IMT Manesar, IMT Manesar, District Gurgaon (Haryana), Gurgaon, Haryana, 122050,
India

Dated 22/02/2024

NOTE - THIS LETTER IS ONLY AN APPROVAL FOR AVAILABILITY OF NAME FOR A PROPOSED COMPANY. THE APPLICANT CANNOT START BUSINESS OR ENTER INTO ANY AGREEMENT, CONTRACT, ETC. IN THE NAME OF THE PROPOSED COMPANY UNTIL AND UNLESS A CERTIFICATE OF REGISTRATION IS ISSUED BY THE REGISTRAR OF COMPANIES AS PER THE PROVISIONS OF THE COMPANIES ACT 2013 AND THE RULES MADE THEREUNDER.

To,

GAGANDEEP SINGH SAHDEV 49 by 1 Balbir Road Dalanwala,Dehradun,Dehradun,Dehradun,Uttarakhand,India,248001

Subject: In Reference to Availability of Name HOUSE OF HIMALAYAS LIMITED

Reference: Your application dated 12/02/2024 (SRNAA6829940).

Sir/Madam,

With reference to the above, it is informed that:

1.The above-mentioned name is made available for registration of the company with the following details:

Entity Type: New Company (Others)

2.The name is valid for a period of 20 days from the date 22/02/2024 on which the application for Reservation is approved i.e. name will be available till the date 13/03/2024.

3.The name is liable to be withdrawn at any time before registration of the company, if it is found later on that the name ought not to have been allowed and will be subject to penal proceedings under section 4(5)(ii) of the Companies Act, 2013.

4.In case of NBFCs (Non-banking Financial companies) there is a requirement to maintain a minimum net owned fund as may be prescribed by the Reserve Bank of India (RBI) from time to time and no new NBFC shall commence business as such without obtaining a certificate of registration from RBI as per provisions of Reserve Bank of India Act, 1934.

5. In case of name include words such as Insurance, Bank, Stock Exchange, Venture capital, Asset Management, Nidhi, Mutual Fund etc., the applicant shall submit a declaration that requirements of respective regulator have been complied with.

Certification signature by DS MINISTRY OF CORPORATE
AFFAIRS, CRC MANESAR (CRC/CRC@MCA.GOV.IN),
Validity Unknown

Digitally signed by
DS MINISTRY OF CORPORATE
AFFAIRS, CRC MANESAR 1
Date: 2024.02.22 12:19:08 IST

Company Name has been applied i.e., *House of Himalayas Limited* and approved by Ministry of Corporate Affairs, GoI.

15 Lakhs

Authorized Capital

05 Lakhs

Paid Up Capital

Details of Board of Directors in the Company

SN	Name	Directorship
1	Mrs. Radha Raturi, Chief Secretary	Chairperson, Nominee Director
2	Mr. Ramesh Kumar Sudhanshu, Principal Secretary Forest, Environment Protection & Climate Change	Nominee Director
3	Mrs. Radhika Jha, Secretary Rural Development	Nominee Director
4	Mr. Sachin Kurve, Secretary Department of Tourism	Nominee Director
5	Dr. BVRC Purushottam, Secretary Department of Cooperative	Nominee Director
6	Mr. Surendra Narayan Pandey, Secretary Finance	Nominee Director
7	Mr. Vinay Shankar Pandey, Secretary Department of Industries	Nominee Director
8	Mr. Vinod Kumar Suman, Secretary, Department of Agriculture and Farmers Welfare	Nominee Director
9	Mr. Manuj Goyal, Additional Secretary/ Project Director UGVS-REAP	Nominee / Managing Director

Indicative Organogram of the Company



Basis on the gradual increase in the scale of the operations in the company other staff members will be hired.

Applied Trademarks Registration (Word and Device)

S.No.	Class	Descriptions	Word	Device
1	16	Painting of all types	<i>Under Process</i>	<i>Under Process</i>
2	20	Furniture, Wood products	<i>Published in Journal</i>	<i>Published in Journal</i>
3	23	Yarns & threads for textile use	<i>Under Process</i>	<i>Published in Journal</i>
4	24	Textiles and textile goods, not included in other classes	<i>Under Process</i>	<i>Under Process</i>
5	25	All types of Readymade Garments, Footwear	<i>Under Process</i>	<i>Published in Journal</i>
6	27	All types of mats, carpets, covering	<i>Under Process</i>	<i>Under Process</i>
7	29	All type of Preserved, dried and cooked fruits and vegetables	<i>Published in Journal</i>	<i>Under Process</i>
8	30	All spices & Coffee, tea, cocoa, sugar, rice, tapioca, bread, pastry and confectionery, ices; honey, treacle; yeast, baking powder	<i>Published in Journal</i>	<i>Published in Journal</i>
9	31	Pulses and grains not included in other classes	<i>Published in Journal</i>	<i>Under Process</i>
10	32	Beverages (Non-alcoholic), Cocktails (Non-alcoholic), aerated drinks, essences for making beverages, Fruits extracts (Non-alcoholic), Fruits juice beverages (Nonalcoholic) etc.	<i>Published in Journal</i>	<i>Under Process</i>
11	43	Accommodation; services for food and drink	<i>Under Process</i>	<i>Under Process</i>

2

2.2 Product Development



Product Identification Across Brands And Infrastructure Mapping

Task Conducted

- ❖ Mapping current stock of brands
- ❖ LCs / CBOs wise products
- ❖ Products procurement price
- ❖ Procurement cycle
- ❖ Infrastructure mapping
- ❖ Unique product of local NGOs and Brands



60K+
SHGs



60+
LCs



71
Growth Centres

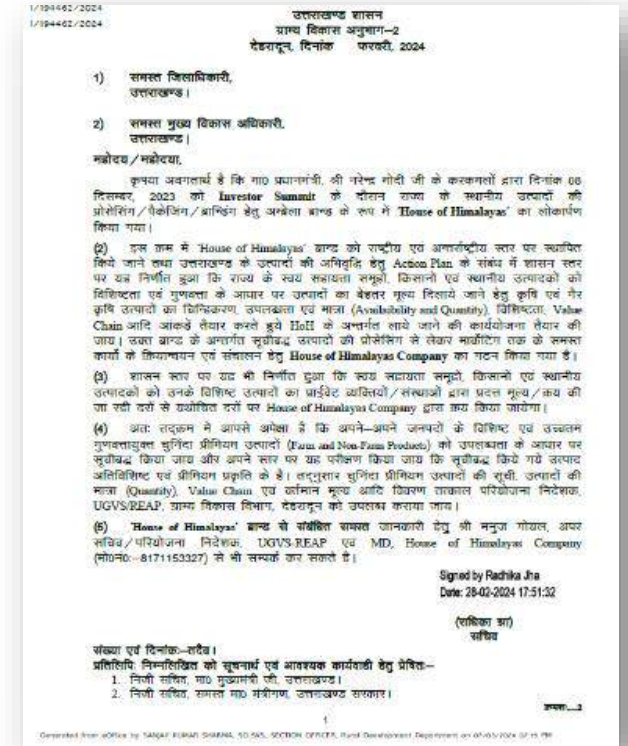


100+
Product Line

Growth Centres

- ❖ Pulses
- ❖ Honey
- ❖ Ghee & Oil
- ❖ Bakery
- ❖ Cereals
- ❖ Spice & Condiments
- ❖ Herbal Tea
- ❖ Prasad Making

Invited districts and department to share premium product list



Identified Product List : Phase I

Grains and Pulses

- ✓ Barnyard Millet (Jhangora)
- ✓ Finger Millet (Flour)
- ✓ Millet Biscuit (Barnyard)
- ✓ Millet Biscuit(Finger)
- ✓ Red Rice
- ✓ Kidney Beans(Chakrata)
- ✓ Kidney Beans(Munsiyari)
- ✓ Kidney Beans(Rajma)
- ✓ Horse gram (Gahat Dal)

Kitchen Essentials

- ✓ Wild Mustard seeds
- ✓ Perilla seeds
- ✓ Turmeric Powder
- ✓ Himalayan salt
- ✓ Faran

Herbals

- ✓ Rhododendron Tea (Buransh)
- ✓ Butter Tree Oil Herbal Soap
- ✓ Wild Nettle Tea
- ✓ Natural Honey
- ✓ Natural Himalayan Turmeric Latte

Oils

- ✓ Mustard Oil
- ✓ Natural Apricot Oil

21 Products

Identified Product List : Phase II

Grains and Pulses

- ✓ Amaranthus Millet
- ✓ Black Soyabean
- ✓ Toor Pulse
- ✓ Basmati Rice
- ✓ Dalchini

Fruit Derivatives

- ✓ Buransh Squash
- ✓ Mint Squash
- ✓ Kiwi Jam
- ✓ Kiwi Chutney
- ✓ Apple Jam
- ✓ Apricot Jam

Essential Oils

- ✓ Eucalyptus Oil
- ✓ Lemon Grass Oil

Pickles

- ✓ Garlic Pickle
- ✓ Mushroom Pickle

Others

- ✓ Aipan
- ✓ Pichoda
- ✓ Itra
- ✓ Rose water
- ✓ Herbal Agarbatti
- ✓ Candle Jar
- ✓ Tulsi Green Tea

22 Products

2

2.3 Institutional Partnerships



Partnerships

- Developing market partnerships
- Facilitating in procuring goods from local partners
- Assisting in identifying products from local partners

- Enhance brand reach and visibility
- Promotion of house of Himalayas on various platforms of ONDC
- Enabling unified platform access
- Facilitate transactions with multiple marketplaces and service providers



WOMEN ON WINGS



amazon.in



ONDC
Open Network for Digital Commerce



Jio Mart

- Facilitate international collaboration
- Market research
- Capacity building
- Prepare sop for hoh operations
- Brand establishment

- Listing of products
- Promotion of brand
- Enabling logistics and other services
- Assisting in training and capacity building for handling seller central portal

- Provide technical support to brand online storefront
- Enable smooth integration and functionality.
- Featured listings
- Marketing campaigns to increase visibility.

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2.4 Procurement



Procurement : Sourcing From Multiple Stakeholders

Individual
Entrepreneurs of
the state preparing
unique products



**Individual
Entrepreneurs**

From all the
SHGs, FPOs and
community-based
organisations



**SHGs, FPOs,
Community Based
Organisations**

Various small
NGOs working with
rural women and
entrepreneurs on
multiple products



**Local NGOs
supporting small
entrepreneurs**

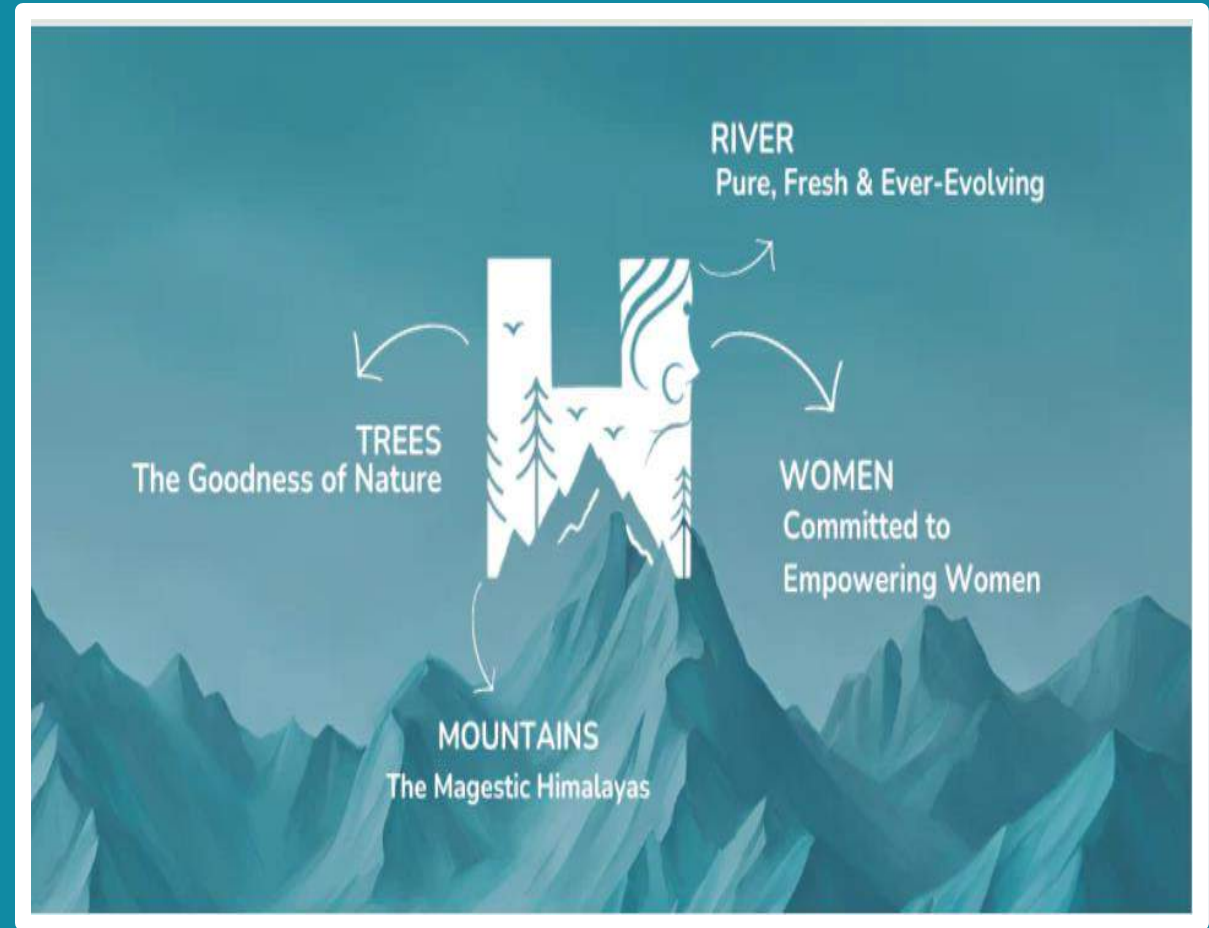
Various small
brands working in
the state can be
provided marketing
support through the
brand



**Small Brands of
Uttarakhand**

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2.5 Quality Control



Quality Control Checks

Product & Packaging

- 21 products are presently listed on the website.
- Packaging of each 21 products have designed and developed as per FSSAI standards.

SOPs

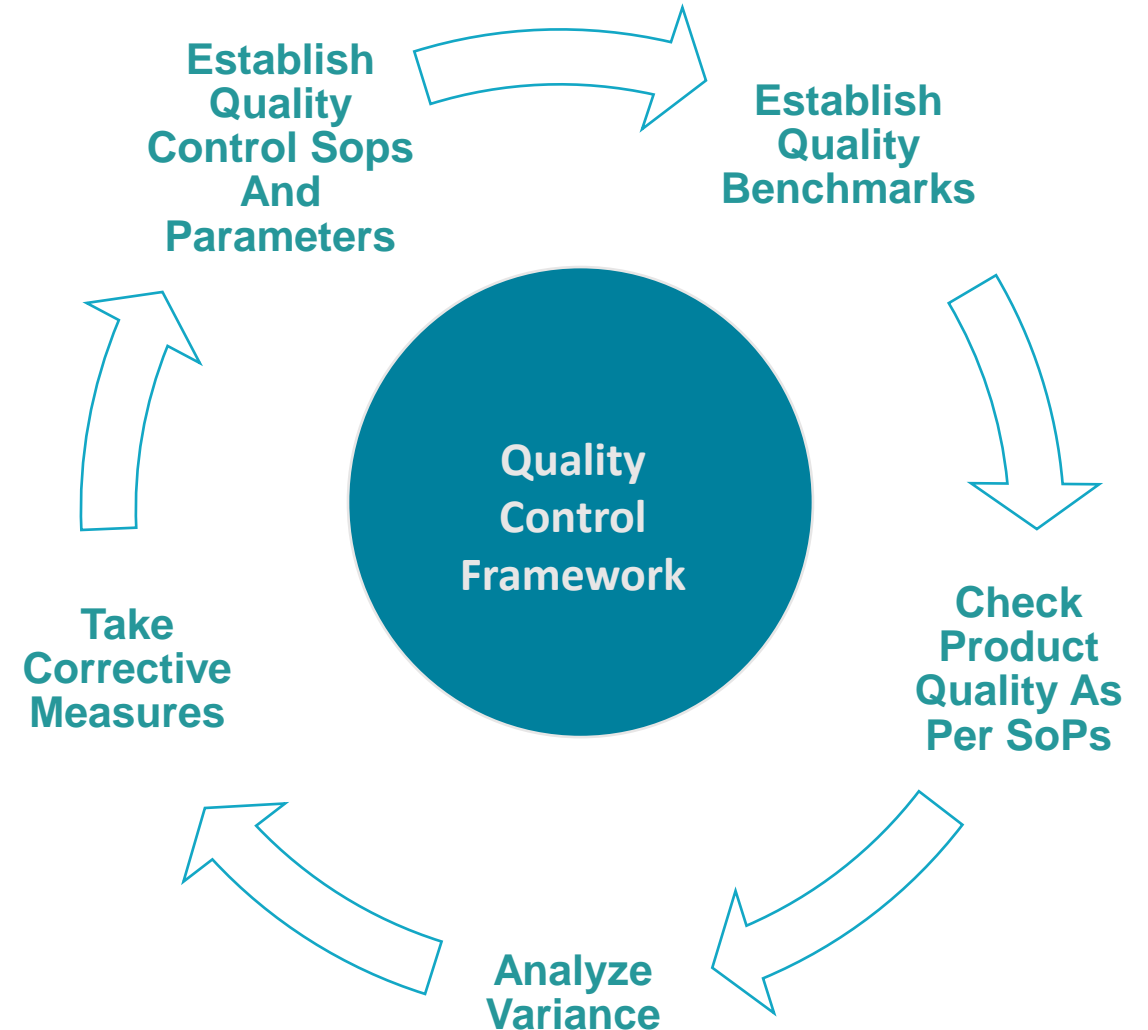
- SOPs are designed and developed to maintain the 'Premium Quality Standards'.

Quality Control Structure

- Collaterals are under design for placing in premium malls and hypermarkets.
- Role assigned at various levels starting from Growth centre, logistics, material handling, packaging and delivery.

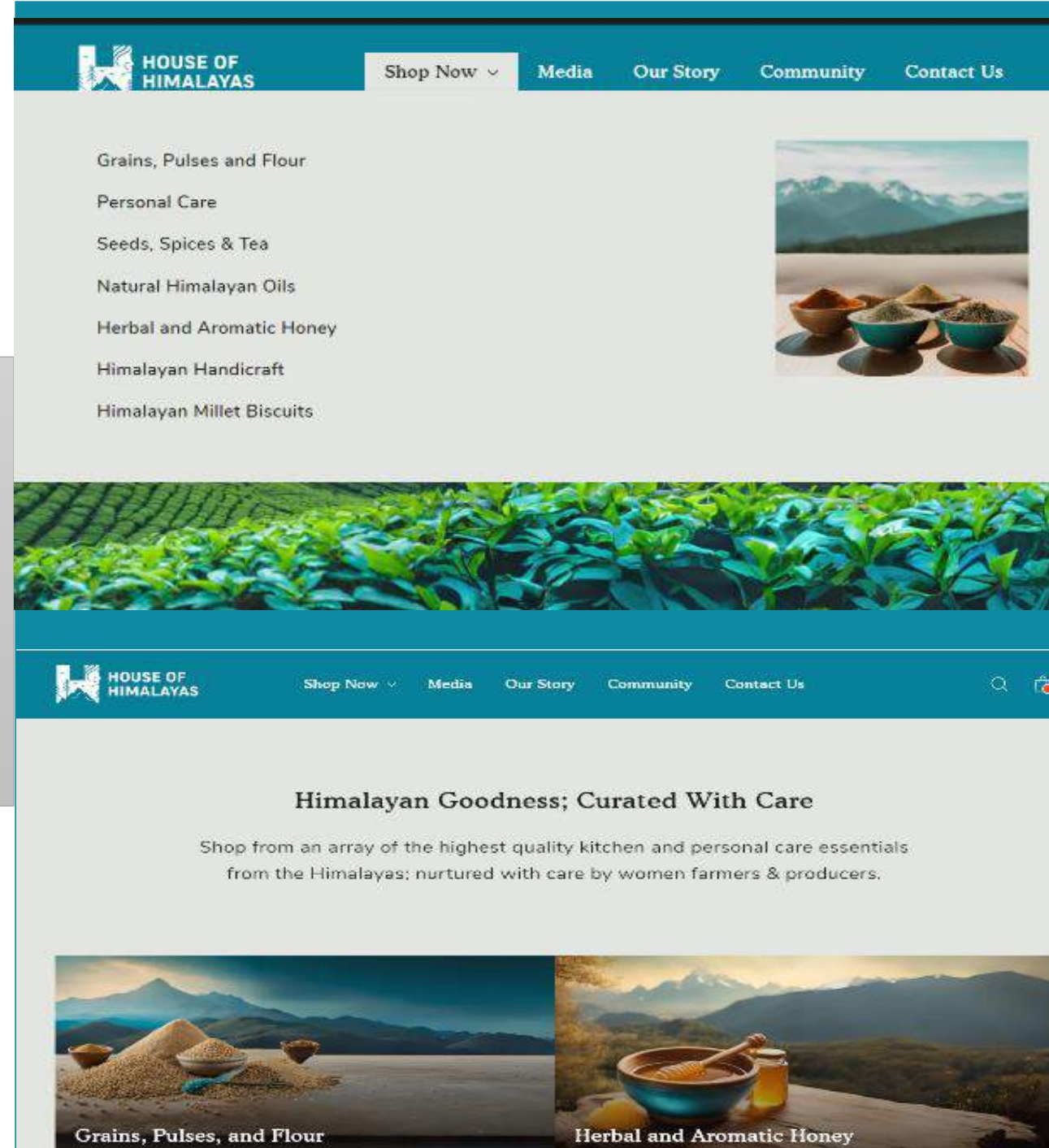
Regular Inspections

- Inspection at procurement level for sample testing.
- Inspection during material handling and packaging.
- Final audit before delivery.



2

2.6 Website



The screenshot displays the top portion of the House of Himalayas website. The header features the brand logo on the left and a navigation menu with the following items: "Shop Now" (with a dropdown arrow), "Media", "Our Story", "Community", and "Contact Us". Below the navigation, a vertical list of product categories is presented: "Grains, Pulses and Flour", "Personal Care", "Seeds, Spices & Tea", "Natural Himalayan Oils", "Herbal and Aromatic Honey", "Himalayan Handicraft", and "Himalayan Millet Biscuits". To the right of this list is a photograph showing a scenic mountain range in the background and several small bowls filled with various grains and spices in the foreground. Below the category list is a wide banner image of a lush green tea plantation. The bottom section of the screenshot shows a secondary header with the same navigation menu, a search icon, and a social media icon. The main content area below the banner features the heading "Himalayan Goodness; Curated With Care" and a descriptive paragraph: "Shop from an array of the highest quality kitchen and personal care essentials from the Himalayas; nurtured with care by women farmers & producers." At the bottom, there are two featured product images: one for "Grains, Pulses, and Flour" showing a large pile of grain and a bowl, and another for "Herbal and Aromatic Honey" showing a bowl of honey with a dipper and a jar, set against a mountain backdrop.

HOUSE OF HIMALAYAS

Shop Now ▾ Media Our Story Community Contact Us

Grains, Pulses and Flour

Personal Care

Seeds, Spices & Tea

Natural Himalayan Oils

Herbal and Aromatic Honey

Himalayan Handicraft

Himalayan Millet Biscuits

HOUSE OF HIMALAYAS

Shop Now ▾ Media Our Story Community Contact Us

Himalayan Goodness; Curated With Care

Shop from an array of the highest quality kitchen and personal care essentials from the Himalayas; nurtured with care by women farmers & producers.

Grains, Pulses, and Flour

Herbal and Aromatic Honey

E- Commerce Platform For House Of Himalayas



Rigorous Quality Checks

Our commitment to the highest standards of quality, safety, and purity guarantees peace of mind with every product.



Authentically Himalayan

Experience true authenticity through traceability directly from farmers & producers, fostering ethical practices and ensuring transparency at every step.



Purity Guarantee

All our products are organically produced in pristine pollution free environments. Our range is free of harmful chemicals, additives & adulteration, artificial colors and GMOs.

houseofhimalayas.com



houseofhimalayas.com

Empowering Womens' Livelihoods

Our commitment lies in fostering close partnerships with women and local producers in Uttarakhand, a dedication we take great pride in as we endeavor to elevate and empower them.



2

2.8 Social Media & IEC



Pushkar Singh Dhami (Modi Ka Parivar) ✓

@pushkardhami



सचिवालय में हाउस ऑफ हिमालयाज के E-Commerce Portal का शुभारंभ किया। इस अवसर पर हाउस ऑफ हिमालयाज पर आधारित वीडियो एवं वेब पोर्टल का भी अवलोकन किया।

इन्वेस्टर्स समिट के दौरान आदरणीय प्रधानमंत्री श्री @narendramodi जी द्वारा उत्तराखण्ड के स्थानीय उत्पादों को नई पहचान देने के उद्देश्य से हाउस ऑफ हिमालयाज ब्रांड का शुभारंभ किया गया।

प्रथम चरण में 21 उत्पादों को हाउस ऑफ हिमालयाज में सम्मिलित किया गया है। इसके माध्यम से स्थानीय उत्पादों को वैश्विक स्तर पर नई पहचान मिलेगी और प्रदेशवासियों को आजीविका के नए अवसर भी उपलब्ध होंगे।

[Translate post](#)



10:01 pm · 12 Mar 2024 · 3,829 Views

House of Himalayas - Social Media & IEC

Physical Marketing

- **Hoardings** in premium locations of Dehradun.
- Collaterals are under design for placing in premium malls and supermarkets.

Media Coverage

- **Print media** coverage across all districts in Uttarakhand and Delhi NCR.
- Media coverage in **local news channels** of Uttarakhand.

Digital Marketing

- Promotions of **Social media** handles.
- Cross promotion through other govt departments to amplify reach.

Other Promotional activities

- Brand awareness through **influential & celebrity marketing**.
- Promotions in **events, competitions, fairs etc.**



Times of India

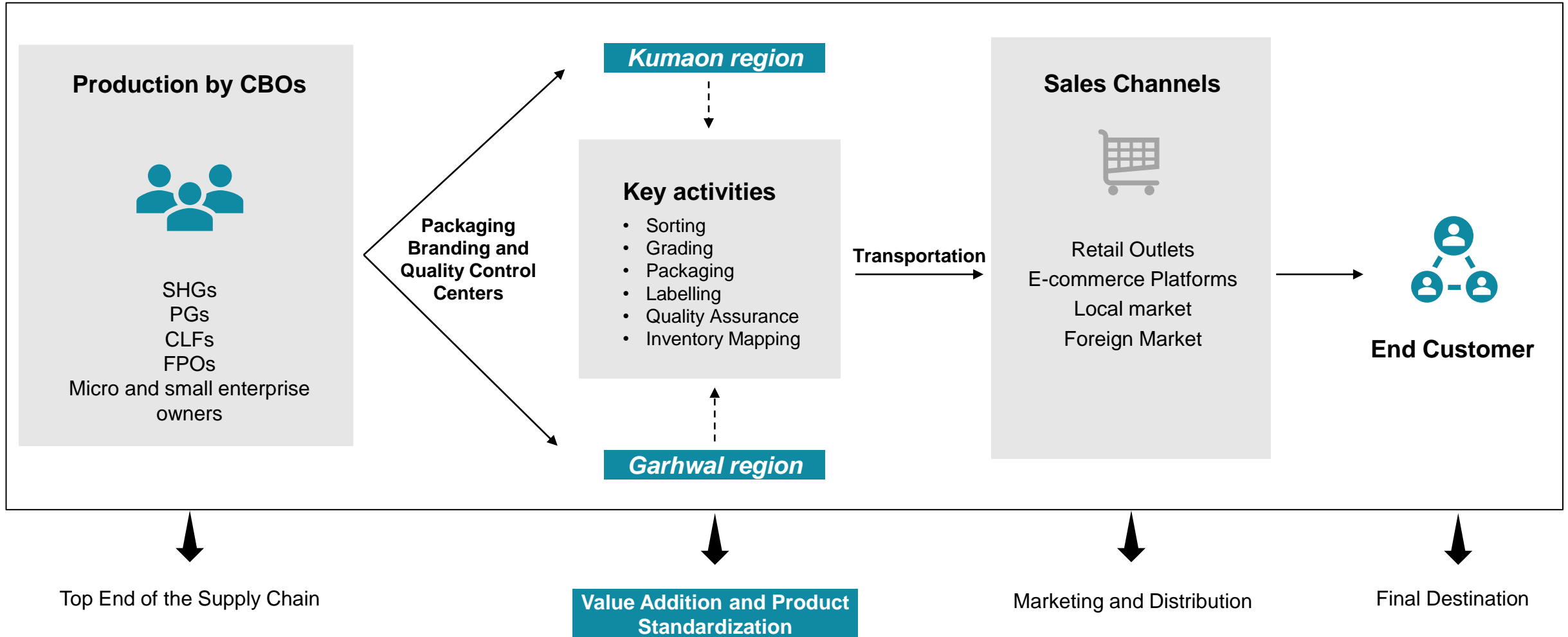


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3. Way Forward



House Of Himalayas : Strengthening The Value Chain



Setting up of Experiential Centers



- Artisans' **'Live Exhibition'**.
- Offer a diverse menu **featuring authentic Himalayan cuisine.**
- Design and showcase products through **creative visual merchandise**
- Share captivating stories and insights about the producers through **multimedia presentations (AR&VR)** and interactive experiences.

House of Himalayas : Models for Implementation Partner

Model 1 : Operational Partner

- Delivery based engagement
- Multiple agencies to be invited for different roles in the value chain.
- Key work in collection and aggregation of products.
- Role of Company is to monitor and onboard the agencies.

Model 2 : Hiring of Consultants and setup of organization structure in the company

- Onboarding of a consulting firm
- Setting up of processes across the supply chain.
- Assistance in hiring team for the company.
- Preparation in designing special projects across brands for enhancing product line of HoH.
- Consultant and the company to work closely for the operations of HoH

Model 3 : Joint venture with Private Partner

- Stakeholder sharing with private partner
- Entire management of operations to be undertaken by the private partner
- Role of company to provide physical assets and brand equity for HoH
- Shareholding and asset sharing to be designed.

Way Forward For House Of Himalayas - Exploring Foreign Markets

Identification of high-potential export markets for 'House of Himalayas' premium products.

Obtaining internationally recognized certifications such as ISO, HACCP and Agmark for House of Himalayas' products.

Participation in trade fairs, exhibitions, and buyer-seller meets to showcase products and explore export opportunities in foreign markets.

Engaging agencies like APEDA's export promotion initiatives and schemes tailored for Agri-products to enhance visibility and market reach for House of Himalayas' brand.

Accessing training on export documentation, trade finance, and logistics management from experts to streamline export operations.

Exploring collaboration opportunities with international distributors and retailers, hotels, and restaurants to showcase and sell House of Himalayas' premium products.



Thank You!