

NCDPD requires technical / research personnel for implementation of its project "Technology & Skill Mapping at Indian Handicraft Clusters". For further details please visit [www.ncdpd.com](http://www.ncdpd.com)

National Centre for Design & Product  
Development  
43, Okhla Industrial Estate, Phase-III,  
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## **BACKGROUND**

Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India with an objective to fill up the gap in the area of Design and Product Development in the handicrafts sector initiated setting up of National Centre for Design & Product Development (NCDPD). An independent society was set up in the year 1999 with its registered office at 43, Okhla Industrial Estate, Behind Modi Mill, New Delhi-110020. The members of the Managing Committee include eminent handicraft exporters, policy makers etc. The prime objective of NCDPD is to abreast the Indian Handicraft Exporters as per the changing buyers' requirements and to enhance the share of Indian Handicrafts Sector.

## **BASIC OBJECTIVES OF NCDPD**

NCDPD was set up with the commitment to help Indian exporters and artisans to develop their core competencies in the areas of:

- Design and Product development
- Promotion
- Capacity Development

Following are the basic objectives of NCDPD:

- To build and create design oriented excellence in the handicraft sector in domestic and international markets and its global competitiveness
- To cater to the needs of changing taste and design concepts of international buyers
- To provide regular design inputs to handicrafts exporting community about trends and forecast periodically
- Conceptualization, planning, execution and management of Trade Fairs & Conferences
- Project management of individual, horizontal and vertical Trade Fairs & Exhibitions
- Management of Projects on turnkey basis
- To handle site operations for the conduct of Events
- Setting up of Theme Pavilions during the exhibition

- Organization and mobilization of participation from India and overseas
- To update the sector about the changing global scenario with reference to technical advancement
- To support product development and upgrade quality

### **MAJOR ACTIVITIES OF NCDPD**

- Market Driven Design Services with the help of international/ national designers
- Technology support for quality/ mass production
- Pool of Branded National/ International Designers
- Quality control and merchandising services
- Sustainable Supply Chain Management System
- Design Training to the Artisans/ Manufacturers/ Exporters
- Skill Development Programmes
- Implementation of schemes and projects of Development Commissioner (Handicrafts) for setting up of Design centers, Design Workshops, Awareness Programmes/ Seminars etc.

### **SERVICES OFFERED BY NCDPD**

- Design & Product Development Services
- Graphic Design
- Product & Technology Development/ Manufacturing Excellence
- Design, Market and Technical Trends
- Design Training, Mentoring, Apprenticeship and Career Opportunities
- End to End Design Services to Industrial Groups
- Package Design
- Vendor Compliance
- Image Building and Branding
- Other Specialized Design services viz. Setting up of Design Studios
- SIDCS, Design Promotion, Design Research, Industry Linkage
- Tie-ups, Net working, Design Library, Design Workshops
- Resource Centre etc.

### **BENEFICIARIES**

Apart from the handicraft industry at large, the following group of people/ entities stands to be benefited either directly or indirectly:

- Handicraft Exporters/ Manufacturers
- Designers
- Artisans/ Craft Persons

- Research Analyst
- Design Institutes
- Languishing crafts
- State Govts.
- Self Help Groups
- Any other organization/ individual having similar objectives

## INTRODUCTION

Presently the Indian handicrafts are produced largely at the clusters. Various process and technology are involved in the production mechanism. The process are evolved and refined over passage of time. Presently the Indian handicrafts are produced largely at the clusters. Various process and technology are involved in the production mechanism. The process are evolved and refined over passage of time.

South East Asian countries are also producing similar type of the handmade crafts such as wooden handicrafts, glass & ceramic, art metal ware, imitation jewellery etc and that too of the much higher quality due to the improved production process and the technologies. The cross currents inspire the creative impulse of our craftsmen. Further crafts are results of years of unconscious experiment and evolution; skills inherited and passed over generations from forefathers to sons and grandsons.

In last two decades many SE Asian countries laid emphasis on technological up-gradation of the production techniques, production, quality, customer oriented design and product development, packaging, marketing channels and provided sustainable supply chain management and turned into sourcing hub for the developed countries. Countries like China, Indonesia, Malaysia, Thailand, Hong Kong, Vietnam, Cambodia etc. have major impact on their GDP and economical development due to the professional support provided by their respective Governments and focused on enterprise level development and integrate institutional support by combining the core competencies of different organizations. However in India the efforts are still individualistic and segregated and that is one of the major reasons despite skills, resources and manpower the share cannot be enhanced. Today there is an urgent need for integrated and inclusive development of cottage sector with a mission based approach by combining the core strengths of the proactive organizations.

On the basis of above, National Centre for Design & Product Development is in process to implement a project “Technology & Skill Mapping at Indian Handicraft Clusters” to undertake a study for skill and technology mapping of Indian handicraft clusters, through primary data at the clusters and its further collation with the competitor countries. One of the major objectives of the study is to compare and bench mark the level of the technologies being used in the competitor countries. The basic scope of work for the proposed study is to undertake skill and technology mapping of handicraft clusters.

The study will be undertaken in a participatory manner through focus group discussions with the artisans and manufacturers in the area.

### **The study will focus on following aspects for each cluster:**

- Existing level of the Technology being practised
- Available technological Skill sets & scope of the improvement
- Gaps in the existing production process

- Quality and delivery issues due non usage of faster production techniques

## TERMS OF REFERENCE OF THE STUDY

- 1- Mapping and identification of the existing levels of the technologies being used in the manufacturing of the proposed crafts and the clusters.
- 2- The technological mapping at the clusters for the identified crafts shall broadly include the
  - Data collection of the Existing Production process for these crafts
  - Level of mechanization & Scope of the improvement
  - Ancillary process used in the majority of the units.
- 3- Identification of the similar crafts practiced and produced in the competitor countries and their technological mapping.
- 4- Measures to adopted for the introduction of the new, practical and tested technologies including the tools, equipments and testing.
- 5- Identification of national & international technical experts & institutions willing to work for technological up gradation at the identified clusters
- 6- Financial estimations for the technological improvements & process .

## LIST OF THE CLUSTERS

Sl. No.	Name of Cluster	Product
1.	Firozabad	Glass Artware
2.	Khurja	Ceramics
3.	Jaipur	Handcrafted Textiles
4.	Delhi	Fashion Accessories
5.	Lucknow	Fashion Accessories
6.	Cane & Bamboo	Guwahati
7.	Artistic Wood	Agartala
8.	Jodhpur	Woodcrafts
9.	Saharanpur	Woodcrafts
10.	Moradabad	Art Metalware

## Outcome / Deliverables

The deliverables of the study are:

- Preparation of a Study Report on technology and skill mapping with following inputs:
  - Study the existing level of the Technology being practised at the identified clusters and the crafts
  - Available technological Skill sets
  - Scope of the improvement in the technological skill sets and identification of the technical agencies.
  - Gaps in the existing production process and need for the introduction of new and improved.
  - Quality and delivery issues due non usage of faster and improved production techniques.

- Preparation of detailed Road Map with suggestions / recommendations on the following:
  - Introduction of new technology/scope for mechanization
  - Institutional structures and mechanisms to bring in these technologies
  - Strategies to Upgrade the technology
- Final report on technology and skill mapping (complete with photo documentation)
- Documentary video of the existing level of the technologies being practised at the clusters and the comparison with the new and improved.

### REQUIREMENT OF THE TECHNICAL / RESEARCH PERSONNEL

Job Designation	No. of Posts	Qualification	Job Details	Term (months)
Project Leader	3	<ul style="list-style-type: none"> <li>- Sound technical &amp; industry experience and exposure with high profile research projects and implementation of the projects.</li> <li>- The minimum experience should not be less than 5-7 years.</li> <li>- Working in clusters shall be preferred.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Responsible for implementation of entire project in a time bound manner.</li> <li>➤ Overall charge of the project and detailing of resources.</li> <li>➤ Will work as a contact point for the team and the organizations</li> <li>➤ Will apprise the progress of the project to the organization on regular basis.</li> <li>➤ Coordination / correspondence with the team of international experts.</li> <li>➤ To visit the clusters with the team of international experts to meet different artisans / craft persons, manufacturers &amp; exporters.</li> </ul>	12
Senior Research Fellow	6	<ul style="list-style-type: none"> <li>- Experience in research projects with skills of report writing and survey.</li> <li>- Preference shall be given with technical background.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Shall lead the ground research team assisted by a Junior research fellow and investigator.</li> <li>➤ Shall report to the project leader with the reporting of the ground level / cluster information.</li> <li>➤ Will help in analysis of the Data and prepare the report.</li> </ul>	12
Junior Research Fellow	6	Graduate with atleast 1 years experience in the field of market research especially.	Ground work, assisted by an investigator to collect data and help in data analysis.	12
Investigator	6	Graduate preferred	On ground investigator, will assist in data collection and management.	12

Computer Operator	3	12th pass , should have a proficient knowledge of MS. Office and Internet. Candidates having done some course will be given preference.	Data entry and technical work related to office programs mainly.	12
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### TIME LINE

The project to be completed in a timeframe of 12 months from the date of start of the engagement.

### SELECTION PROCEDURE

The scrutiny and final selection shall be done by a screening committee.

### LAST DATE FOR SUBMISSION OF EOI

The last date for the submission of application along with resume is 7<sup>th</sup> June, 2012. The application received after due date shall not be accepted. The application should be addressed to Executive Director, National Center for Design & Product Development, 43, Okhla Industrial Estate, Phase-III (Behind Modi Mill), New Delhi – 110020 or can be submitted through email: [ncdpd@ncdpd.com](mailto:ncdpd@ncdpd.com).

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