

HANDICRAFTS MEGA CLUSTER MISSION (HMCM)

43, Okhla Industrial Estate, Phase-III, New Delhi-110020

Tel:011 26821262 Fax: 26821260

Email: hmcm@handicraftmegacluster.in Website:

www.handicraftmegacluster.in

**NOTICE INVITING EXPRESSION OF INTEREST FOR
ESTABLISHING COMMON FACILITY CENTRES FOR
PROCESSING AND VALUE ADDITION IN KUTCH MEGA
CLUSTER SCHEME OF MINISTRY OF TEXTILES GOVT. OF
INDIA IN BHUJ, KUTCH, GUJARAT**

HMCM invites offers from interested and eligible agencies for setting up of Common Facility Centres with an objective to upscale and improve the production process of identified crafts. The other objective includes faster and quality production for value addition and increasing income level of the artisans.

Interested agencies having relevant experience may submit their EOI. The detailed TOR for the same can be downloaded from the website www.handicraftmegacluster.in or www.ncdpc.in or www.handicrafts.nic.in or can be obtained from the office of HMCM or the Regional office of DC (Handicrafts) at 66, Maruti Cottage, Sanskar Nagar, Bhuj - Gujarat.

1. BACKGROUND

Hon'ble Minister of Finance in his budget speech 2014-15 announced Kutch as the new mega cluster with an objective of inclusive development of crafts in the clusters of Kutch in Gujarat. The guiding principle underlying the design of clusters would be to create modern infrastructure and to integrate the production chain in a manner that caters requirement of the handicraft artisans in the Clusters.

In brief, the main objective of setting up this cluster is to assist the stakeholders in availing the facilities set up with modern infrastructure, latest technology, design innovations and adequate training and Human Resource Development (HRD) inputs along with appropriate market linkages.

A quick justification study and DPR for interventions to be proposed have been undertaken by NCDPD & O/o. DC (Handicrafts). Based on the Recommendations of the report of Diagnostic-cum-Justification study for the proposed interventions in the Kutch Mega Cluster, technical-cum-marketing team visited different units, artisans, SHGs, manufacturing units at Block level in different clusters of Kutch for technical understanding of the proposed interventions and their feasibility. The clusters / crafts includes in the initial phases depending upon the immediate requirements are below:

- 1 Artistic Textiles Craft & Kutch Embroidery
- 2 Wood Carving
- 3 Copper Coated Iron Bell (Bell Metal Crafts)
- 4 Leather Craft

1. ARTISTIC TEXTILES CRAFT & KUTCH EMBROIDERY

1.1. TIE & DYE (BANDHANI)

Tie-dye is a technique in which a pattern is created on cloth by tying off small circles and making them resistant to dye. Around 500 bonafide artisans are available in the area.

RAW MATERIAL

Raw materials being fabric are easily accessible. Design, marketing, shelter for individual artisans with working area are the focus issues. Indigenous way of dyeing needs to be replaced suitably.

TOOLS

Major tools used are: Stencils, Tracing paper, Wooden Blocks, Pointed rings, copper vessels for dyes , Vat Dye & Dryer

1.2. AJARAKH AND BLOCK PRINTING

About 5000 artisans are engaged. Main products of the crafts are dress materials, sarees, bedcovers, duppattas etc. The process of washing, dyeing, printing, finishing, etc. is lengthy and lethargic.

RAW MATERIAL

The raw material used is Cotton cloth called as latha. The colors are made from natural ingredients such as iron rods, jaggery, tamarind seed and turmeric powder. The clothes are washed with hardae (process) solution i.e. Myrobalan.

TOOLS

Major tools used are: Wooden block, Background block, Printing tables, Copper vessels for dyes, Aluminium pots for dyes, Brushes.

1.3. ARTISTIC WEAVING (WOOLEN SHAWLS)

Kutchi weavers are very famous for their artistically weaved woolen. The main craft pockets in Kutch are Bhujodi, sarli, Mota Vanora, Kotai, Kanderai, Jamthada etc.

More than 5000 artisans are engaged and producing Artistic woolen shawl, Sarees, Dress materials, Duppatas, Stalls etc.

RAW MATERIAL

Raw material used is: Wool, Cotton, Dye, Bleach.

TOOLS

Major tools used are: Wooden Frame, Pirn winder, Wooden shuttle

1.4. ROGAN PAINTING

Rogan is the technique of painting on fabric, crafted from thick brightly coloured paint made with castor seed oil. The artisan folds his designs into a blank fabric, thereby printing its mirror image and completing the Rogan painting.

RAW MATERIAL The basic raw material is Safflower linseed or castor oil, color palette hard ground from mineral, colors and earthen pots.

TOOLS

Mainly the tools used are: furnace, wooden stick, iron stick, aluminum pot, lid, flat grinding stone, round stone, headpins.

1.5. KUTCH EMBROIDERY

Approximately more than 5000 artisans are involved in Kutch embroidery craft. The major products are different types of Patches, Chaniya Choli, Ghaghra dress materials, Bags, Quilts, Cushion Cover, Bed Sheet, Sarees etc.

RAW MATERIAL

Raw material that consists of Silk yarn, Cotton yarn, Mirror stones are procured from local markets as well as Ahmedabad, Mumbai & Delhi.

TOOLS

Major tools used are: Sewing machine, Interlocking machine, Needles & scissors.

2. WOOD CARVING

Wood carving of Kutch is part of a larger confluence of cultures linked across the Thar Desert. The carved designs in wood are evocative of the motifs found in the embroidery styles of the region. They are also embellished with mirrors which further simulate the embroideries.

RAW MATERIAL

Wood such as Burma, teak, rubber wood etc., Ivory, Plastic, Horn, Bone, Metal, Polish used as raw material.

TOOLS

Mainly the tools used are: Compass, Right angles, Axes, Chisels, Hammers, Files, Saw bucks.

3. COPPER COATED IRON BELL (BELL METAL CRAFTS)

The craft of copper coated bells evolved from the need of the time and region. Metal bells are made from the collective work and skill of a family. Traditional kilns are used along with self-styled dyes and molds for shaping and finishing of the products.

RAW MATERIAL

The basic Raw material used is Iron and Copper Sheets, Kirad tree wood, Brass, Iron, Copper and Zinc Powder, Raw Cotton (Kapaas) and Mud

TOOLS

Mainly the tools used are: Compass, Right angles, Axes, Chisels, Hammers, Files

4. LEATHER CRAFTS

Leather artisans of Gujarat are adept at sculpting and stamping the material into a variety of products which are finding favor in today's contemporary market. Range of Techniques: Leather Sculpting, Leather Stamping, Embroidery, Patch Work.

RAW MATERIAL

Goat skin, Camel hide, Abhala or mirrors, Embroidery yarns used as raw material.

TOOLS

Mainly the tools used are: marking tools, scrapers, scraping knives, needles, pliers, wood, iron beetles.

MAJOR BOTTLENECKS / CONSTRAINTS

Major constraints in Kutch District

- a. Artisans earn only Rs.100/- to Rs 150/-per days only.
- b. Issues regarding availability of Raw Material for Wooden Furniture, Copper coated Iron bell craft, leather which comes from the tannery of Kanpur for leather embroidery crafts & embroidery yarn based crafts.
- c. Health related issues for Rogan Painting, Tie & Die Copper coated Iron bell craft artisan.
- d. Artisans following traditional way of production
- e. No exposure to international Market
- f. New Generation not adopting Handicrafts as a career due to high wage in industries.
- g. Designs not enough to compete the global market and artisans are unable to produce as per the market need.
- h. No any infrastructure facilities are available to sustain the production needs.
- i. No direct market linkages to individual artisans are depending upon middleman, retailers, wholesalers.
- j. The Urban Haat at Bhuj should come up with more strategy for marketing.

PROPOSED INTERVENTIONS

In order to address the identified constraints there is an urgent need to set up small and captive **Common Facility Centres** at different block levels where there is a production clusters and can be used by the artisans, master craft persons, SHGs, NGOs or other beneficiaries. These CFCs, shall be set up with the technical expertise of SPV and as per the specified terms and conditions. The proposed CFCs shall have following facilities:

i) IMPROVEMENT IN THE WORKPLACE

Objective: The intervention is expected to meet twin objectives of

- Improving the workspace
- Provide avenue for higher value addition

As mentioned earlier, the existing workspace is not conducive for such artisanal work and is devoid of infrastructure such as availability of adequate power, lighting, space, etc. This is resulting in low productivity and health concerns.

Also, as mentioned the artisans are engaged in job work and their work is being taken out of the cluster as semi-processed product while the final product is being stitched outside the cluster. Thus only a fraction of the total value is being realized in the cluster. In order to improve the overall value realization in the cluster it is proposed to initiate stitching operations in the cluster as a common facility.

Under this it is proposed to illuminate the working place for better working conditions as the existing practices leading to various diseases such as complete blindness to the Artistic Hand Made Textile workers etc.

ii) MACHINES FOR STITCHING, CUTTING, INTERLOCKING FOR IMPROVEMENT OF THE QUALITY

INDICATIVE MACHINERY & TOOL DESCRIPTION

1) INDICATIVE MACHINES FOR ARTISTIC TEXTILES CRAFT & KUTCH EMBROIDERY

Sewing Machine: It is used to stitch pieces of fabric. An automatic way of stitching instead of needles manually and hence provides a finished product.

Interlock Machines: A special set of stitching machine to impart precision in finishing of products.

Fabric Cutting Machines: Fabric Cutting machines can enable to cut a set of pieces of cloth at a time. This reduces the time utilized in cutting and hence speed up the production.

2) INDICATIVE MACHINES FOR BELL METAL CRAFT

S.No	Particulars	Qty
1	Small furnace for Bell Metal	1
2	Cap making Machine	1
3	Metal Cutter	10
4	Mop	10
5	Pressing hammer	10
6	Flange	10
7	Chaursi	10

3) INDICATIVE MACHINE FOR WOOD CRAVING

S.No	Particulars	Qty
1	Lathe Machine Length of Bed 12', Height of Center: 10'	1
2	Drill pillar Type In drilling : 40mm, Working Surface : 435x200mm, Make : Siddhapura	1
3	Grinder : Plate with 0,25 Hp Single Phase 2800 rpm electric Motor & Starter both Crompton. 4" Wheel with wheel guard ,	1

4)	4	Power Tools: i. Rotary Hammer Capacity:4 Kgs. BOSCH Make	4
	5	Impact Drill Cap. :20mm,Double Speed ,Make :BOSCH	4
	6	Straight Grinder Cap.:27mm, Make Bosch	5
	7	Angle Grinder 4" Make BOSCH	10
	8	Angle Grinder 7" Make BOSCH	10
	8	Drill Make BOSCH	10
	9	D.G . Set 25 Hp	1
	10	Molding Machine Edge Cutting & Molding	1
	11	Polishing Machine Work Size 13X7 Fts, Polishing Head Dia 400mmAbrasive in head 2-3	1
	12	Pneumatic Tools With Compressor & Motor, including carving Tools	1
	13	Mobile Block Cutter Blade cross Movement :2500 mm, Blade Vertical Movement 1000 mm,	1

4) INDICATIVE MACHINES FOR LEATHER CRAFT

S.No	Particulars	Qty
1	Heat Reactivator	1
2	Heat setter	1

3	Heat less Hair drier	1
4	Roller Post Bed sewing machine	1
5	Polishing Machine	1
6	Lasting machine	1
7	Flat Bed sewing machine	1
8	Sewing Machine (back strable)	1
9	Flat bed Zig-Zag machine	2
10	Post bed sewing machine	1
11	Sole Press Machine	1
12	Splitting Machine	1
13	Skiving Machine	2

iii) MAJOR IDENTIFIED BLOCKS FOR INTERVENTION

1. Bhujodi, Tehsil Bhuj, Kutch Dist.
2. Ajrakhpur, Paddhar, Kutch Dist.
3. Khatri Chowk, Bhuj, Kutch
4. Nawas Meghpur, P.O.Khawda, Dist. Kutch
5. Zura, Tehsil Bhuj, Dist. Kutch
6. Gandhinugram, P.O.Khawda, Dist. Kutch

iv) MECHANISMS FOR SETTING UP OF CFCs

- The CFCs shall be set up with the technical experts of SPV where the procurement of the necessary Tools, Equipments & Machines shall be undertaken by SPV and erected and installed in the designated CFCs.

- The inventories made by SPV including plant, machinery, tools and equipments shall solely be the property of the SPV.
- The SPV shall assist in the trial production with the relevant technical experts however, the commercial production and its running and management including maintenance shall be undertaken by the agency/organization who shall be awarded the CFCs.
- Primarily the services of CFCs shall be utilized by the Members of SHGs/beneficiary group however, the services can also be rendered to others on nominal charges who shall be decided in consultation with SPV. The CFC service charges shall also be notified among the beneficiary group.
- An MOU shall also be signed between SPV and CFC.
- In case the proposals are not found feasible or lack of sound proposals, SPV shall initiate the setting of CFCs at the rented premises as pilot projects for the usage of beneficiaries.

2. ELIGIBILITY CRITERIA

Following agencies shall be eligible for setting up of the CFCs :-

- State Corporation/Govt. Deptt./ Central/State Agency or Any legal entity such as a society, SHG, NGO with a cash balance of atleast Rs.5.0 lakh during previous four quarters.
- Minimum three years of establishment and operations
- Minimum 15 artisans being member in the entity who should be partners or equity holders and should not be workers.
- Should be in working condition
- Should have working premises of its own or leased (for atleast minimum 3 years)
- Should be ready to incur the recurring cost for running and management of the facilities
- Ready to sign the MOU with SPV for the running and management of facilities
- Should submit balance sheet of last 3 years as certified by CA

The offers should produce documentary proof of the above qualifications.

3. EVALUATION CRITERIA / MODE OF SELECTION

- A Committee will evaluate the proposal in the context of the requirement laid down in EOI documents, based upon which shortlisting shall be done.
- PMAC reserves the right to reject the proposal/s not conforming to the documentary requirement specified in the EOI document or whatsoever.
- The profile & track record of the applicant, turnover, credentials including past similar assignments etc. shall be used as a means of evaluating the capability and capacity of each applicant to execute the job in a safe, successful and timely manner.

The evaluation of Technical Papers will be done on the following parameters subject to minimum qualification:

SI.No	Criteria		Max. Points/ Weightage
1.	PAST EXPERIENCE OF THE AGENCY		60
A.	Number of years experience 3 years	Max. 5 points	
	3 years and above	Max.25 Points	
B.	Previous experience of running Facility having plant, Machinery & equipment/ workshop for production	Max. 30 Points	
2.	EXPERIENCE OF KEY PERSONNEL		25
A.	Requisite qualifications - Max. 10 points		
B.	Relevant experience - Max. 15 points		
3.	FINANCIAL STRENGTH OF THE COMPANY		15
A	Turnover figure for last three years - Max.5		
B	Net Profit Figure for last three years – Max.3		
Total			100

4. GUIDELINES FOR SUBMISSION OF EOI

- i) **Cover-A** : Sealed and super scribed envelop which should have detailed contact details of applicant viz. full name, postal address, fax, email, telephone.
- ii) **Cover-B** : Sealed and super scribed envelop with "**Technical Papers**" which includes all the documents mentioned in the "**Selection Criteria and Evaluation Process**" as follows:
 - Formats for submission of EOI as per attached with the EOI document.
 - Agency's Profile in brief with details of staff / key personnel and 3 year experience in similar job with the documentary evidence.
 - Copies of the audited Balance Sheet for the last three years should be enclosed, duly signed by the Chartered Accountant along with attested copies of Income Tax returns filed in last three years.
 - PAN No., Service Tax No., ITR, EPF Statements, ESI Details, VAT (If applicable).
 - Copies of the land papers/ownership certificate of the land/lease agreement.
- iii) **Cover C** : Containing **Cover A & Cover B** Mentioning "Technical Quotes for collection of artisan data and Baseline Survey & Diagnostic Study for Mega Clusters" which should have full name, postal address, fax, email, telephone number of the applicant.

5. SUBMISSION OF EOI

The EOI should be addressed to Director, Handicrafts Mega Cluster Mission, 43, Okhla Industrial Estate, Phase-III (Behind Modi Mill), New Delhi – 110020.

The EOI to be submitted to the above mentioned address.
