

**NATIONAL CENTRE FOR DESIGN & PRODUCT  
DEVELOPMENT**

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

Tel:011 26821262 Fax: 26821260

Email: [ncdpd@ncdpd.in](mailto:ncdpd@ncdpd.in) Website: [www.ncdpd.in](http://www.ncdpd.in)

**NOTICE INVITING EXPRESSION OF INTEREST FOR  
ESTABLISHING COMMON FACILITY CENTRES FOR  
PROCESSING AND VALUE ADDITION IN VARIOUS  
CLUSTERS OF JAMMU & KASHMIR**

NCDPD 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.ncdpd.in](http://www.ncdpd.in) or [www.handicrafts.nic.in](http://www.handicrafts.nic.in) or can be obtained from the office of NCDPD or the Regional office of DC (Handicrafts) at Shahdad House, Khan Mohalla, Bhagati, Barzalla, Srinagar-190 005. The last date for submission of EOI shall be within 15 days from the publication of this advertisement.

## **1. BACKGROUND**

With an objective to provide a push in the development and promotion of crafts of various clusters of Jammu & Kashmir, a special program is being implemented by way of soft and hard interventions. 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 Technical team visited different units, artisans, SHGs, manufacturing units at Block level in different clusters 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. Paper Machie
2. Namda
3. Chain Stitch
4. Crewel Embroidery
5. Wood Carving

### **1. Paper Machie**

Paper machie is a unique combination of line and colour on moulded from of a variety of objects. It involves ornamentation in colour over smoothed surfaces built up of paper pulp or layers of paper. About 20000-30000 artisans are engaged in this craft.

#### **Raw Material**

The raw material used is Paper, Gum, Colour & Varnish.

#### **Tools**

Major tools used are: File, Rasp, Hacksaw, Sandpaper, Burnishing stone and Paintbrushes

## **2. Namda**

Namda is the craft of making carpets by felting Namdas are a kind of mattress, originally from the state of Jammu and Kashmir. These are made by felting the wool rather than weaving it. A low quality wool mixed with a small quantity of cotton is used to manufacture namdas. They are usually of two types, plain and embroidered.. About 5000-10000 artisans are engaged in this area.

### **RAW MATERIAL**

The raw material used is Wool fibers, Cotton fibers

### **TOOLS**

Major tools used are: Carding device, Wagoo – reed mat, Punja – flattening device, Chhath-curved stick, Ari – hooked needle

## **3. Chain Stitch**

Natively known as “jalakdozi”, it is chainstitch done with a hook in long flowing designs. All the embroidery is executed on white cotton fabric, pre shrunk by the manufacturers. The intrinsic worth of each piece lies in the size of the stitches and yarn used. About 10000 -15000 artisans are working in this craft.

### **RAW MATERIAL**

The raw material used is Cotton, Silk, Wool and Thread

### **TOOLS**

Major tools used are: Ari – hooked needle

## **4. Crewel Embroidery**

A special kind of embroidery done with a pointed hook used for drapery and upholstery is known as crewel. Rows of chain stitch done with pointed hook form solid patterns usually rotating from center and creating an embossed effect to add richness to the textile. About 20000 -25000 artisans are working in this craft.

## **RAW MATERIAL**

The raw material used is Cotton, Silk, wool and Thread

## **TOOLS**

The raw material used is Ari – hooked needle, Seam Ripper and Tracing Wheel

## **5. WOOD CARVING**

Carved walnut wood work is among the most important crafts of Kashmir. It is now one of the few places in the world where walnut is still available at an altitude of 5500-7500 ft above sea level. The wood is hard and durable, its close grain and even texture facilitating fine and detailed work. It also presents visually interesting effects with mere plain polished surfaces. The Kashmiri Craftsman rejoices in carving intricate and varied designs. About 10000 -15000 artisans are engaged

## **RAW MATERIAL**

The raw material used is Walnut wood, Pine Wood, Safeda Wood, Apple wood

## **TOOLS**

The raw material used is Carving Knife, Gouge, Coping Saw, Chisel, V-tool, Veiner and Sharpening.

## **MAJOR BOTTLENECKS / CONSTRAINTS**

Major constrains

- a. Artisans earn only Rs.100/- to Rs 150/-per days only.
- b. Issues regarding availability of Raw Material.
- c. Health related issues for all crafts 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, and wholesalers.
- j. The craft bazar at Srinagar 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 PAPER MACHIE**

| <b>S.no</b> | <b>Particular</b> | <b>Qty</b> |
|-------------|-------------------|------------|
| 1.          | Drying system     | 1          |
| 2.          | Cutting machine   | 1          |
| 3.          | Tool kit          | 1          |

**2) INDICATIVE MACHINES FOR NAMDA**

| <b>S.no</b> | <b>Particular</b>       | <b>Qty</b> |
|-------------|-------------------------|------------|
| 1.          | Fabric Cutting machines | 1          |
| 2.          | Cutting table           | 1          |
| 3.          | Sewing machines         | 5          |
| 4.          | Interlock machines      | 1          |

**3) INDICATIVE MACHINES FOR CREWEL EMBROIDERY**

| <b>S.no</b> | <b>Particular</b>       | <b>Qty</b> |
|-------------|-------------------------|------------|
| 1.          | Fabric Cutting machines | 1          |

|    |                    |   |
|----|--------------------|---|
| 2. | Cutting table      | 1 |
| 3. | Sewing machines    | 5 |
| 4. | Interlock machines | 1 |

#### 4) INDICATIVE MACHINES FOR CHAIN STITCH

| S.no | Particular              | Qty |
|------|-------------------------|-----|
| 1.   | Fabric Cutting machines | 1   |
| 2.   | Cutting table           | 1   |
| 3.   | Sewing machines         | 5   |
| 4.   | Interlock machines      | 1   |

#### 5) INDICATIVE MACHINES FOR WOOD CARVING

| S.no | Particular  | Qty |
|------|---|-----|
| 1    | Lathe Machine<br>Length of Bed 12', Height of Center: 10'   | 1   |
| 2    | Drill pillar Type<br>In drilling : 40mm, Working Surface : 435x200mm,<br>Make : Siddhapura                                      | 1   |
| 3    | Grinder :<br>Plate with 0,25 Hp Single Phase 2800 rpm electric<br>Motor & Starter both Crompton. 4" Wheel with<br>wheel guard , | 1   |
| 4    | Power Tools: i. Rotary Hammer<br>Capacity: 4 Kgs. BOSCH Make  | 4   |
| 5    | Impact Drill<br>Cap. : 20mm, Double Speed , Make : BOSCH  | 4   |
| 6    | Straight Grinder<br>Cap.: 27mm, Make Bosch  | 5   |
| 7    | Angle Grinder 4"<br>Make BOSCH  | 10  |

1)

|    |   |    |
|----|---|----|
| 8  | Angle Grinder 7"<br>Make BOSCH  | 10 |
| 8  | Drill<br>Make BOSCH   | 10 |
| 9  | D.G . Set 25 Hp   | 1  |
| 10 | Molding Machine<br>Edge Cutting & Molding   | 1  |
| 11 | Polishing Machine<br>Work Size 13X7 Fts,<br>Polishing Head Dia 400mmAbrasive in head<br>2-3 | 1  |
| 12 | Pneumatic Tools<br>With Compressor & Motor, including carving<br>Tools                      | 1  |
| 13 | Mobile Block Cutter<br>Blade cross Movement :2500 mm,<br>Blade Vertical Movement 1000 mm,   | 1  |

### iii) 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.

## 6. 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.

## 7. 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/<br>Weightage |
|--------------|--|---------------------------|---------------------------|
| 1.           | <b>PAST EXPERIENCE OF THE AGENCY</b>   |                           | 60                        |
| A.           | Number of years experience<br>3 years  | <b>Max. 5 points</b>      |                           |
|              | 3 years and above  | <b>Max.25 Points</b>      |                           |
| B.           | Previous experience of running<br>Facility having plant, Machinery &<br>equipment/ workshop for production | <b>Max. 30<br/>Points</b> |                           |
| 2.           | <b>EXPERIENCE OF KEY PERSONNEL</b>   |                           | 25                        |
| A.           | Requisite qualifications - Max. 10 points  |                           |                           |
| B.           | Relevant experience - Max. 15 points   |                           |                           |
| 3.           | <b>FINANCIAL STRENGTH OF THE COMPANY</b>   |                           | 15                        |
| A            | Turnover figure for last three years - Max.5   |                           |                           |
| B            | Net Profit Figure for last three years – Max.3   |                           |                           |
| <b>Total</b> |  |                           | <b>100</b>                |

## 8. 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.

- Profile of the organization in brief with details of staff / key personnel and minimum 3 years experience in running and management of CFCs 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 "Establishing Common Facility Centres for processing and value addition in various clusters of J&K" which should have full name, postal address, fax, email, telephone number of the applicant.

## 9. LAST DATE FOR SUBMISSION OF EOI

The last date for submission of EOI is 05.02.2015. The EOI received after due date shall not be accepted. The EOI should be addressed to Executive Director, National Center for Design & Product Development, 43, Okhla Industrial Estate, Phase-III (Behind Modi Mill), New Delhi – 110020.

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