

NATIONAL CENTRE FOR DESIGN & PRODUCT DEVELOPMENT

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**INVITATION FOR EXPRESSION OF INTEREST FOR COLLECTION OF
ARTISAN DATA AND CONDUCTING BASELINE SURVEY &
DIAGNOSTIC STUDY OF J&K MEGA CLUSTER**

NCDPD invites offers from interested and eligible agencies for collecting artisan data and conducting Baseline Survey & Diagnostic Study of artisans / craft persons of Jammu & Kashmir handicraft clusters to be undertaken in the Mega Cluster Project of O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India.

Interested agencies having similar experience may submit their EOI. The detailed TOR for the same can be downloaded from the website www.ncdpd.in or can be obtained from the office of NCDPD. The last date for submission of EOI shall be **within 3 days** from the publication of this advertisement.

1. BACKGROUND

National Centre for Design & Product Development (NCDPD) has been entrusted with the responsibility by Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India for conducting Baseline Survey-cum-Diagnostic Study of Jammu & Kashmir handicrafts under the mega cluster project. The basic objective is to identify the artisans / craft persons actually engaged in the specified crafts in these clusters and interventions required to upgrade their training skills, design inputs, marketing interventions and to upgrade their existing level.

The Baselines Survey-cum-Diagnostic Study is also aimed towards development of handicrafts sector by way of developing craft Cluster with definite goals and targets of enhancing the exports and providing enabling environment to artisans for marketability of their products as per the present market needs and requirements. The specific objective is to increase income and job opportunities for Craftsperson / Artisans / Entrepreneurs in selected Crafts by improving productivity, diversification, and products quality while establishing efficient marketing services and facilities.

To undertake above, NCDPD is inviting Expression of Interest from the eligible agencies to undertake the Baseline Survey-Cum-Diagnostic Study as per the below terms of reference:

2. BROAD & INDICATIVE TERMS OF REFERENCE

- i) Survey of all artisans from cluster in the given format and digitization of the data.
- ii) Baseline Survey-cum-Diagnostic Study of artisan / craftsperson of each identified crafts incorporating following major components which shall be guiding principles for the proposed interventions and will be used as basis for identification of user group / beneficiaries

a) **MAPPING OF PRESENT LEVEL OF SKILL SETS AND NEED FOR UPGRADATION & TRAINING**

- Mapping of existing Skills available in the cluster for the identified crafts and need of skill up-gradation and technical training.
- Suggestion for proposed interventions in the areas of skill development including Entrepreneurship Development leading to setting up of the small business units for exports.

b) **EXISTING TOOLS, TECHNOLOGIES AND NEED FOR UPGRADATION**

- Present level of usage of Tools, Equipment and machinery viz-a-vis production limitations from the point of quality and sustainable supply chain management and faster production techniques such as need of CFC / TUC / Incubation centres etc.

- Identification of required technologies for CFC including plant, machinery, tools, equipment, molds, casting, prototyping, coloring and polishing etc. based on the feedback from artisans / craft persons, SHGs, NGOs, Manufacturers etc.
- Suggestions for implementation among users and its running and management.

C) RAW MATERIAL & NEED FOR UPGRADATION

- Present level of process for procurement & availability of the quality raw material and constraints faced including pricing.
- Need for quality & graded raw material and requirement of Raw Material Bank and their interest for its Running and Management.

D) DESIGN, PRODUCT DEVELOPMENT & INNOVATIONS

- Constraints faced by the artisans / craft persons, SHGs / NGOs, manufacturers & exporters for availability of new and innovative designs on regular and perpetual basis.
- Need and requirement for design centre with the services of qualified designers for supply of new designs and techniques on constant basis including trends, colour & forecasts.

E) TECHNICAL INFRASTRUCTURE

- Mapping of existing available technical infrastructure of State or Central Agencies and its appropriate usage without any duplication.
- To ascertain the needs and requirement of necessary technical infrastructure such as training centre, CFC, TUC, Testing Laboratory or any other such requirement which leads to the enhancement of exports.

F) NATIONAL & INTERNATIONAL MARKETING & BRAND PROMOTION

- The existing measures being used for marketing by the artisans / craft persons, manufacturers & exporters
- Suggestions for global branding building of the cluster and new and innovative marketing techniques including E-Commerce, Market Linkage through established brands, entrepreneurship development etc.
- Converting Jammu & Kashmir as sourcing hub both for national retailers & international buyers by ascertaining their needs.

G) PRESENT LEVEL OF WAGES EARNED BY CRAFT PERSONS & MEANS OF ENHANCING

- The enhancement of the wages of the artisans / craft persons is a major challenge of the proposed mega cluster projects.
- The intricate mapping of existing wages earned & suggestions of enhancement due to the implementation of proposed interventions for the identified crafts.

3. MODUS OPERANDI FOR UNDERTAKING THE ABOVE WORK

- The agency shall develop a statistical framework for the collection and analysis of data as described in the objectives for this baseline survey including format and structure of database for encoding the baseline data in consultation with NCDPD & D.C.(Handicrafts) and taking into account future data updating and augmenting.
- Visits to the clusters, prepare an Inception Report, sampling strategy and sample size, proposed data collection instruments and timeline for activities.
- Analyze the data collected and prepare a draft report that responds fully to the requirements of the ToR and present this to the NCDPD & D.C.(H).
- Receive and incorporate feedback from NCDPD & DC(H) and incorporate in the final report for submission to NCDPD & DC(H).
- Make available to the NCDPD & D.C.(Handicrafts) all data that has been collected.

4. ELIGIBILITY CRITERIA

- i) The agency / organization should be a registered entity with minimum 10 years of experience in survey, evaluation, appraisal etc. of the projects in the field particularly relating to handicrafts, handloom, silk, jute, carpet or synergy industry.
- ii) The agency / organization should have an average turnover of Rs.5 crores in last 3 financial years.
- iii) Should have professionals with expertise in areas of legal, company secretariat, project financing, infrastructure planning, capacity building, technology up-gradation, market development, institutional development, etc.

5. 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.
- NCDPD 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:

Sl. No	Criteria	Max. Points/ Weightage
1.	PAST EXPERIENCE OF THE AGENCY	60
A.	Number of years-experience 10-15 year - Max. 6 points 15 years and above - Max.25 Points	
B.	Previous experience in survey, evaluation, appraisal etc. of projects in the field particularly relating to handicrafts, handlooms, jute, silk, carpet & synergy industry. - Max. 35 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.10	
B	Net Profit Figure for last three years – Max.5	
Total		100

All applicants securing 50 points or more shall be shortlisted for presentation on modus operandi and approach and based on it the committee will invite financial offers from at-least three agencies.

6. GUIDELINES FOR SUBMISSION OF EOI

i) **Cover-A** : Sealed and super scribed envelop with “**EMD**” which should have detailed contact details of applicant viz. full name, postal address, fax, email, telephone.

- Demand Draft / Pay Order in favour of National Centre for Design & Product Development, payable at Delhi for Rs.50,000/- (Rs. Fifty Thousands) as **EMD**. EMD of unsuccessful applicant shall be refunded after the award of the contract. No interest will be paid on the EMD.

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:

- Agency's Profile in brief with details of staff / key personnel and 10 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).

3. **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.

7. LAST DATE FOR SUBMISSION OF EOI

The last date for submission of EOI is **31st January 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.
