



NATIONAL CENTRE FOR DESIGN & PRODUCT DEVELOPMENT

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**INVITATION FOR EXPRESSION OF INTEREST FOR COLLECTION OF
ARTISAN DATA, CONDUCTING BASELINE SURVEY & PREPARATION OF
DETAILED PROJECT REPORT(DPR) FOR VARANASI, U.P. HANDICRAFTS
CLUSTER**

NCDPD invites offers from interested and eligible agencies for collecting Handicraft Artisans Data, conducting Baseline Survey & preparation of DPR for the project to be implemented in Varanasi, U.P.

Interested agencies having similar experience may submit their EOI. The detailed TOR for the same can be downloaded from the website www.ncdpd.in and can also be obtained from the office of NCDPD. The last date for submission of EOI shall be within 5 days from this 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 of the Handicraft artisans of Varanasi and preparation of Detailed Project Report as per the need and requirement of the artisans. 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 etc.

The Baselines Survey is also aimed to identify the constraints presently facing by the handicrafts sector of Varanasi and to know the need & requirement of the artisans so as to include them in the proposed interventions of the ambitious project plan to be implemented in the cluster. The ambitious plan has been made focusing on customized capacity development, market oriented design & product development, market linkages, creation of infrastructure which includes setting up of raw material bank for supply of graded raw material, common facility centre for faster and quality production, craft based resource centre for commercial market intelligence. The artisans of Varanasi shall also be provided platform at various national & international level established exhibitions.

Total 25,000 artisans / craft persons of Varanasi to be surveyed on the following identified craft categories.

- i) Zari & Zardozi
- ii) Artificial Jewellery
- iii) Wood Crafts / Wooden Lacquerware
- iv) Soap Stone / Stone Carving
- v) Terracotta / Pottery Crafts
- vi) Bead Work
- vii) Gulabi Meenakari
- viii) other misc. crafts viz. Mural Painting, Hand Block Printing, Gold Smith, Metal Crafts etc.

2. BROAD & INDICATIVE TERMS OF REFERENCE

- i) Survey of all artisans from clusters in the given format and digitization of the data.
- ii) Hard copies of all the filled up forms in the form of document is also to be submitted.
- iii) Along with 02 Photograph
- iv) Copy of the Aadhaar Card and Voter ID
- v) Saving Bank account details
- vi) Baseline Survey of artisan / craftsperson of each identified crafts in the respective clusters 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) 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.

c) 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, colouring, 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.

d) 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.

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 respective Mega Clusters and new and innovative marketing techniques including E-Commerce, Market Linkage through established brands, entrepreneurship development etc.
- Converting these 3 Mega Clusters into sourcing hubs 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.

h) PREPARATION OF DETAILED PROJECT REPORT

- On the basis of above needs and requirements, a Detailed Project Report (DPR) to be prepared to meet out the constraints being faced by the artisans in the cluster.
- The financials of the DPR to be kept as per the approved schemes of the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. Indicative guidelines to be provided by NCDPD.
- The total project cost should not be more than Rs.30 crores for a period of Three years.

i) DURATION / TIMELINES FOR COMPLETION OF SURVEY

- The agency has to completed the survey & preparation of DPR within Three Months (90 days) period.

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 & DC(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.
- To be prepared a final DPR for the proposed interventions to be covered under the project.

4. ELIGIBILITY CRITERIA

- i) The agency / organization should be a registered entity with minimum 10 years of experience in survey, evaluation, appraisal, preparation of Detailed Project Report (DPR) etc. of the projects in the field particularly relating to handicrafts, handloom, silk, jute, carpet or synergy sector.
- ii) The agency / organization should have cumulative turnover of Rs.15 crores in last three preceding years i.e. f.y. 2012-13, 2013-14 & 2014-15.
- iii) The agency 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.
- 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.
- On the basis of financials, the lowest quote to be awarded the work.

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 Baseline Survey of artisans of Varanasi & preparation for DPR**" which should have full name, postal address, fax, email, telephone number of the applicant.

RIGHT

- NCDPD reserves the right to reject the proposal/s not conforming to the documentary requirement specified in the EOI document or whatsoever.

7. LAST DATE FOR SUBMISSION OF EOI

The last date for submission of EOI is 10th October, 2016. The EOI received after due date shall not be accepted. The EOI should be addressed to Executive Director, National Center for Design & Product Development, Hall No.1 (3rd Fl.), Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi-110001 Email: ncdpd@ncdpd.in Website: www.ncdpd.in
