

Advertisement for Invitation of Expression of Interest for Engaging Fashion Textile Designer for Block Level Cluster Mohadi District Bhandara, and Cluster Development Executives for Block Level clusters at Paithan Dist Aurangabad, Yeola Dist-Nasik & Solapur In Maharashtra,

Name of Implementing agency

1. **Hatmag Vinkar Seva Sanstha, Nagpur**
2. **Hatmag Vinkar Seva Sanstha, Paithan**
3. **Solapur Hatmag Vinkar Seva Sanstha, Solapur**
4. **Yeola Hatmag Vinkar Seva Sanstha, Yeola**

Expression of Interests (Eols) are invited for engaging Fashion Textile Designer in Block level Cluster at Mohadi Dist. Bhandara, & Engaging Cluster Development Executive in Block Level Cluster at Paithan Dist. Aurangabad, Solapur Dist. Solapur and Yeola Dist. Nasik under National Handloom Development Program (NHDP)/Comprehensive Handloom Cluster Development Scheme (CHCDS).

The designer/CDE will be selected through evaluation of his/her profile and experience in the relevant sector. The details of eligibility criteria, broad Terms of Reference (ToR), Guidelines for submission of EOLs and other terms and conditions are available on the website www.dirtexmah.gov.in/

The eligible organizations/agencies/individual interested in rendering their services as Designer and CDE may submit Eol in sealed envelope, superscribing the title "Expression of Interest for Engaging Fashion Textile Designer for Block Level Cluster Mohadi District Bhandara, and Cluster Development Executives for Block Level clusters at Paithan Dist-Aurangabad, Yeola Dist-Nasik & Solapur

within due date of the advertisement to Director of Textiles, Government of Maharashtra, Civil Lines, Nagpur 440 001.

In case, the due day falls on a holiday, the next working day will be considered as the last day.


Director, Textiles,
Govt. Of Maharashtra, Nagpur

Advertisement for Invitation of Expression of Interest for Engaging Fashion Textile Designer for Block Level Cluster Mohadi District Bhandara, and Cluster Development Executives for Block Level clusters at Paithan Dist Aurangabad, Yeola Dist-Nasik & Solapur In Maharashtra implemented by

1. **Hatmag Vinkar Seva Sansta, Nagpur**
2. **Hatmag Vinkar Seva Sansta, Paithan**
3. **Solapur Hatmag Vinkar Seva Sansta, Solapur**
4. **Yeola Hatmag Vinkar Seva Sansta, Yeola**

Last date of receipt of EOI: due days from the date of the advertisement. In case the due day falls on a holiday, the next working day will be considered as the last day.

Introduction

The office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India has amended the existing provision for engaging designer in Block level cluster under National Handloom Development Program (NHDP)/ Comprehensive Handloom Cluster Development Scheme (CHCDS). As per the amended provisions, a qualified designer/agency will be engaged in the Block level cluster by the Implementing Agency for producing new designs and marketable products for the cluster. Designer will develop the design portfolios, which will be further developed into sellable products by the handloom weavers who do not have much exposure to market and thus not aware of the consumer preference and other market trends.

Once the design portfolio is developed, the process of product development will begin. Products will be developed by the weavers of the cluster. The total cost of designers and sample development will be borne from the funds provided by the GoI to the IA. Designs created by the designers will be provided free of cost to all the interested weavers of the cluster.

• **Detailed Addresses of Implementing Agencies-**

- a. Hatmag vinkar seva sanstha, Nagpur, Office Of Regional Deputy Director, Textiles, New Administrative Building No. 2, 8th Floor, B-wing, Civil lines, Nagpur-400001 -0712-2537927 rddtextiles1nagpur@rediffmail.com
- b. Hatmag vinkar seva sanstha, Paithan, Office Of Regional Deputy Director, Textiles, Balasaheb Patil sahkar Bhavan, Near Jaffer Gate, Auragabad, 431001- 0240-2970058 rddtextiles4aurangabad@rediffmail.com
- c. Solapur Hatmag Vinkar Seva sashtra, Solapur, Office of Regional Deputy Director, Textiles, Solapur, SolapurZillaMahsulKarmcharayanchiSahakari pat

Sanstha Building, Collector Compound Solapur 413003 – [0217-2323161](tel:0217-2323161)
rddtextiles2solapur@rediffmail.com

- d. Yeola Hatmag Vinkar Samuh Sanstha, Yeola, office of Assistant Registrar
Co-operative Societies Yeola, Near SDO Office, Yeola-423001 Dist –Nasik –
[0240-2970058](tel:0240-2970058) rddtextiles4aurangabad@rediffmail.com

1. Objectives

The objectives of engagement of Designer in the Block level Cluster are as follows:

- To assist the Implementing Agency in modifying the designs, colour combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing agency for establishing market linkages with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To document the designs and products developed.

Design development activities include designer input towards textile techniques, motifs, design & colour trend and redefined usage of fabrics, usage of existing garment styles, product development using new techniques.

2. Eligibility Criterion

For Fashion Textile Designer - A firm/agency is eligible to support the cluster by providing their designer, fulfilling the eligibility norms. In such a case, CV of the designer should be forwarded by the agency concerned to the Implementing Agency (IA). If the designer recommended by the agency is engaged in the cluster, he/she will continue to work in the cluster. However, change of the designer in the cluster is permitted only on two occasions and that too with the prior permission of the IA. An individual, fulfilling the eligibility norms can also apply directly to the IA. Selection will be done by a committee, chaired by Director of Textiles, Maharashtra state, Nagpur with representatives of IA and weavers service centre concerned, representative of cluster, academic institutions like NIFT/IIHT etc.

For Cluster Development Executive – IA will appoint a Full time cluster development executive who should be Diploma in Handloom Technology (DHT), preferably with an experience of working of 2 years. Selection of CDE Shall be done on the qualification, experience, age, domicile etc. of the candidate by a committee constituted by IA with Officer-in-charge of WSC concerned as one of the members. CDE will be responsible to manage all activities, including CFC of the cluster.

2.1 Eligibility Norms

- I. The applicant should have passed out from a Textile Design Institute of repute.
- II. For the post of CDE, candidate should be Diploma in Handloom Technology (DHT), preferably with an experience of working of 2 years.
- III. The applicant should have at least 2 yrs. experience of working as Textile Designer, preferably in handloom sector and should have track record for promotion and development of the designs and products in handloom sector.
- IV. Interested Candidates should apply for only one cluster. The applicants From Locality Of cluster and working in Handloom Sector would be preferred.

3. Duration of the Project

Project duration is for 3 years. The designer will be engaged initially for a year which is extendable, subject to satisfactory performance.

4. Scope of Work

a) Design Development

- Selecting the right yarn keeping design and products in mind.
- Work on the
 - Combination of weaves
 - Motifs and patterns
 - Colour ways
 - Value Addition
 - Design concepts
 - Colour References in the form of pantone number/thread card number to be provided along with designs, if required
 - Prototype (sample) development

b) Product Development

- Develop various product ranges like yardage fabrics, sarees, furnishing keeping in mind the weave and patterns of cluster and how it can be

modified according to buyer's need, local, national and international market.

- The designer shall identify the products before commencement of the project by visiting the cluster.
- The designer will provide only those ranges of products, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.

c) Train the weaver

- To train/enroll the weavers to translate the paper designs onto the fabric.

d) Marketing of the handloom products

- To ensure marketing of the new products developed by the designer.

e) Documentation of the Designs & Products developed

- To document the designs and products developed by the designer.

5. Project Work

- Extensive field visits to the Block level cluster to identify the various types of design skills of the different weaver groups,
- Assess existing design patterns and products of the cluster and suggest the product range,
- Each design is to be developed in two colour ways,
- Assist implementing agency in marketing the developed products,
- Designer to stay at least 12 days per month in a cluster for undertaking the assigned activities,
- Weavers' Service Centre (WSC) concerned will be actively involved in supervision of the work of the designer engaged.

6. Project Fees

- The IA agrees to pay Rs. 5.00 lakh per annum for time frame of three years. This includes lodging & boarding and also the travel cost.
- Designer shall be paid a minimum amount of Rs. 24,000/- per month and the remaining amount shall be paid quarterly on pro-data basis, on achievement of the deliverables.
- Cluster Development Executive shall be paid consolidated amount of Rs. 25,000/- per month.

Table 1: Measurable Minimum Targets for Designing and Product Development

S.No.	Time frame from the date of signing of MoU	No. of new designs to be introduced	Value of newly introduced product/designs sold (Rs. in lakh)
1	1 st Quarter	10	1.00
2	2 nd Quarter	20	1.00
3	3 rd Quarter	20	1.00
4	4 th Quarter	20	1.25
5	5 th Quarter	25	1.25
6	6 th Quarter	25	1.25
7	7 th Quarter	25	1.25
8	8 th Quarter	25	1.25
9	9 th Quarter	30	1.50
10	10 th Quarter	30	1.50
11	11 th Quarter	30	1.50
12	12 th Quarter	30	1.50
	Total	290	15.25

Note: The designer has to ensure marketing, promotion and support for sales of the new product/samples developed

7. Selection Criteria

- The designer and CDE shall be selected by a Committee
- Selection will be made on the assessment of the profile of the designer.
- Qualifications and the relevant experience for handling similar projects.
- The committee reserves the right to recommend, amend in the proposed project. The selection in that case will be subject to incorporation of those amendments.
- Decision of the committee shall be final and binding on all the applicants

7.1 Marking Criterion

- Qualification (20%)
- Years of experience (20%)

- Experience of working in handloom sector (30%)
- Approach and methodology towards development of proposed cluster, etc. (30%)

7.2 Procedure for Submission of Expression of Interest

The following are to be submitted in sealed cover:

- I. Designer's profile in brief with details of experience in designing, promotion and product development in the handloom/textiles sector including awards won and details of its creativity, works done in the past in connection to the scope of the work suggested.
- II. Proof of Experience and of handling relevant activities mentioned.
- III. Any other supporting documents relevant to the project
- IV. Copy of concept of depicting and focusing on development of Handlooms by providing design inputs and promotion to the domestic and international market

8. Other Information

Applicants may submit requests for clarification to this EoI by sending an email on our address directortextiles@rediffmail.com. Clarification requests must be received by concerned Regional Deputy Director, Textiles.

The selected Agency/individual has to sign an Agreement with the Implementing Agency for rendering satisfactory services and completion of the projects in a time bound manner.

9. Last Date For Submission of EoI

The last date for submission of EoI is due day from the date of advertisement (upto 3.00 p.m). The EoI received after due date shall not be accepted. The EoI should be addressed to Director of Textiles, Government of Maharashtra, Civil Lines, Nagpur 440001. The envelope should clearly be marked '**Proposal for engaging Textile Designer/Agency for the Mohadi/Paithan/Yeola/Solapur Cluster**'. The applications should reach within due days from date of publication of advertisement.

10. Rights of Implementing Agency

The Implementing Agency reserves the right to accept/reject the proposals received without assigning any reasons whatsoever, or may call for any additional information/clarification, if so required.

11. Court Jurisdiction

This shall be subject to the exclusive jurisdiction of local courts at Nagpur/Solapur/Paithan/Yeola

12. Miscellaneous

In case any further clarification or information is required, following may be contacted:

- For Mohadi Cluster Shri. A. L. Ninave, Nodal Officer, 9421805569
- For Paithan Cluster Shri. G. G. Gajbhiye, Nodal Officer, 8446676101
- For Yeola Cluster Shri. G. U. Patre, Nodal Officer, 9405368309
- For Solapur Cluster Shri. Parmeshwar Gadage, Nodal Officer, 9422532755

13. Attachments to be furnished with Eol.

- 1) CV of the applicant
- 2) Documents establishing the credential of the Designer- qualification of the designer, years of experience, working experience in handloom sector, approach and methodology towards development of cluster, etc. should be submitted as part of Eol.
- 3) If a company/agency is recommending a designer, profile of the company/agency along with the CV of the designer should be submitted.
- 4) An Affidavit as per annexure- 1 to be given on Rs. 100 Indemnity Bond.

14. General Terms and Conditions –

- a. organizations/agencies/individual has to assure IA for quick response with qualitative work, as and when required.
- b. organizations/agencies/individual has to provide all necessary set of submissions, drawings and estimate to Directorate of Textiles as and when required.
- c. In case of failure to adhere to time line, IA has absolute right to change/terminate the work order at any stage of work without assigning any reason thereof.
- d. Circulars, Laws, Rules and Govt. Resolutions in correspondence of this type work will be binding upon the organizations/agencies/individual.
- e. organizations/agencies/individual has to submit an affidavit on Bond paper of Rs. 100 to IA for being agreed with the terms and conditions of the work order.
- f. Right to change/cancel/modify partly or whole document of EOI, ToR and ask for additional documents and information is reserved with IA.

(ANNEXURE-1)

(UNDERTAKING IN THE FORM OF AFFIDAVIT ON Rs. 100/- BOND)

Name of Organization / Agencies / Individual

Date of Registration _____

I hereby declare that I completely agree with the terms and conditions of the EOI. I assure that the information provided by me is true & authentic. I give the undertaking that I will abide by all the clauses mentioned in the EOI. If opportunity is provided by Authority to implement the project and if any irregularity is observed or any breach / violation of EOI clause occurs or in case of false information if provided by us after allotment, then the Authority has absolute right to terminate the work order. For this, I give my consent and this undertaking will be binding upon me.

Signature of organization / Agencies / Individual