

Notice inviting Expression of interests (EOIs) for engaging Cluster Development Executive (CDE) in Cluster Development Project at (1) West Pendam Cluster, (2) at Goom-Kitam-Suntaley Cluster and (3) at Soreng-Tharpu-Chakung Cluster implemented by the Directorate of Handicrafts & Handloom, Government of Sikkim, Zero Point, Gangtok. Last date of receipt of EOI is 15 Days from the date of the advertisement.

In case the 15th 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 Cluster Development Executive (CDE) in Cluster Development Project under North Eastern Region Textile Promotion Scheme (NERTPS). As per the amended provision, a qualified CDE will be engaged in the Cluster by Implementing Agency for implementation and execute the programmes of 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 products development will begin. Products will be developed by the weavers of the cluster and CDE will help weavers in uploading the designs developed by Designer and in Marketing of the finished products.

1.Objective

- The objectives of engagement of Cluster Development Executive in the Cluster Development Project are as follows:
- To assist the implementing Agency in modifying the design, colour combination and textures of fabrics and products samples.
- To assist Designer 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 assist and 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 & color trend and redefined usage of existing garments styles, product development using new techniques.

2. Eligibility Criterion.

A firm / agency is eligible to support the Cluster by providing their CDE, fulfilling the eligibility norms. In such a case, CVs of the CDE should be forwarded by the agency concerned to the implementing Agency (IA). If the CDE is recommended by agency is engaged in the cluster, he/she will continue to work in the cluster. However, change of the CDE 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.

2.a. Eligibility norms.

The Cluster Development Executive (CDE) should have passed 3 years Diploma Course in handloom Technology from any Indian Institute of Handloom Technology (IIHT). The applicant should have experience of working preferably with experience of working in handlooms and should have track record for promotion and development of textile, including handlooms.

3. Duration of Project.

Project duration is for 3 years. The Cluster Development Executive (CDE) will be engaged till project period and shall 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 weavers
 - 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 products ranges like yardages fabrics, sarees, furnishing keeping in mind the weave and patterns of cluster and how it can be modified according to buyers 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 design & products development.

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

5. Project work.

- Extensive field visits to the 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.
- CDE 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 CDE engaged.

6. CDE Selection criteria.

- The CDE shall be selected by a Selection Committee,
 1. Preference will be given to local candidates having COI/SSC.
 2. Selection will be made on the assessment of the profile of the CDE.
 3. Qualification and the relevant experience for handling similar projects.
 4. The committee reserves the right to recommend amendments in the proposed project. The selection in that case will be subject to incorporation of those amendments.
 5. The selected candidate will be given a honorarium of Rs.15,000/- per month.
 6. 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 along with application on plain paper:

- i. CDE profile in brief with details of experience in designing, promotion and products 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 to www.director.dhhsikkim@gmail.com

Clarification must be received by 19/12/2018. 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 the submission of EOI.

The last date for submission of EOI is 15th day from the date of advertisement i.e. on 20/12/2018 (up to 3.00 pm).The EOI received after due date shall not be accepted .The EOI should be addressed to Director, Directorate of Handicrafts & Handloom, Government of Sikkim, Zero Point, Gangtok, 737101. The envelope should clearly be marked’ **“Proposal for engaging Cluster Development Executive for (1) “West Pendam Cluster” (2) “Goom-Kitam-Suntaley Cluster” and (3) “Soreng-Tharpu-Chakung Cluster”**. The applications should reach within 15 days from date of publication of advertisement. The

9.1. 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.

10. Court Jurisdiction.

This shall be subject to the exclusive jurisdiction of local courts.

11. Miscellaneous

In case any further clarification or information is require, following may be contracted:

Shri. Jigme Pintso Bhutia, Assistant Director –cum - Nodal Officer (Handlooms), Zero Point, Gangtok 737101, Mobile phone 9679183707, 9434103542, email. www.director.dhhsikkim@gmail.com Fax-03592203126.

12. Attachments to be furnished with EOI.

- (1) CV of the applicant,
- (2) Documents establishing the credential of the CDEs qualification, years of experience in handloom sector, approach and methodology towards development of cluster, etc. should be submitted as part of EOI.
- (3) If a company/ agency is recommending a CDE profile of the company/agency along with the CV of the designer should be submitted.