

**OFFICE OF CHAPAGURI
TANTUBAY SAMABAY SAMITY LTD.
PESTERJHAR, DIST. : COOCH BEHAR**

**INVITING EXPRESSION OF INTERESTS (EOIs)
FOR ENGAGING
CLUSTER DEVELOPMENT EXECUTIVE (CDE)**

Expression of Interest (EOIs) are invited for engaging **Cluster Development Executive (CDE) in Block Level Cluster at Pesterjhar , Dist :- Coochbehar under National Handloom Development Programme (NHDP).**

The Cluster Development Executive (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 EOIs and other terms and conditions are available on the website of DCH.

The eligible organizations/agencies/individual interested in tendering their service as Cluster Development Executive (CDE) may submit EoI in sealed envelope super scribing the title **“EoI for engaging Cluster Development Executive (CDE) at Block Level Cluster at Pesterjhar , Dist :- Coochbehar”** within 21 days of the date of advertisement i.e.on 9thJuly 2016 before 11.00 a.m. **to the Secretary, Chapaguri Tantubay Samabay Samity Ltd, Vill & Post- Pesterjhar, Dist- Coochbehar, Pin-736156** and will be opened on same day at 01.00 p.m at Chapaguri TSS Ltd Vill. Pesterjhar, Dist :- Coochbehar . In case the 21 days falls on a holiday, the next working day will be considered as the last day.

Sd/-
Parimal Debnath
Secretary
Chapaguri Tantubay Samabay Samity Ltd.
Vill + Post :- Pesterjhar
Dist :- Coochbehar

**NOTICE INVITING EXPRESSION OF INTERESTS (EOIS) FOR ENGAGING CLUSTER
DEVELOPMENT EXECUTIVE (PROFERABLE LOCAL CANDIDATE) IN BLOCK LEVEL
CLUSTER AT PESTERJHAR, COOCH BEHAR
CHAPAGURI
TANTUBAY SAMABAY SAMITY LTD.
PESTERJHAR, DIST. : COOCH BEHAR**

Last date for the receipt of (EOIs) is on 9th July 2016 up to 11.00 a.m. and will be opened on same day at 01.00 p.m.

Introduction:

The office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India has a provision for engaging Cluster Development Executive (CDE) in Block Level Cluster under National Handloom Development Programme (NHDP). As per the provisions, a qualified /agency will be engaged in the Block Level Cluster by the implementing Agency for developing cluster. Cluster Development Executive (CDE) will be working under the committee constituted for implementation of the Block Level Cluster at Pesterjhar, Coochbehar.

1. Objective:

The objective of engagement of Designer in the Block Level Cluster are as follows:

To assist the Implementing Agency in implementation of the Block Level Cluster,

- To discharge official works of Block Level Cluster with Implementing Agency, Weavers Service Centre concern,
- To coordinate with marketing Consultant and the Implementing Agency for establishing market linkages with the Importers/buying agents/overseas buyers for marketing of the product developed,
- Keeps all the records of the cluster,
- To document the development work of Cluster.

2. Eligibility Criterion:

A firm / agency / individual is eligible to support the cluster by providing their CDE, fulfilling the eligibility norms. In such a case, CV of the CDE should be forwarded by the agency concern to the Implementing Agency (IA). If the CDE recommended by the 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 in two occasions and that too with the prior permission of the IA.

An individual fulfilling eligibility norms can also apply directly to the IA.

2.1. Eligibility Norms:

- i. Local candidate having Domicile Certificate / Certificate of Identification.
- ii. The applicant should have passed out from a Indian Institute of Handloom Technology.
- iii. Applicant should have at least 2 (Two) years experience of working as Cluster Development Executive (CDE), preferably in handloom sector and should have track record for promotion and development in handloom sector.

3. Duration of the Project:

Project duration is for 3 (Three) years. The Cluster Development Executive (CDE) will be engaged initially for a year which is extendable, subject to satisfactory performance.

4. Scope of Work:

a) Marketing of the handloom products

To ensure and assist Implementing Agency and weavers in marketing of the new products developed by the Designer exhibit in different Expos inside state, outside state and in international fairs and exhibitions.

b) Documentation of the Design and Products developed

To document the design and products developed by the Designer.

5. Work:

- Extensive field visits to the Block Level cluster to identify the various types of the different weavers groups.
- Assist Designer in existing design patterns and product of the cluster and suggest the product range.
- Assist Implementing Agency in marketing the developed products.
- Cluster Development Executive (CDE) to stay in all working days of West Bengal Government Calendar in a cluster for undertaking the assigned activities.
- Weaver's Service Centre (WSC) concerned will be actively involved in supervision of the work of the Designer engaged.

6. Emoluments:

The Cluster Development Executive (CDE) shall be paid minimum amount of Rs. 24,000/- (Rupees Twenty four thousand) only per month.

7. Selection Criteria:

- The Cluster Development Executive (CDE) shall be selected by the Committee.
- Selection will be made on the assessment of the profile of the candidate.
- Qualification and the relevant experience for handling similar projects.
- 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.

7.1. Procedure for submission of Expression of Interest

The following are to be submitted in sealed cover :-

- I. The Cluster Development Executive (CDE)'s profile in brief with details of experience in designing, promotion and product development in the handloom/textiles sector including award won and details of its creativity, work 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 projects.
- 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 request for clarification to this EoI by sending an email on our address chapaguritsltd@gmail.com for Clarification requests must be received by 3rd July 2016 before 11.00 a.m.

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 on 9th July 2016 upto 11.00 a.m.. The EoI received after due date shall not be accepted. The EoI shall be addressed to the Secretary Chapaguri Tantubay Samabay Samity Ltd. The envelope should clearly be marked "**Proposal for engaging Cluster Development Executive (CDE) for the Coochbehar Block II Level Handloom Cluster**" The application should reach on 9th July 2016 before 11.00 a.m. and will be opened on same day at 01.00 p.m.

Right of the Implementing Agency

The Implementing Agency reserves the right to accept / reject the proposal received without assigning any reason 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 court.

11. Miscellaneous:

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

- Directorate of Hand loom & Textiles Kolkata . Email Id **dir.handloom.wb@gmail.com**
- Deputy Director Weaver Service Centre Kolkata . Email Id **wsckolkata@gmail.com**
- Development officer Coochbehar . Email Id **dohcoochbehar@gmail.com**
- Shri Niranjana Debnath , Coochbehar. Email Id **chapaguritssltd@gmail.com**

12. Attachment to be furnished with EoI:

CV of the applicant

- Documents establishing the credential of the Cluster Development Executive (CDE)- Qualification of the Designer, year of experience, working experience in handloom sector, approach and methodology towards development of cluster, etc. should be submitted as part of EoI.
- If a company/agency is recommending a Designer, profile of the company/agency along with the CV of the Designer should be submitted.

**OFFICE OF CHAPAGURI
TANTUBAY SAMABAY SAMITY LTD.
PESTERJHAR, DIST. : COOCH BEHAR**

**INVITING EXPRESSION OF INTERESTS (EOIs)
FOR ENGAGING
DESIGNER cum MARKETING EXECUTIVE**

Expression of Interest (EOIs) are invited for engaging **Textile Designer Cum Marketing Executive (Preferably local candidate) in Block Level Cluster at Pesterjhar , Dist :- Coochbehar under National Handloom Development Programme (NHDP).**

The Designer 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 EOIs and other terms and conditions are available on the website DCH.

The eligible organizations/agencies/individual interested in tendering their service as Textile Designer Cum Marketing Executive may submit EoI in sealed envelope super scribing the title “**EoI for engaging Designer at Block Level Cluster at Pesterjhar , Dist :- Coochbehar**” within 21 days of the date of advertisement i.e. On 9th July 2016 before 11.00 a.m. **to the Secretary, Chapaguri Tantubay Samabay Samity Ltd, Vill& Post- Pesterjhar Dist- Coochbehar, Pin-736156** and will be open on same day at 01.00 p.m. . In case, the 21 day falls on a holiday, the next working day will be considered as the last day.

Sd/-
Parimal Debnath
Secretary
Chapaguri Tantubay Samabay Samity Ltd.
Vill + Post :- Pesterjhar
Dist :- Coochbehar

**Notice Inviting Expression of Interests (EoIs) for engaging Textile Designer (Preferably local candidates) in Block Level Cluster at Pesterjhar, Dist :- Coochbehar
CHAPAGURI TANTUBAY SAMABAY SAMITY LTD.
PESTERJHAR, DIST. : COOCH BEHAR**

Last date for the receipt of EoI: 21 day from the date of the advertisement i.e. on 9th July 2016. In case the 21 day falls on 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 Programme (NHDP). 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 the 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. The products will be developed by the weavers of cluster. The total cost of designer and sample will be borne from the fund 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.

1. Objective:

The objective of engagement of Designer in the Block Level Cluster are as follows:

- To assist the Implementing Agency in modifying the designs, colour combination and texture of the fabrics and product samples.
- To develop range of handloom products as per the market requirement,
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with marketing Consultant and the Implementing Agency for establishing market linkages with the Importers/buying agents/overseas buyers for marketing of the product 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 trends and redefined usage of fabrics, usage if existing garment styles, **product development using new techniques.**

2. Eligibility Criterion:

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 concern 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 in two occasions and that too with the prior permission of the IA.

An individual fulfilling eligibility norms can also apply directly to the IA.

2.1. Eligibility Norms:

- i. The applicant should have passed out from a Textile Design institute of the repute.
- ii. Applicant should have at least 2 (Two) years 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.

3. Duration of the Project:

Project duration is for 3 (Three) 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 product in mind.
- Work on the
 - Ø Combination of weaves
 - Ø Motif of patterns
 - Ø Colour ways
 - Ø Value addition
 - Ø Design concepts
 - Ø Colour reference in the form of pantone number/thread card number to be provided with design, if required
 - Ø 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 be provided only those range 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 design into the fabric.

d) Marketing of the handloom products

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

e) Documentation of the Design and Products developed

- To document the design 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 weavers groups.
- Assist existing design patterns and product 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.
- Weaver's Service Centre (WSC) concerned will be actively involved in supervision of the work of the Designer engaged.

6. Project Fees:

- The Implementing Agency agrees to pay Rs.5.00 lakhs per annum for time frame of three years. This includes lodging and boarding and also the travel cost.
- Designer shall be paid minimum amount of Rs. 24,000/- (Rupees Twenty four thousand) only per month and the remaining amount shall be paid quarterly on pro-rata basis. On achievement of the deliverables.

Table 1: Measurable minimum targets for Designing and Product Development

Sl. No.	Time frame from the date of signing of MoU	No. of designs to be introduced	Value of newly introduced production /designs sold (Rs. In lakhs)
1	1 st Quater	10	1.00
2	2 nd Quater	20	1.00
3	3 rd Quater	20	1.00
4	4 th Quater	20	1.25
5	5 th Quater	25	1.25
6	6 th Quater	25	1.25
7	7 th Quater	25	1.25
8	8 th Quater	25	1.25
9	9 th Quater	30	1.50
10	10 th Quater	30	1.5
11	11 th Quater	30	1.5
12	12 th Quater	30	1.5
	Total	290	15.25

Note: The Designer has to ensure marketing promotion and support for the sale of the new product/samples developed.

7. Designer Selection Criteria:

- The Designer shall be selected by the Committee.
- Selection will be made on the assessment of the profile of the designer.
- Qualification and the relevant experience for handling similar projects.
- 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.

7.1. Marketing Criterion

- Qualification (20%)
- Year 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 award won and details of its creativity, work 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 projects.
- 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 request for clarification to this EoI by sending an email on our Address chapaguritssltd@gmail.com, dir.handloom.wb@gmail.com, dohcoochbehar@gmail.com, Clarification requests must be received by 9th July 2016 before 03.00 p.m.

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 21st day from the date of advertisement (i.e.on 9th July 2016 upto 11.00 a.m.). The EoI received after due date shall not be accepted. The EoI shall be addressed to the Chapaguri Tantubay Samabay Samity Ltd., Vill + Post : Pesterjhar, Dist : Coochbehar, Pin No. 736156. The envelope should clearly be marked “Proposal for engaging Designer/Agency for the "Coochbehar Block II Level Handloom Cluster” The application should reach within 21 days from date of publication of advertisement i.e. on 9th July 2016 before 03.00 p.m.

Right of the Implementing Agency

The Implementing Agency reserves the right to accept/reject the proposal received without assigning any reason 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 court.

11. Miscellaneous:

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

- Shri. Niranjan Debnath , Chapaguri Tantubay samabay Samity Ltd, (Manager)
Email Id chapaguritssltd@gmail.com, Mobile No - 9932203964
- Shri Tapan Sarma , Deputy Director , Weaver Service Center, Kolkata.
Email Id wsckolkata@gmail.com

12. Attachment to be furnished with EoI:

CV of the applicant

- Documents establishing the credential of the Designer - Qualification of the Designer, year of experience, working experience in handloom sector, approach and methodology towards development of cluster, etc. should be submitted as part of EoI.
- If a company/agency is recommending a Designer, profile of the company/agency along with the CV of the Designer should be submitted