

GOVERNMENT OF INDIA

MINISTRY OF TEXTILES  
OFFICE OF THE DEVELOPMENT COMMISSIONER FOR HANDLOOMS  
**WEAVERS' SERVICE CENTRE**

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No. WSC/KOL/4(13)/BLC

**Dated: 17.01.2019**

**INVITING EXPRESSION OF INTERESTS (EOI)**  
**FOR ENGAGING FASHION DESIGNER CUM MARKETING EXECUTIVE**

Expression of Interest (EoIs) invited for engaging Fashion Designer cum Marketing executive under Murshidabad Mega Handloom Cluster in Murshirabad District (No. of Vacancies 07 for seven Block Level Clusters viz, 1. Berhampore & Haripara, 2.Bharatpur I & II, 3.Burwan, 4.Domkal & Jalangi, 5.Khargram & Nabagram 6. Raninagar -I & II 7. Raghunathganj -I & Sagardighi Block level clusters) and in Nadia District (No. of Vacancies 06 for six Block Level Clusters viz 1.Chapra, 2.Krishnagar-II, , 3.Tehata-I, 4.Nakashipara(west), 5.Nakashipara (East), 6.Nakashipara (South) Block Handloom Cluster) under Comprehensive Handloom Cluster Development Scheme (CHCDS).

Total No. of Vacancies: 13 no. (Murshirabad District 7 and Nadia District 06)

The eligible Organizations/Agencies/Individual interested in tendering their service as Fashion Designer cum Marketing executive should submit EoI in sealed envelope super scribing the title “**EoI for engaging Fashion Designer cum Marketing Executive at Murshidabad Mega Handloom Cluster**” on or before **11/02/2019 till 5.30 p.m.** to the office of **Deputy Director of Textiles, Presidency Division, Krishnanagar, Nadia, Pin No – 741101** or to the **Deputy Director, Weavers' Service Centre, A-101, Garments Park (Paridhan), 19, Canal South Road, Beliaghata,Kolkata-700015 (W.B.)**.

**Sd/-**

Deputy Director (HOO)  
Weavers' Service Centre  
Kolkata

**Notice Inviting Expression of Interests (EoIs) for engaging Fashion Designer cum Marketing executive in Murshidabad Mega Handloom Cluster in Murshidabad & Nadia District**

**Last date for the receipt of (EoIs) is on 11/02/2019 up to 5.30 p.m.**

**Introduction:**

The office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India has amended the existing provision for engaging Fashion Designer cum Marketing executive in Block Level Cluster . 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 then be developed by the weavers of the cluster. The total cost of designer and sample will be borne from the fund provided by the GoI to the IA for Product Development. Designs created by the Designers will be provided free of cost to all the interested weavers of the cluster.

In Murshirabad District (No. of Vacancies 07 for seven Block Level Clusters viz, 1. Berhampore & Haripara, 2.Bharatpur I & II, 3.Burwan, 4.Domkal & Jalangi, 5.Khargram & Nabagram 6. Raninagar -I & II 7. Raghunathganj -I & Sagardighi Block level clusters) and in Nadia District (No. of Vacancies 06 for six Block Level Clusters viz 1.Chapra, 2.Krishnagar-II, , 3.Tehata-I, 4.Nakashipara(west), 5.Nakashipara (East), 6.Nakashipara (South) Block Handloom Cluster) under Comprehensive Handloom Cluster Development Scheme (CHCDS).

**1. Objective:**

The objective of engagement of Fashion Designer cum Marketing executive in Murshidabad Mega Block Level Cluster in Murshirabad District 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 of 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 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 in two occasions and that too with the prior permission of the IA.

An individual fulfilling eligibility norm 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. Responsibility:**

- Designer will be responsible for Developing New Designs, Product Development/Diversification, Preliminary Training to the weavers of the Cluster on Transferring Newly Developed Paper Designs on the Fabric, Marketability of Newly Developed Handloom Products of the Cluster and also for Documentation of the Designs/Products Developed.
- Providing Designs for both Domestic & International Markets to meet the challenges of Dynamic Market, including Fashion. New products so developed will be promoted through different Marketing Channels.
- To ensure accountability of Pvt. Designers engaged in the cluster, success of marketing their designs will be evaluated and monitored by Committee at local level, headed by the Officer In-charge WSC concerned with representatives of the State Govt., NIFT, NHDC,

State Handloom Corporation/Apex Society and any other member as decided by the Chairman.

- 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.
- 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.

#### **4. 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.

#### **5. Scope of Work:**

##### **a) Design Development**

- Selecting the right yarn keeping design and product in mind.

Work on the

- Combination of weaves
- Motif of patterns
- Colour ways
- Value addition
- Design concepts
- Colour reference in the form of pantone number/thread card number to be provided with design, 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 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.
- To ensure and assist Implementing Agency and Weavers in Marketing of the New products Developed by the Designer exhibit in different Expo's Inside & Outside State, and in International Fair's and Exhibition's.

**e) Documentation of the Design and Products developed**

- To document the design and products developed by the Designer.

**6. Project Work:**

- Extensive field visits to the Block Level cluster to identify the various types of design skills of the different weavers groups.
- Assess 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.
- Weavers' Service Centre (WSC) concerned will be actively involved in supervision of the work of the Designer engaged.

**7. 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 <sup>st</sup> Quater	10	1.00
2	2 <sup>nd</sup> Quater	20	1.00
3	3 <sup>rd</sup> Quater	20	1.00
4	4 <sup>th</sup> Quater	20	1.25
5	5 <sup>th</sup> Quater	25	1.25
6	6 <sup>th</sup> Quater	25	1.25
7	7 <sup>th</sup> Quater	25	1.25
8	8 <sup>th</sup> Quater	25	1.25
9	9 <sup>th</sup> Quater	30	1.50
10	10 <sup>th</sup> Quater	30	1.5
11	11 <sup>th</sup> Quater	30	1.5
12	12 <sup>th</sup> Quater	30	1.5
	<b>Total</b>	<b>290</b>	<b>15.25</b>

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

## **8. Selection Criteria**

- The Fashion Designer Cum Marketing executive 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.
- The Decision of the committee shall be final and binding on all the applicants.

### **8.1 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%)

## **8.2 Procedure for submission of Expression of Interest**

The following are to be submitted in sealed cover:

- I. The applicant'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.

### **9. OTHER INFORMATION:**

- Applicants may submit request for clarification to this EoI if any by sending an email to [wsckolkata@gmail.com](mailto:wsckolkata@gmail.com) or [ddtextpd12@gmail.com](mailto:ddtextpd12@gmail.com). Clarification requests must be received by 08/02/2019 before 5.30 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 on **11/02/2019 before 5.30 p.m.** The EoI received after due date shall not be accepted. The envelope should clearly be marked "**EoI for engaging Fashion Designer cum Marketing executive in Murshidabad Mega Handloom Cluster in Murshirabad District**". Applicant are requested to mention in the application, if any preference for the specific cluster is there. The application should reach on **11/02/2019 before 5.30 p.m.** at the office of **Deputy Director of Textiles, Presidency Division, Krishnanagar, Nadia or Deputy Director, Weavers' Service Centre, A-101, Garments Park (Paridhan), 19, Canal South Road, Beliaghata, Kolkata-700015.**

### **10. 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. Attachment to be furnished with EoI**

- 1) CV of the applicant
- 2) 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.
- 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) The concerned agencies/Individual should mention their preference of the 13 no. of clusters as mentioned earlier in a separate sheet along with the CV.