



उत्तराखण्ड शासन

Expression of Interest (EOI)

for

Services of an Indian Marketing/Consulting Agency/NGOs/ Other firms

to

**DEVELOP, BRAND, MARKET AND SELL MOONJH GRASS AND BAMBOO
HANDICRAFTS OF PAHENIYA HANDICRAFTS CLUSTER**

General Manager, District Industries Centre

Udham Singh Nagar

Uttarakhand – 263153

Novemer, 2020

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1. TEXT OF ADVERTISEMENT

General Manager, District Industries Centre

District : Udham Singh Nagar

INVITATION FOR EXPRESSION OF INTEREST

General Manager, District Industries Centre Rudrapur, Udham Singh Nagar invites sealed Expression of Interest (EOI) from Indian marketing/consulting agencies/NGOs/ other firms for undertaking training of SHGs (Self-Help Groups) artisans, developing, branding, marketing and sales of Moonjh Grass and Bamboo handicrafts of Paheniya Handicrafts Cluster, Udham Singh Nagar.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. are also available on the website <https://usnagar.nic.in/>.

Further details, if any, may be obtained from, General Manager District Industries Centre Rudrapur Udham Singh Nagar during working hours. Interested firms are advised to kindly familiarize with the objective of EOI by visiting the district office before submission of EOI.

Last date for submission of EOI is 30th november, 2020 upto 14:00 hrs. Sealed envelope marked to the captioned address, containing EOI and non-refundable fee of Rs 5000.00 by way of DD/Pay Order in favour of “General Manager, District Industries Centre” payable at Rudrapur may be submitted mentioning “EOI for development, promotion and marketing and sales of handicraft products” on the top cover

**General Manager, District Industries Centre, Rudrapur,
Udham Singh Nagar - 263153**

Applicants meeting the qualification criteria will be invited for presentation / proposal before the selection committee of District Administration. Financial bid document will be subsequently issued to the short listed applicants only.

Note: General Manager District Industries Centre, Rudrapur, Udham Singh Nagar reserves the right to cancel this request for EoI and/or invite afresh with or without amendments, without liability or any obligation for such request for EoI and without assigning any reason. Information provided at this stage is indicative and General Manager, District Industries Centre Rudrapur reserves the right to amend/add further details in the EoI.

2. LETTER OF INVITATION

General Manager, District Industries Centre, Rudrapur

Udham Singh Nagar

Uttarakhand – 263153

No.

Dated:

Dear Sir/Madam,
General Manager, District Industries Centre,

District Industries Centre, Udham Singh Nagar invites sealed Expression of Interest (EOI) from Indian marketing/consulting agencies/ NGOs/other firms for undertaking work for development, branding and marketing and sales of Moonjh Grass and Bamboo handicrafts.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed.

The EOI Document is also available on the website <https://usnagar.nic.in/>.

You may submit your responses in sealed envelopes in prescribed format to the undersigned latest by 30.11.2020 at the following address through post or by hand.

General Manager, District Industries Centre, Rudrapur

Udham Singh Nagar, Uttarakhand- 263153

Queries if any may be referred in writing to the, General Manager, District Industries Centre, Rudrapur, Udham Singh Nagar at the above mentioned address or Telephone No. ----- or at E-mail gmdicusn@gmail.com.

S. No.	Critical Dates	Date	Time
1.	Publishing Date	13.11.2020	12:00 hrs
2.	Bid Submission start Date	24.11.2020	12:00 hrs
3.	Bid Submission End Date	30.11.2020	14:00 hrs

Yours faithfully

General Manager, District Industries Centre, Rudrapur

Encl.: EOI Document

3.1 Background:

Paheniya is a handicraft cluster in Khatima block of Udham Singh Nagar District in Uttarakhand. The cluster is being developed as a handicraft cluster with view to its potential and availability of raw materials (Moonjh Grass and Bamboo) and traditional handicraft making culture. The artisans present in the cluster who are almost entirely women have been involved in the crafting since many generations. Under Shyama Prasad Mukherjee Rurban Mission, the cluster has been identified as a handicrafts cluster and further developmental works in the field to improve livelihoods as well as income generation of the artisans will be taken under this aspirational scheme.

4.0 Aims & Objectives:

The objective of the proposal is to seek professional service of an agency in training artisans and improving the handicrafts, branding the products and marketing them in broader markets to amplify the scale of production and increase in income of the artisans.

5.0 EOI Processing Fees

A non-refundable processing fee for Rs. 5,000/- (Five Thousand Rupees only) in the form of a Demand draft or a Pay Order drawn in favour of "General Manager, District Industries Centre, payable at Rudrapur has to be submitted along with the EOI response. Bids received without or with inadequate EOI processing fees shall be liable to get rejected.

6.0 Venue & Deadline for submission of proposal

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to the address specified herein earlier.

7.0 Validity of Offer: The offer for EOI as per this document shall be valid for a period of one year initially.

8.0 TERMS OF REFERENCE

The detailed terms of reference are enclosed at **Annexure-I**.

9.0 INSTRUCTIONS TO the Interested Parties /Agencies

9.1 The Expression of Interest is to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy in CD/ Pendrive.

- a) Applicant's Expression of Interest as per Format-1.
- b) Organizational Contact Details as per Format-2.
- c) Experience of the organization as per Format-3.
- d) List of three (03) experts/ consultants on payroll as per Format-4.
- e) Additional information as per Format-5.
- f) Declaration as per Format-6.
- g) State Industries Department's Purchase Preference Policy-2019 regarding MICRO and SMALL enterprises of UTTARAKHAND (cottage industry, khadi gramodyog, handlooms, handicrafts and startups included) would be taken in to consideration as and where applicable.
- h) The selected Partner/Agency would have to establish an office at Khatima, Udham Singh Nagar.

9.2 EOI Documents have been hosted on the website <https://usnagar.nic.in/> and may be downloaded from the website.

The bidders are expected to examine all instructions, forms, terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

10. Qualification Criteria:

The following conditions will be the minimum pre-qualification criteria. Each eligible consultant should possess all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated.

S. No.	Qualification Criteria	Supporting Compliance document
1	The applicant (the lead firm in case of Consortium) shall be a firm/ company/partnership/ proprietorship firm/society registered under the Indian Companies Act, 1956/ the partnership Act, 1932/ Societies registration act, 1860 and who have their registered offices in India. Note- Consortium allowed	Copy of Certificate of incorporation and Partnership Deed, if any
2	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies	Affidavit signed by the Authorized signatory
3	PAN No. / Service Tax Registration Certificate	Copy of Certificate to be enclosed.
4	The Bidder must have a registered office in India.	Details of branch offices in State should be submitted.
5	Startups/ Enterprises of India based on handicrafts especially in grass handicrafts	Related Documents of the firm/Enterprise/ Startups etc.
6	Organization should have dedicated workforce in the following fields with minimum five years of experience	
	Craft and Design	<ol style="list-style-type: none"> 1. Documents of graduation or diploma in craft and design from institutions of repute viz. Indian Institute of Crafts and Design, National Institute of Design etc. 2. Confirmation/Consent letter from the respective personnel for engagement in the project 3. Letter from the respective personnel enclosing details viz. contact information, CV/Resume
	Branding, Marketing and Sales	<ol style="list-style-type: none"> 1. Documents of Graduate/Diploma in marketing/sales from reputed institutes. 2. Confirmation/Consent letter from the respective personnel for engagement in the project 3. Letter from the respective personnel enclosing details viz. contact information, CV/Resume
7	Tie-ups with organizations for product marketing and sales in overseas	Copy of MoU/ related documents of engagement with the organisations

11.0 Evaluation Criteria and Method of Evaluation:

- a. Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- b. EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm and presentation / proposal to the selection committee whose decision will be final.
- c. The evaluation committee will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere and any past experience from the handicrafts sector.
- d. Agencies shortlisted will be issued Bid Documents in order to submit their price proposal in a sealed envelope.

12.0 Response:

- 12.1** Bidders must ensure that their Bid response is submitted as per the formats attached with this document. Special comments on the objectives and scope of the service projected in the enquiry may also be submitted along with the offer.
- 12.2** Application in sealed cover super scribed, as "EOI for Engagement of Agency for **DEVELOPING, MARKETING & BRANDING HANDICRAFT PRODUCTS OF PAHENIYA HANDICRAFTS CLUSTER**".

13.0 Conflict of Interest:

- 13.1** Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform District project management unit (DPMU) Rurban, Udham Singh Nagar, detailing the conflict in writing as an attachment to this Bid.
- 13.2** District Administration, Udham Singh Nagar will be the final arbiter in cases of potential conflicts of interest. Failure to notify the District project management unit (DPMU) Rurban, of any potential conflict of interest will invalidate any verbal or written agreement.
- 13.3** A Conflict of Interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

14.0 Condition under which EOI is issued:

The EOI is not an offer and is issued with no commitment. General Manager, District Industries Centre, Rudrapur Udham Singh Nagar reserves the right to withdraw EOI and or vary any part thereof at any stage. It further reserves the right to disqualify any bidder, should it be so necessary at any stage.

15.0 Last date of submission of EOI:

The last date of submission of EOI is 30/11/2020

16.0 FORMATS FOR SUBMISSION:

FORMAT – 1

APPLICANT’S EXPRESSION OF INTEREST

To,

**General Manager, District Industries Centre, Rudrapur
Uttarakhand – 263153**

Sub: Submission of Expression of Interest to “Develop, Brand, Market and Sell Moonjh Grass and Bamboo handicraft products of Paheniya handicrafts cluster”

Dear,

In response to the Invitation for Expressions of Interest (EOI) published on _____ for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents in separately sealed envelopes and one soft copy:

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. List of experts / consultants on payroll at least 3 (Format-4)
4. Additional information (Format-5)
5. Declaration (Format-6)

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp.....

Date:

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

FORMAT – 2

S. No	Organizational Contact Details	
1.	Name of Organization	
2.	Main areas of business	
3.	Type of Organization Firm/ Company/ partnership firm/ society registered under the Indian Companies Act, 1956/ the partnership Act, 1932/ Societies registration act, 1860	
4.	Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
5.	Address of registered office with telephone no. & fax	
6.	Address of offices in i) National Capital Region of Delhi ii) All other State/UT's	
7.	Contact Person with telephone no. & e-mail ID	

Enclose:-

1. Copy of Certificate of Incorporation.
2. Copy of Article of Association in respect of 3 above.
3. Undertaking in respect of 4 above.

Signature of the applicant

Full name of the applicant

Stamp & Date

FORMAT – 3

Experience in Related Fields						
Overview of the past experience of the Organization in all aspects related to Branding and Marketing						
S. No	Items	Number of Assignments during last 5 years	Order Value of each assignment (in Lakhs of Rs.) (Enclose copy of each order)	Mention the name of Client/ Organization (Enclosed completion certificates)		
1	Experience of assignments of similar nature					
1.1	Experience in carrying out similar assignments in Government/Public Sector					
1.2	Any other Experience in carrying out Similar assignments.					
<p>Decision of Evaluating Committee in ascertaining “similar nature” and “similar assignment” will be final.</p> <p align="right">Signature of the applicant Full name of applicant Stamp & Date</p>						

FORMAT – 4

List of experts/consultants on payroll (at least 3)				
S. No	Name	Designation	Qualification	Relevant Experience
1.				
2.				
3.				
4.				
5.				
6.				

Signature of the applicant
Full name of applicant
Stamp & Date

FORMAT – 5

Declaration

We hereby confirm that we are interested in competing as **Development, Marketing, Branding & Sales Agency for Handicraft products of Paheniya handicrafts cluster.**

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.

ANNEXURE-I

Development, Marketing & Branding Agency for Handicraft products of Paheniya Handicrafts cluster

TERMS OF REFERENCE

1. BACKGROUND

Paheniya is a handicraft cluster in Khatima block of Udham Singh Nagar District in Uttarakhand. The cluster is being developed as a handicraft cluster with view to its potential and availability of raw materials and traditional handicraft making culture. The artisans present in the cluster who are almost entirely women have been involved in the crafting since many generations.

Under Shyama Prasad Mukherjee Rurban Mission, the cluster has been identified as a handicrafts cluster and further developmental works in the field to improve livelihoods as well as income generation of the artisans will be taken under this aspirational scheme.

2. OBJECTIVES

The objective of the Project is to develop the handicrafts cluster as a model of success in production, branding and marketing of handicraft products and thereby establish the cluster as a well recognized name in the handicraft market. The broader expected outcomes are economic development of the cluster by these means and establishing handcrafting as a sustainable livelihood.

3. **TERMS OF REFERENCE**

The terms of reference of the project are:-

- **Training and Capacity Building**

- i. Inclusion and training of maximum number of women of the cluster willing to engage in the craft.
- ii. Training shall include several aspects from developing skills in grass handcrafting, use of procured machinery and tool sets to developing work culture and communications skill and digital literacy (use of applications in windows, android etc. for handling business)
- iii. Categorization and equipping relevant skills in different groups of the cluster that will handle different businesses such as production, marketing, packaging, marketing and sales management etc.

- **Design and Production**

- i. New innovative product designs based on present market trends has to be created in the cluster and impart skills in the artisans additionally required for new design techniques.
- ii. Mass production will be required for catering to larger masses based on strong demands, hence better production techniques, in house work dynamics,

- **Digital Marketing-**

- i. Marketing on popular online websites where handicraft sales are prominent (websites selection for onboarding must be scientific and justifiable in nature)
- ii. It should be able to get maximum views and must be advertised as a USP (Unique selling point) that can create interest in the overseas customers while becoming popular enough in the country.
- iii. Social media platforms such as facebook, twitter, Instagram accounts which have good number of subscribers and followers should be used to advertise the cluster shop links in the online platforms and also any other sole websites created for the purpose. Day to day graphic content upload and strategic advertisement should be carried out routinely.
- iv. Technical support and assistance to the cluster members till the point they are independent to handle those social and online platforms independently.

- **Research & Development**

- i. Data Analytics, Research and development reports on the grass handicrafts and the cluster crafts and report on execution of the same in the period of project implementation. E.g.; Product Innovation and impact on the market studies report can be documented during the process.

- **Sales Management-**

- i. Must have experience in both B2B and B2C sales. (that includes online and offline retail as well as corporate and institutional sales, sales experience with architects as well)
- ii. Building customer relationships and tie ups with marketing agencies, stores, traders etc. at national and international level.
- iii. Operational and logistic support for sales and orders

- **Handicraft Brand Development-**

- i. Unique brand identity creation for the cluster with impactful logo design and popularizing the same in the market.

- **Export (special priority)-**

- i. Export of the handicraft products in foreign markets where the artisans can generate better returns will be prioritized in the project.
- ii. Development of short term and long term relationships and tie ups with international agencies for marketing and sales.

3. TIME SCHEDULE

The project is scheduled to be completed within a year and the results are expected to be sustainable for the succeeding periods.

The selected Partner/Agency/NGO/Firm will have to produce monthly, quarterly and annual progress reports before the district administration. A minimum performance bar shall be set by the district administration and failing to meet this might lead to consequences, even upto termination of the agency.

4. INPUTS TO BE PROVIDED BY DISTRICT ADMINISTRATION, UDHAM SINGH NAGAR

The General Manager, District Industries Centre, will facilitate interaction of the Selected Party with the District Authorities and the respective block personnel and artisans involved in the handicrafts sector. It will also provide documents regarding secondary data such as Census reports, mappings etc.

5. DELIVERABLES

The Selected Party shall submit monthly, quarterly reports and annual report indicating the following:

- (i) Status of the project implementation
- (ii) No. of artisans trained
- (iii) No. of new people identified and skilled
- (iv) No. of products made available to various market, domestic and international via online as well as offline medium.
- (v) No. of products sold
- (vi) Feedback from markets, traders, retailers etc.
- (vii) Brand development status
- (viii) Profit/Loss Statement
- (ix) Other details/information that indicates work progress in the cluster as required by the governing authority.

Note- The progress reports in the form of monthly, quarterly and annual reports will be crucial in nature subject to the improvements made in the cluster and performance of the agency in delivering required inputs and subsequently deriving valuable outputs.

Some highlights of expected outputs and outcomes-

- (i) Inclusion of women of the cluster to the maximum capacity possible which will involve the existing artisans and new artisans trained from the cluster and expected to saturate into adjacent areas of the cluster to maximize the human resource.

By first quarter or half of the starting year, standard products of the cluster must be onboarded on widely used online marketing platforms. The Profit margins must be considered cautiously and strategies need to be exercised to make sales in a quantifiable manner. The return on investment (ROI) shall be monitored by the nodal agency of the district starting from the first month of the period of the implementation phase. The domestic markets such as corporate houses, who are great domestic customers as they require such articles for corporate gifting and other events, must be widely covered and efforts need to be taken to sell the products in other institutions and organizations in the state and neighboring states which will be considered under domestic market.

- (ii) Artisans must be fully equipped with skills in terms of using equipments such as dyeing machines, driers, tool sets, router machine, packaging machines etc.
- (iii) Design innovation, production techniques, workplace dynamics and behaviour and proper finishing to articles must be ensured, monitored and tracked and should be included in the reports.
- (iv) Areas such as Organizational Behavior, Financial management of assets and costing of products and handling of the entire business must be running hand in hand alongwith other exercises in order to make the women self dependent before handing over the project to the women.
- (v) Participation of the artisans in trade fairs/exhibitions at the state and national level atleast once every quarter of the year. Participation in International trade fair/exhibition such as Ambiente - Messe Frankfurt is expected once in a year. The main focus of the project will be penetration into international markets where the handicraft products can derive a measurably profitable return.
- (vi) Every quarterly report must mention atleast one buyer seller meet report and must produce the outcomes of these business meets in a justified manner. It is expected that the cluster must be tied with larger businesses in order to make the business broader with each passing period (each quarter of the year).
- (vii) Proper documentation of implementation of the project recorded by means of photos, and videos must be provided in reports. Documentaries must be prepared on the handicraft cluster periodically showcasing the tribal culture, handicrafts, and artisans covering their vicinity. The works must publicized exclusively popular online platforms, social media with aim of reaching the international markets mostly covering countries in Europe, North America who are among top importers of handicrafts of India.
- (viii) Semiannually the agency will conduct demonstration sessions running for a short definite period, where the cluster artisans shall function on their own without support from any external members. This shall help in understanding the progress made so far and also identify the gaps, loopholes, drawbacks which will further help in fulfilling the required aspects.
- (ix) Some crucial aspects of the training will be soft skills which will include proficiency in communication and digital skills in order to engage with other businesses and usage of various softwares in android/windows etc. For this the agency can access local youth or adult and train them in the required computer and mobile platforms.

The progress reports in the form of monthly, quarterly and annual reports will be crucial in nature subject to the improvements made in the cluster and performance of the agency in delivering required inputs and subsequently deriving valuable outputs.
