

**GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
OFFICE OF THE DEVELOPMENT COMMISSIONER FOR HANDLOOMS
UDYOG BHAWAN, NEW DELHI-110011**

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Invitation for Expression of Interest (EOI) for Evaluation study of the implementation of Mill Gate Price Scheme (MGPS) and Marketing & Export Promotion Scheme (MEPS) during the XI Plan period in the country.

The office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India, New Delhi, invites “Expression of Interest” from Organizations of repute to conduct an Evaluation study of implementation of Mill Gate Price Scheme (MGPS) and Marketing & Export Promotion Scheme (MEPS) during the XI Plan period in the country.

Submission of Expression of Interest:

The Expression of Interest (EOI) for conducting evaluation study is to be submitted to the Office of the Development Commission (Handlooms) in sealed cover superscribing “Expression of Interest for Evaluation of implementation of Mill Gate Price Scheme (MGPS) and Marketing & Export Promotion Scheme (MEPS) during the XI Plan period in the country” separately for both the schemes alongwith (profile of the organization with its constitution, ownership, organizational structure and main activities of the Agency, including details of full time professionals, regional offices, if any, with their locations (b) unabridged annual reports or audited financial accounts for the last three years (c) list of clients with the title of study undertaken and in hand. Studies on handlooms, if any, undertaken may also be highlighted.

The technical & financial bids for both the schemes separately should reach to the Office of the Development Commissioner (Handlooms) office within 15 days of publication of this notice. The Office of the Development Commissioner (Handlooms) reserves the right to cancel/reject any application without assigning any reason.

Eligibility

Reputed consultancy Organizations or any other organization having sector specific experience of conducting such studies, and also, in-house capability to manage the evaluation study, will be preferred.

The details of the Mill Gate Price Scheme (MGPS) and Marketing & Export Promotion Scheme (MEPS) and Terms of References are available on website www.handlooms.nic.in.

Development Commissioner (Handlooms)

The scope/objective of the evaluation study of implementation of Mill Gate Price Scheme (MGPS) in the country during the XI Plan period

- a) Whether the scheme has benefited the handloom weavers and if so. To what extent.
- b) To assess the satisfaction level of the various customer agencies/institutions who are procuring yarn under MGPS through NHDC.
- c) To study the general perception & expectation of the customers and the extent to which the same have been met.
- d) Whether the coverage of the NHDC is sufficient to meet the requirements of weavers organization on the satisfaction level on the following parameter:-
 - The time taken for the delivery of the yarn.
 - The quality of yarn.
 - The mode of transport by which the yarn is sent.
 - The system of reimbursement under the scheme consignment being sent on "To pay" basis and the system of reimbursement of the amount on production of way bill.
 - Execution of the entire order by the NHDC.
 - The response of the NHDC to the weavers' Yarn requirement queries.
 - The quantum of paper work involved in total process.
 - The administrative problems in the operation of the scheme.
 - The price of yarn under this arrangement.
 - The choice of supplier mill.
 - The requirement of the scheme asking to execute an under taking.
 - The time taken for reimbursement of transport depot operation charges.
 - The rate of payment for the depot arrangement.
 - Transparency of the entire operations under the scheme.
- e) Whether the benefit of reimbursement of transport expenditure is actually passed on to the weavers in full, if not to what extent? Whether there is a need to enhance the reimbursement rate: if so, to what extent.
- f) Whether the reimbursement rate allowed to NHDC is justified to meet the actual expenditure and reasonable overhead charges for implementing the scheme, if so suggestions for correction.
- g) The demand for yarn supply in certain States including North Eastern States is far below their actual requirement. What are the reasons for this and how can the demand be enhanced? Whether there is any need for revision of reimbursement rate for N.E. States.
- h) Whether there is any diversion of the yarn supplied under this scheme towards any other purpose; if so, to what extent, and suggestions for prevention of any misuse in the future?
- i) The study shall also include:-
 - Whether the customers suffered due to delays in delivery of yarns under the scheme and if so the details
 - Details, if any, of getting the same type of yarn from the same Mill at a price lower than that under the scheme at any time
 - Details of complaints made if any

- Details of satisfaction over the action taken on complaints made if any
 - Details of any other point with regard to the scheme not favorable to the weavers' community
- j) To identify the deficiencies/weaknesses and shortcoming in the implementation of the scheme to suggest remedial measures.

Evaluation of the Marketing and Export Promotion Scheme:

Area of coverage, sample unit and sample size of the two schemes are as under:

The marketing and Export Promotion scheme has to be evaluated based on the performance from 2007-08 (beginning of the XI Plan):

Under the Scheme, the area of coverage would be Assam, Nagaland, Manipur, Uttar Pradesh, Orissa, Maharashtra, West Bengal, Gujarat, Rajasthan, Himachal Pradesh, Andhra Pradesh , Karnataka, Tamil Nadu, Madhya Pradesh, Chhatisgarh etc. The sample unit will be 15% of about 500 marketing events planned during the year for on the spot evaluation / impact study. The following events may be considered for on the spot evaluation:

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| a) | National Handloom Expo | : | 6 (all the four zones and 2 in NER) |
| b) | National level Special Expos | : | 4 (all the four zones) |
| c) | State Level Special Expo | : | 10 (all the 4 zones and 2 in NER) |
| d) | District Level Events | : | 30 (all the 4 zones and 6 in NER) |
| e) | Craft Mela | : | 2 (Gwalior Craft Mela, Toshali Craft mela) |
| f) | Urban Haat | : | 5 (from different States) |
| g) | Marketing Complex | : | 3 (from different States) |
| h) | Export Projects | : | 5 (all zones and NER) |

The scope of evaluation study in respect of Marketing would be:

- Impact of the scheme.
- Whether the duration of the event is adequate.
- Whether the funds provided under the scheme to various activities/components are adequate.
- Whether the number of events are adequate

- The minimum number of participants in the marketing events need to be increased or not
- The feedback of the participants.
- The sales generated during the events and orders procured
- Whether the participants to the Expos are selling anything other than handloom items.
- The views of the State Government(s)/agency(ies) on usefulness of the fair(s) with particular reference to the objective with which it was organized and also recommendations for continuance of such events in the future.
- Identification of new areas of interventions.
- Suggestions for procedural simplification/modification if any.
- Whether to be continued in the same form or need modifications.
- Adequacy of the Urban Haats
- SWOT analysis

In case of Export Projects:

- Suggestions for procedural simplification and modification.
- Funds provided to the various events are adequate or need revision
- Fusing tradition with modernity in cloth production.
- Adequacy of components and funding pattern /delivery system.
- Impact assessment in terms of coverage, diversification into to innovative exportable range of products, designer's contribution, export related efforts by the Implementing agencies and actual export generated.
- Assessment about the impact of participation by HEPC/HHEC etc. in international fairs/exhibitions and to suggest the strategy to be adopted for future participation in a more effective manner.
- Identification of new areas of interventions.
- Whether to be continued in the same form or need modifications.
- SWOT analysis

Handloom Mark:

The impact of the scheme especially in respect of

- a) Increase in the number of registrants and promotion of the scheme.
- b) Increase in sale of Handloom Mark labels.
- c) Any other modes and measures to establish handlooms as a Brand.