

**GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
OFFICE OF THE DEVELOPMENT COMMISSIONER (HANDLOOMS)
UDYOG BHAWAN, NEW DELHI – 110 011**

Invitation for Expression of Interest (EOI) for Evaluation of Integrated Handloom Cluster Development Programme

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 a Evaluation of the Integrated Handloom Cluster Development Programme being implemented for more than two and half years in 20 handloom clusters. The Office of the Development Commissioner (Handlooms) desires to get conducted evaluation on sampling basis of 5 handloom clusters i.e. Bhagalpur (East Zone), Imphal (NER), Madhavaram (South), Chanderi-Gwalior (Central) and Mubarakpur (North).

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 the Integrated Handloom Cluster Development Programme" 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 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 Integrated Handloom Cluster Development Programme and Terms of References are available on www.handlooms.nic.in.

Sd/
Development Commissioner (Handlooms)

Mid-Term Evaluation of Integrated Handloom Cluster Development Scheme

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BACKGROUND

The Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India is implementing Integrated Handloom Cluster Development Scheme (IHCDS) for the last more than two and half years for holistic and integrated development of 20-handloom clusters viz. Bargarh, Sonapur (Orissa), Bhagalpur (Bihar), Bijoynagar (Assam), Chirala, Madhavaram (Andhra Pradesh), Chanderi-Gwalior (Madhya Pradesh), Gadag (Karnataka), Imphal (Manipur) Kullu (Himachal Pradesh), Kurinjipadi, Trichy, Thiruvananthapuram (Tamilnadu), Samudragarh-Dhartigram, Shantipur (West Bengal), Trivendrum (Kerala), Varanasi, Barabanki, Bijnore, Mubarakpur (Uttar Pradesh), with active involvement of 13 Implementing Agencies. Each cluster has about 5,000 handlooms and is being developed at a total cost not exceeding Rs.2.00 crore per cluster in a time period of 4 years.

The Cluster Development Programme in each cluster is need based which involves formation of Self Help Groups (SHGs), organizing awareness programmes, skill up-gradation, product development and diversification, engagement of designer, holding of Buyer-Seller Meets and Exhibitions, setting up of common Facility Centre/Dye House etc.

NEED

Having completed more than two and half years of the implementation of the scheme in the 20 clusters, the Office of the Development Commissioner (Handlooms) wishes to carry out an mid-term Evaluation of the Scheme of the clusters on a sample basis. Clusters selected for evaluation are as follows

**Imphal (NER)
Bhagalpur (East)
Chanderi-Gwalior (Central),
Madhavaram (South) and
Mubarakpur (North)**

In consonance to the above, an evaluation exercise is to be undertaken by a competent organization. The Terms of Reference are as follows:

TERMS OF REFERENCE

1. To study the viability and suitability of common infrastructure support, including dyeing facilities and other related activities.
2. To assess the impact of the scheme in quantitative and qualitative parameters. The outcomes of the cluster project may in terms of weaving quality of the products, quality of dyeing, establishment of credit linkages, formation of

consortium, product development & diversification, marketing support, impact on the wages of weavers, no. of working days in a year, sales turnover of the cluster etc.

3. Overall impact of the scheme in the cluster.
4. To suggest corrective measures to overcome the deficiencies, if any, in the implementation of clusters.

AWARD OF CONTRACT

Having understood the facts and the details of the scheme, the agency/ies having similar experience with proven track record of performance may submit the Expression of Interest to the Office of the Development Commissioner (Handlooms). The award of contract will be undertaken in the following steps:

Submission of 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 agency will also submit the financial bid separately. The Office of the Development Commissioner (Handlooms) reserves the right to cancel/reject any application without assigning any reason. After examining the bids, the eligible agency/ies will be awarded the work. Bids will be opened on the next working day of closure of the last date of submission in Room No.162, Udyog Bhavan, New Delhi.

The requisite information/details should be submitted at the following address:

Deputy Director
Office of the Development Commissioner (Handlooms)
Room No.-57-A
Ministry of Textiles
New Delhi-1100011

**Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms**

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GUIDELINES FOR IMPLEMENTATION OF
INTEGRATED HANDLOOM CLUSTER DEVELOPMENT PROGRAMME.

INTRODUCTION

The handloom sector is the second largest employer in India, providing employment to about 65 lakh persons. The sector represents the continuity of the age-old Indian heritage of hand weaving and reflects the socio-cultural tradition of the weaving communities. The Government of India has been following a policy of promoting and encouraging the handloom sector through a number of policies and programmes. Most of the schematic interventions of the Government of India in the Ninth and Tenth Plan period have been through the state agencies and cooperatives in the handloom sector. However in the face of growing competitiveness in the textile industry both in the national and international markets and the free trade opportunities emerging in the post MFA environment, a growing need has been felt for adopting a **focused yet flexible and holistic approach** in the sector to **facilitate handloom weavers to meet the challenges of a globalised environment**. A need has also been felt to **empower weavers** to chart out a **sustainable path for growth and diversification in line with the emerging market trends**. The Integrated Handloom Cluster Development Programme is an attempt to facilitate the sustainable development of handloom weavers located in identified clusters into a **cohesive, self managing and competitive socio-economic unit**.

OBJECTIVES

The main objectives of this Scheme are as follows:

- To empower handloom weavers and build their capacity to meet the challenges of the market and global competition in a sustainable and self-reliant manner;
- To facilitate collectivization of handloom weavers and service providers for procurement, production, marketing and other support activities to promote sustainable growth and diversification;
- To provide for common infrastructure and activities in a viable format in the cluster.
- To provide for development of handloom clusters in an inclusive and holistic manner in an environment of empowered and participative decision making;
- To encourage convergence of schematic assistance and support services from various schemes and programmes of various government and other agencies in the cluster to optimize resource utilization for betterment of the livelihood and quality of life of handloom weavers.

DEFINITION OF CLUSTER:

In the context of Integrated Handloom Cluster Development Scheme, the handloom cluster may be defined as a place where there is a large concentration of handlooms producing fabrics of niche varieties on Handlooms which are in demand in the market. These handlooms could be located in close proximity in two adjoining revenue sub-divisions within an administrative district or across two (mostly adjoining) districts. In certain smaller States, where the districts are of smaller size, the number of sub-divisions may be increased to ensure the minimum critical size of the cluster. It may be mentioned that in the North Eastern States, it has been found in the Census that the majority of looms are not used for commercial purposes.

SELECTION OF CLUSTERS:

Selection of clusters will be on the basis of their uniqueness of design and product, capacity to cater to a niche market as well as resilience to survive in a fiercely competitive environment. In the first phase, the scheme will be implemented in the 20 identified handloom clusters, spread all over the country and to be finalised by the nodal agency i.e;

Development Commissioner for Handlooms. Each cluster must have a minimum of 5000 looms.

ELIGIBLE COMPONENTS/ ACTIVITIES

The cluster development programme will address the requirements of the cluster in a coordinated and comprehensive manner. The components eligible for assistance under the scheme are as under:

Sl. No	Components
1.	Assistance for setting up of Dyeing Unit, Common Facility Centre, Quality Control Lab & Setting up of Showroom. (one time assistance)
2.	Organization/participation in Exhibitions/Fairs
3.	Organization/participation in Buyer-Seller Meets, including inviting retailers & Merchandisers etc.
4.	Assistance for publicity (printing of brochures, catalogues, documentation of samples etc.), Developing frequently asked questionnaires etc (one time assistance)
5.	Assistance for declaring the Cluster as Legal entity, it's capacity building & networking, strengthening of local associations, backward – forward linkages, Brand Building etc. (Assistance for 3 years)
6.	Assistance for organization of at least 20 workshops and seminars, demonstrations etc. in 3 years (Assistance for 3 years)
7.	Market Research & Technical Consultancy- for studying the market & technical advice (one time assistance)
8.	Engaging Designer for design input for diversification of products (Assistance for 3 years)
9.	Institutional cost of implementing agency, including Enterprise up-gradation programme, cluster visits, development of consortium, personal counseling, intervention in the areas of occupational health/ergonomics etc. (Assistance for 3 years)

Sl. No	Components
10.	Operational Cost (This includes components for one time assistance & assistance for 1 year to 4 years)
11.	Fee for National Resource Agency for _____ Handloom Cluster.
	TOTAL – Rs.2.00 crores

These are only indicatives and the type of intervention will be based on a diagnostic study of the problems of each cluster.

Nodal Agency:

DC (HL) shall be the nodal agency as far as the cluster scheme is concerned. The Nodal agency shall be responsible for holding and disbursement of funds to the identified Implementing Agencies (IAs) and overall monitoring of the project under the supervision of the Apex Committee. The Nodal Agency & Apex Committee will be assisted by the National Resource Agency.

Implementing Agency:

The Nodal agency will identify the implementing agencies (IA) which shall be institutions of the Central and State Governments, semi-Government institutions, NABARD, EDI, NHDC and non-government organizations (NGOs) with suitable expertise and experience to undertake a scheme of this nature and enter into contractual arrangements with such agencies to implement the scheme in the selected cluster. The duties of the Implementing Agencies will be to-

- ❖ Identify the cluster development agent (CDA).
- ❖ Interact with the National Resource Agency for training of the CDA
- ❖ Prepare a project on the basis of diagnostic study conducted by the CDA specifying inter-alia annual action plans clearly indicating the requirement of the

cluster, activities and expected outputs and submit the proposal to the nodal agency for its approval.

- ❖ Implement the project mentioned above within the time limit as also carry out functions as year-marked in Annexure 'B'.

Cluster Development Agent (CDA):

It is estimated that in order to cover 20 clusters under the scheme, several Implementing agencies will be necessary. Each such Implementing agencies shall identify and support a Cluster Development Agent (CDA) exclusively for each cluster, who shall be located in the cluster full time and responsible for implementation of the scheme in the assigned cluster in consultation with the NRA. His responsibilities shall include conducting the diagnostic study, preparation and implementation of cluster action plan, promoting linkages with institutions, building the local governance framework, etc.

The CDA shall undergo prescribed training in cluster development methodology to be organized by the Nodal agency through NRA. With the objective of involving the cluster level stakeholders in the process of cluster development and supporting the activities of the CDA, a Cluster Development Coordination Group (CDCG) could be formed at the cluster level, of which the representatives of the targeted traditional Handloom enterprises, export units support service institutions, NABARD, Banks, State Government Agencies and others could be members.

The diagnostic report will be the critical document for evaluation the quantum of assistance. The diagnostic report should cover the expected coverage, the scope of project activities, techno-economic feasibility, and sources of funds for share of capital cost and recurring expenses, managerial structure and the fair benefit sharing mechanism and other necessary information. The project report should be supported by primary data, survey, and feasibility studies etc. In particular, convergence with assistance available under other scheme of Handloom sector or other Ministries / departments and linkages with other

service providers such as Research Institutions etc should be disclosed. It should also specify the outcome of the proposed interventions.

National Resource Agency

Since the cluster-based approach is at the core of this scheme, and as the NA does not have the requisite expertise and experience related to cluster development methodology the Scheme provides for the Apex Committee engaging a reputed National Resource Agency (NRA) with expertise in cluster development methodology, to provide technical support to the NAs and the IAs. The responsibilities of such NRA shall include assisting the NAs in identification of clusters, conducting training of CDAs and other officials of the NA, validation of cluster action plans and monitoring and evaluation. The Apex Committee will identify and engage the National Resource Agency (NRA). With the help of the NRA, NA will identify the Implementing Agencies (IAs) for each cluster enter into contracts with them, with the approval of the Apex Committee. The IAs, after signing the contracts, will identify and appoint the CDAs and send them for training organized by the NRA. Based on the training inputs, the CDAs will conduct the diagnostic studies in the clusters and, using their findings, prepare annual action plans, clearly indicating the activities and expected outputs, which will be validated by the Cluster Development Co-ordination Group (CDCG). The IA, based on such annual action plan, will project the requirement of funds to the NA. On receipt of such requisition along with the cluster action plans, the NA will get them examined/ validated by the NRA. The project proposal, thereafter, will be placed before the Apex Committee consisting of the following.

- | | | |
|---|---|----------|
| 1. Secretary (Textiles) | - | Chairman |
| 2. DC (Handlooms) | - | Member |
| 3. Representative of NABARD | - | Member |
| 4. FA, Ministry of Textiles | - | Member |
| 5. Representative of
Planning Commission | - | Member |
| 6. Managing Director, NHDC | - | Member |

7. ADC (Handlooms)

- Member

APEX COMMITTEE

The role of the Apex Committee is, therefore, to provide overall strategic directions to the project, approve the projects, budgets and action plan submitted by the implementing agencies, periodical review and monitoring of the progress made by various cluster development agencies etc.

After the approval of the Apex Committee, funds would be released to the IAs in installments as mentioned hereafter. The implementation of activities will start immediately on approval of the project. The above-mentioned sequence is illustrative and some of the stages can be telescoped, depending on the situation.

ROLE OF THE STATE GOVERNMENT

The State Government will make necessary provision for allotment of land free of cost/ subsidized cost to the cluster for construction of common facility center / dye center etc. The State Government will also provide legal entity to the consortium to be developed by the cluster. It should also be the endeavor of the State Government to converge assistance available under various schemes of the State Government with that of the IHCD Scheme so as to optimize the flow of benefits to the weavers.

DURATION OF THE PROJECT:

The time frame for completion of the cluster project is 4 year.

RELEASE OF FUNDS:

Central assistance will be released in annual installments to the **Implementing** agency. The devolution of funds to the Cluster Development Agency will be in three installment of **25%, 50% and 25%** based on quarterly plans of work, progress of activities, submission of utilization certificates and other terms, if any, specified in the project.

The administrative charges, which would include fee of both NRA as well as IA will not exceed 7% of the project cost.

MONITORING AND EVALUATION:

The Development Commissioner for Handlooms will monitor the implementation of the projects, with the assistance of NRA and independent evaluating agencies, if required. A system of periodic reporting, field visits and review meetings will be used for this purpose.

Duties of National Resource Agency:

- Support Apex Committee/ Office of the Development Commissioner for Handlooms in selection of Implementing Agency for 20 identified clusters in the country.
- Training of Cluster Development Executives, for augmenting cluster development initiatives identified by the Office of the Development Commissioner for Handlooms.
- Provide effective monitoring, mentoring and advisory (technical, management, need based) services for the development of 20 Handloom clusters at different locations.
- Carry out documentation of 'best practices' in clusters that can foster demonstration effect in others.
- Review quarterly the progress, identify the support to be provided, prepare time frame of actions and seek necessary approval from the Office of the Development Commissioner for Handlooms wherever necessary.
- Convene periodic meetings in close co-ordination with the Apex Committee at National level to appraise progress, seek approval and inputs if need be for technical, design development and other such issues deemed fit.
- Initiate an interactive forum for Cluster Development Executives (CDEs), Associations, Business Development Service (BDS) providers, other stakeholders, implementing agencies and support organizations by means of news letter, brochure etc.
- Sensitize policy makers about the requirements of Handloom clusters in close co-ordination with the Apex Committee at the National level.
- Ensure submission of reports, audited statement, action plan from the Implementing Agencies from time to time and submit the same back to Apex Committee for necessary perusal.
- Ensure convergence of plans/schemes/programmes of various governments, financial institutions.
- Carry out any other role as part of IHCDs as assigned by Development Commissioner for Handloom from time to time.

Duties of Implementing Agency:

- ❖ Recognize the role of social capital – at the weavers' level.
- ❖ Trust building initiatives.
- ❖ Vision building with Cluster stakeholder;
- ❖ Networking with special attention to consortia;
- ❖ Job Quality Improvement & upgrading worker's productivity.
- ❖ Association building and Strengthening;
- ❖ Accessing Business Development Services (BDS);
- ❖ Implementation of Cluster Action Plan (With an eye on Exist Strategy);
- ❖ Establishing principles of monitoring and evaluation, with special emphasis on the benefit sharing within the cluster.

The above activities will involve following approaches in an integrated manner:

- Capacity Building Approach
- Market Development Approach
- Technological
- Institutional Development

FORM GFR 19 – A

[See Rule 212(1)]

Form of Utilization Certificate

Sl. No.	Letter No. and date	Amount	Certified that out of Rs.....of grants-in-aid/ equity sanctioned during the year.....in favour of.....under Ministry of Textiles letter No. given in the margin and Rs.....on account of unspent balance of the previous year, a sum of Rs.....has been utilized for the purpose of.....for which it was sanctioned and that the balance of Rs.....remaining unutilized at the end of the year has been surrendered to Government (vide No.....dated.....) / will be adjusted towards the grants-in-aid / equity payable during the next year.....
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Total

2. Certified that I have satisfied myself that the conditions on which the grants-in-aid / equity was sanctioned have been duly fulfilled / are being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

Kind of checks exercised

- 1.
- 2.

Signature.....

Designation.....

Date.....

Annexure – II

Specimen of Pre-Receipt Bill

STAMPED PRE-RECEIPT

This is to acknowledge receipt of a sum of Rs. _____ (Rupees _____ only) as per sanction order (No. _____ dated _____) of the Office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India towards _____ (name) development of Integrated Handloom Cluster at _____ under the Integrated Handloom Cluster Development Scheme.

For _____

Place:

Dated:

Authorized Signatory

Specimen of Surety Bond

On Fifty Rupees Judicial Paper

BOND PRESCRIBED TO BE EXECUTED BEFORE GRANT IS RELEASED

KNOW ALL MEN BY THESE PRESENTS that we, M/s _____, a company incorporated under the Companies Act and having its registered office at _____ (hereinafter called the "Obligors") are held fully and firmly bounded to the President of India (hereinafter called the "Government") for the sum of Rs. _____ (Rupees _____ only) well and truly to be paid to the Government on demand and without a demur for which payment we firmly bind ourselves and our successors and assigns by these presents.

Singed on the _____ day of _____ in the year Two Thousand _____.

WHEREAS on the Obligors' request, the Government as per Ministry of Textile's Sanction Order No. _____ Dated _____ (hereinafter referred to as the "Letter of Sanction") which forms as integral part of these presents, and a copy whereof is annexed hereto and marked as Annexure-I, agreed to make in favour of the Obligors a grant of Rs. _____ (Rupees _____) for the purpose of setting up of Integrated Handloom Development Cluster at _____ out of which the sum of Rs. _____ (Rupees _____ only) have been paid to the Obligors (the receipt of which the Obligors do hereby admit and acknowledge) on condition of the Obligors executing a bond in the terms and manner contained hereinafter which the Obligors have agreed to do.

NOW the conditions of the above written obligation is such that if the Obligors duly fulfill and comply with all the conditions mentioned in the letter of sanction, the above written Bond or obligation shall be void and of no effect. But otherwise, it shall remain in full force and virtue. The Obligors will abide by the terms & conditions of the grant by the target dates, if any specified therein.

THAT the Obligors shall not divert the grants and entrust execution of the Scheme or work concerned to another institution(s) or organization(s).

THAT the Obligors shall abide by any other conditions specified in this agreement and in the event of their failing to comply with the conditions or committing breach of the bond, the Obligors and the sureties individually and jointly will be liable to refund to the President of India, the entire amount of the grant with interest of 10% per annum thereon. If a part of the grant is left unspent after the expiry of the period within which it is required to be spent, interest @10% per annum shall be charged up to the dated of its refund to the Government, unless it is agreed to be carried over.

The Obligors agree and undertake to surrender / pay the Government the monetary value of all such pecuniary or other benefits which it may receive or derive / have received or derived through / upon unauthorized use of (such as letting out the premises on adequate or less than adequate consideration or use of the premises for any purpose other than that for which the grant was intended of the property) building created/acquired constructed largely from out of the Grant sanctioned by Government of India, Ministry of Textiles, Office of the DC Handlooms or the administrative Head of the Department concerned. As regards the monetary value aforementioned to be surrendered / paid to the Government, the decision of the Government will be final and binding on the Obligors.

AND THESE PRESENTS ALSO WITNESS THAT

- i) The decision of the Secretary to the Government of India in the Ministry of Textiles on the question whether there has been breach or violation of any of the terms or conditions mentioned in the sanction letter shall be final and binding upon the Obligors and
- ii) The Government shall bear the stamp duty payable on these present.

IN WITNESS WHEREOF these presents have been executed as under on behalf of the Obligors the day herein above written in pursuance of the Resolution No. _____ Dated _____ passed by the governing body of the Obligor, a copy whereof is annexed hereto as Annexure – II and on behalf of the sureties and by _____ for and on behalf of the president on the date appearing below:-

FOR

Signature of the AUTHORISED SIGNATORY
Signed for and on behalf of
(Name of the Obligor)

1. Signature of witness
Name & Address

2. Signature of witness
Name & Address

TO BE FILLED UP BY THE OFFICE OF DC HANDLOOMS

(ACCEPTED)

For and on behalf of the President of India

Designation _____

Dated: _____

UNDERTAKING

I _____ hereby solemnly affirm that on behalf of the _____, I accept without any objection, the conditions of grant-in-aid stipulated in sanction letter No. _____ dated _____.

Signature with seal

Integrated Handloom Cluster Development Scheme

Reporting format for Implementing Agencies

Name of the Implementing Agency:

Name of the Cluster:

THE AGENCY IS REQUIRED TO FURNISH A PLAN FOR ALL THE QUARTERS (ONE YEAR) BEFORE THE COMMENCEMENT OF THE PROGRAMME IN THE CLUSTER – IT MAY BE TENTATIVE BUT THE FOLLOWING FORMATS WILL FOLLOW BEFORE THE BEGINNING OF THE QUARTER.

FORMAT – I Proposed Activities – Quarter I/II/III/IV.

Sl. No.	Name of the activity	Nature of activity (Tech / CB / Institutional)	Proposed date of commencement	Proposed date of completion	Client Group to be addressed (expected participation number)	Expected expenditure for the activity	Support requirement from NRA	Resource person to be engaged – Internal / External	Expected outcome

FORMAT – II Progress of Activities – Last Quarter

Sl. No.	Name of the activity	Nature of activity (Tech / CB / Institutional)	Date of commencement	Date of completion	Client Group addressed (participation number)	Expenditure (in Rs.)	Impact generated	Institutional arrangement for follow up

CHECK LIST OF POST PROG. REPORT:

- The Implementing Agency is required to furnish a full post programme report for all the activities as per the following check list:
 - Objective of the programme
 - List of stakeholders directly involved with the activity.

- Intervention schedule or Programme Schedule followed, if any:
- List of Resource Persons if any.
- Session Plan (for Training / workshops etc.)
- Outcome, if any.

FORMAT – III Details of Non-commenced Programmes:

Sl. No.	Name of the activity	Nature of activity	Reason for non commencement	Next proposed / scheduled date for commencement	Remarks

In addition to the Format II above the following details are to be provided along with the post programme report:

- Major Achievements of the Quarter
- Major Limitations / Challenges of the Quarter
- Major Social changes / Outputs / Outcomes (quantitative / qualitatives) Observe / documented during the quarter.
- Suggestions if any.

Signature of CDE / SEAL OF THE IMPLEMENTING AGENCY.