

No: 4/1/2013/DC H/P&E
Office of the Development Commissioner for Handlooms
Ministry of Textiles
Udyog Bhawan, New Delhi - 110011

EMPANELMENT OF DESIGNERS - EXPRESSION OF INTEREST

The Office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India, in collaboration with The Clothing Manufacturers Association of India (CMAI) is seeking Expression of Interest (EOI) for empanelment of leading fashion designers having more than 15 years of experience and exposure of working in the Handloom sector. The project aims to promote garments made from handloom fabric through high end retail stores, wherein designers will create a design range using fabrics from the identified handloom clusters.

The terms of reference (TOR) and application form can be downloaded from website www.handlooms.nic.in. The interested designers should submit their application form superscribing "Tender for empanelment of designers" in room no. 57, office of DC(Handlooms) Udyog Bhawan, New Delhi. The last date for submitting the application form is December 06, 2013.

Dinesh Singh
Addl. Development Commissioner(Handlooms)
Tele: 23062402

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EMPANELMENT OF DESIGNERS – TERMS OF REFERENCE

The Office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India, in collaboration with The Clothing Manufacturers Association of India (CMAI) is seeking Expression of Interest (EOI) for empanelment of leading fashion designers meeting the specified eligibility criteria.

1. Project Background

The project is aimed to “promote sales of handloom products through domestic network of retailers and brands”.

Some of the key objectives that project would attain:

- a. Promote handloom products (apparel) for mass consumption
- b. Bring handloom products under the ambit of organized retail
- c. Facilitate sourcing of handloom products with ease

A pan India mega consumer event is planned during 2014 to provide boost to the handloom products. The event will be in the form of a **Handloom Utsav** for selling handloom based apparel/ products (like readymade suits, kurtis, jackets, tops, stoles etc. for women and men) at all leading brands and retailers during the festive period in winter season of 2014 when sales are at peak.

The key idea of this event will be to bring handloom products (apparel) under organized retail and promote these for mass consumption through domestic retail.

Designers will create a handloom based range from the fabric procured from identified clusters and all participating retailers/brands will take inspiration from these designs and create their own design range as per their brand ethos. All these designs would be a part of their collection during Diwali 2014. a. All designs created would go under an umbrella brand say Hastkala created for these handloom range. The range will be sold under this name/label such as ‘Haskala by XX’.

This will be supported by media campaigning, awareness programmes, in-store promotions to create awareness and push the sales of these garments during that 4-5 week period.

An intermittent programme is planned which will be a Fashion Show in Delhi, Mumbai and/or Bengaluru in February 2014. These fashion shows are planned to showcase the newly created line by designers to all retailers and brands. This will provide a platform to the entire industry to look at designs, styles, colour range for the season.

2. Scope of work for Designers

All the participation designers will be expected to do the following:

- a. To create the story boards, colour palette, style/cuts, flavor of the season
- b. To create a design range and sample products from the handloom fabric sourced from the identified handloom clusters
- c. To showcase the design range in fashion shows
- d. To seek relevant inputs from retailers/brands pertaining to the design collection and create a range in line with their requirements.
- e. To be present in meetings organized with retailers/brands/weavers for this purpose

3. Eligibility Criteria for submission of EOI

- a. Designer should have a minimum experience of 15 years and exposure to International Fashion shows.
- b. Designer should have an exposure of working with handlooms sector.
- c. Designer should be capable to prepare and showcase the design range within 60 days from the date of awarding the contract, subject to any force majeure conditions.

4. Evaluation and Selection Criteria

A selection committee comprising of members from O/o Development Commissioner (Handlooms) and CMAI and Industry would be formed to evaluate all the applications received. Committee would reserve the right to accept/reject any application received without assigning any reasons whatsoever, or may call for any additional information/clarification, if so required.

5. Procedure for Submitting EOI

All designers, who are interested and who meet the eligibility criteria shall submit their application by filling up the attached application form (Annexure) superscribing "Tender for Empanelment of Designers". The last date for submission of application is **December 06, 2013**.

Duly filled application form shall be submitted to:

Sh Dinesh Singh
Additional Development Commissioner (Handlooms)
Room No- 57, Udyog Bhawan
New Delhi - 110 011
Tel: 011-23062402
Email: singh.dinesh@nic.in

6. Court Jurisdiction

This shall be subject to the exclusive jurisdiction of courts at Delhi/New Delhi.

7. Force Majeure

Both the parties shall bear with the force majeure, which could not be reasonably foreseen.

8. Miscellaneous

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

Contact Person & Designation	Address	Phone and Email
Sh Dinesh Singh Additional Development Commissioner	O/o DC(Handlooms) Udyog Bhawan New Delhi - 110 011	Tel: 011-23062402 Email: singh.dinesh@nic.in
Sh Mohan Sadhwani Executive Director, CMAI	CMAI 902, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai:- 400026	Tel. : 022-23538245, 23538986, 23525168 Email: cmaimumbai@gmail.com

Annexure: Application Form

Name of the Designer :

Experience Details :

Details of Past work in Handlooms Sector :

Details of International Exposure :

Contact Details :

Signature & date :