

**Notice Inviting Expression of Interest (Eoi) for setting up of Common Facility Centre cum Business Growth Support Centre for dyeing, surface ornamentation, design development and marketing in Murshidabad Mega Handloom Cluster under Comprehensive Handloom Cluster Development Scheme (CHCDS)**

Last date of receipt of EOI: 30 days from the date of the advertisement. In case, the 30th day falls on a holiday, the next working day will be considered as the last day.

## **1. Introduction**

The handloom sector is the second largest employer in India. This sector is unorganized and dispersed. There is absence of market intelligence, poor exposure to new technologies, lack of product diversification, stiff competition with mechanized sector, inadequate infrastructure & common facilities, lack of adequate working capital etc. Large handloom clusters, like Murshidabad, require massive investment for its integrated and holistic development. With this background, Comprehensive Handlooms Cluster Development scheme (CHCDS) has been introduced. Details of the scheme are available at [www.handlooms.nic.in](http://www.handlooms.nic.in).

## **2. Common Facility Centre cum Business Growth Support**

### **2.1. Background**

One of the major problems in Murshidabad Mega Handloom cluster is that the weavers do not have much exposure to market and thus, not informed about the consumer preference and other market trends. Majority of the weavers supply the products either to a cooperative or a Mahajan who in turn supplies to other intermediaries from where it reaches to the market. Even if their product fetches higher price in market, the benefit never percolates down to the weavers because of the presence of intermediaries. The cluster products do not have significant presence in many major domestic markets and lacks in design variations and colour fastness property. It is, therefore necessary to link the weavers with the market directly. Weavers also need to be supported for improving the colour fastness of their products and to offer new designs as per the consumer preference. With this background, Office of the Development Commissioner for Handlooms {DC(HL)}, Ministry of Textiles (MoT) has decided to come up with an intervention called

**Common Facility Centre (CFC) cum Business Growth Support.** This initiative will mainly consist of two parts:

- i. Setting up of CFC
- ii. Business Growth support.

The 1st part i.e. setting up of CFC has to be done by the SPV whereas the 2nd part i.e. Business Growth Support will be done by the Office of the Development Commissioner (Handlooms), Ministry of Textiles through other agencies.

**EOIs have now been called for the 1st part only i.e. setting up of CFC and the details have been explained in the later part of this document.**

**The 2nd part i.e. Business Growth Support will be as follows:**

DC(HL) will hire leading designers to prepare design portfolios for the Special Purpose Vehicle (SPV). These designers will be tied up with the SPV so that the designers get to know the production capabilities and skill level of the weavers. Based on these parameters & the market intelligence, designers will prepare the design portfolio and the process of sample development will begin. Samples will be developed by the weavers of the cluster, who will be selected and engaged by the SPV. The cost of engaging designers and sample development will be funded through CHCDS. Designs created by the designers will be intellectual property of DC(HL).

Once sufficient number of samples is developed, the market development process will start, wherein an external agency will be hired by DC(HL) to arrange buyer-seller meet and fashion shows in 5 cities across India. It will be the responsibility of the external agency to ensure presence of leading traders/retailers of the cities in that event. In the buyer-seller-meet and fashion show, the samples prepared by the SPVs will be showcased to different buyers/retailers. The entire responsibility for promoting & organizing the buyer-seller-meet and fashion show will be on the external agency, with due consultation of the Office of the Development Commissioner for Handlooms.

The traders/retailers of these 5 cities will place orders to the SPV on the basis of their samples developed. Buyers may even request for modification of the

samples as per the market need. The orders will then be executed by the SPV as per the timeline provided by the buyers. SPV will engage the weavers of the cluster to weave the required products for all orders generated thorough above activities.

The entire CFC cum Business Growth Support initiative will help to increase the awareness about cluster products in different parts of our country and will generate additional demand for such products. SPV will also get valuable feedback from the buyers/retailers regarding the products showcased, which will further help in improving the product. Moreover, in a span of about three years, new supply chains will get created connecting weavers with the retailers / traders.

## **2.2. Objective**

The objective of establishing the CFC is to provide infrastructural and skill development support to cluster stakeholders for improving the product quality and designs of handloom products.

## **2.3. Suggested Activities of Common Facility Centre**

- a) The centre will have facilities of yarn dyeing, surface ornamentation and design development, which can be used by the cluster stakeholders and weavers by paying user fee.
- b) The SPV members will work closely with leading designers to produce samples for buyer seller meet.
- c) The representatives of SPV will participate in Buyer Seller Meet and Fashion shows to display their samples.
- d) The SPV should be able to execute orders generated from the above mentioned activities.

## **2.4. Suggested Infrastructure of Common Facility Centre**

The SPV will establish Common Facility Centre (CFC) with following facilities:

- Yarn dyeing, Calendaring and Embroidery
- Product & Design Development Centre
- Surface ornamentation facilities

The above facilities will be available to all cluster stakeholders on user charges basis.

The Project location alongwith required capacity and project components have been detailed in **Annexure-1**.

The four locations/areas are as follows:

1. Bethuadahari, Nadia District
2. Chak-Islampur, Murshidabad District
3. Margram(Khargram), Murshidabad District
4. Pearapur, Murshidabad District

### 3. Funding Pattern

Project Cost Components	Government Share	SPV Share
1. Capital Investment (building, machinery and miscellaneous fixed assets)	Up to 80%	Minimum 20%, excluding land cost.
2. Cost towards consulting fee, miscellaneous expenses, pre-operative expenses etc.	Upto 10% of the Govt. of India's share towards hard interventions	No limit.

**Note: Government of India will not bear any cost towards land.**

4.1. Funds for Capital Investment would be released in following manner:

- I. 15% as 1st Instalment as advance.
- II. 25% as 2nd instalment on utilization of 70% amount of 1st instalment and submission of Utilization Certificate in GFR 19(A) and audited accounts duly certified by the Chartered Accountant.
- III. 30% as 3rd instalment on utilization of 100% amount of 1st instalment and 70% of 2nd instalment and submission of Utilization Certificate in GRR 19(A) and audited accounts, duly certified by the Chartered Accountant.
- IV. 20% as 4th instalment on utilization of 100% amount of 2nd instalment and 70% of 3rd instalment and submission of Utilization Certificate in GFR 19(A) and audited accounts duly certified by the Chartered Accountant.

- V. 10% as 5th instalment as reimbursement on submission of complete Utilization Certificate in GFR 19(A) and audited accounts duly certified by the Chartered Accountant.

4.2. SPV would have to submit Utilization Certificate in the format of GFR 19 (A), duly signed by the authorised signatory of the Organisation, audited accounts duly certified by Chartered Accountant, physical and financial progress of earlier releases, pre-receipt bill, Surety Bond etc., as required under the relevant rules.

4.3 Separate bank account is required to be opened by the SPV for the funds released by Government of India, which shall be subject to audit by a Government body.

4.4. In the event of an SPV withdrawing from executing a project before utilizing the Government assistance, then the SPV should immediately return the Government assistance together with the applicable interest accrued thereon. Payment of penal interest by the SPV shall be decided by the Project Approval and Monitoring Committee (PAMC) on case to case basis.

## **5. Implementing Agency**

The Implementing Agency shall be a Special Purpose Vehicle (SPV), a multi stakeholder cluster level legal entity, preferably a company registered under the Companies Act. It will be the recipient of financial grant from the Office of the Development Commissioner for Handlooms, Ministry of Textiles and other agencies to implement the project.

### **5.1. Special Purpose Vehicle (SPV) detailing:**

- a. A multi stakeholder cluster level legal entity, preferably a company registered under the Companies Act will be set up for each of the clusters. It will be the recipient of grant support from the Ministry of Textiles and other agencies.
- b. The majority of equity of such SPV shall be with the Weavers/artisans/craftsmen/exporters/entrepreneurs of the cluster and/or their associations/cooperatives/federations/SHGs. The remaining stake will be held by strategic investors such as buyers, retail chain houses, large scale production units, banks, financial institutions, State Government agencies etc., whose share of equity will not exceed 40%. However the individual stake shall not exceed 26%. It should also be ensured that the total combined equity of SPV members

having blood relationship or any kind of family relationship should not exceed 26%.

- c. For effective implementation of the project in each Mega Handloom Cluster, a Committee with following composition will be set up in all Mega Handloom Clusters:-

**To oversee functioning and Post Completion Management Committee (PCMC)**

1. *Officer In-charge, Weavers' Service Centre concerned*
2. *Assistant Director in-charge of Handlooms & Textiles, State Government*
3. *Representative of District Magistrate/Collector*
4. *NHDC representative*
5. *SPV representative*

*During the course of implementation of the project, the above Committee will*

1. *ensure proper and timely implementation of various interventions,*
2. *proper use of funds,*
3. *following transparent procedures for purchase etc.*

*On completion of project, the above Committee will act as a Post Completion Management Committee (PCMC), which will meet on quarterly basis or as required but not later than 3 months and visit to the site to:*

- i) *ensure that the facilities set up in the Cluster are available to all stakeholders on user charges basis*
- ii) *advertise the facilities available under each project and user charges through newspapers, circulars, issuing letters to weavers associations, display board to be placed outside CFC/other facilities etc.*
- iii) *ensure that records/registers are maintained on functioning & utilization of facilities, which will be inspected from time to time by the PCMC*
- iv) *handle grievances, if any*

- v) *ensure that quarterly reports are submitted to this office.*
- d. The SPV shall be as broad based as possible with participation from all types of stakeholders.
- e. In case of a SPV registered under any other Act, except Companies Act, there should be minimum 4 permanent members with voting rights.
- f. Such SPV shall be responsible for preparation of Detailed Project Report (DPR) covering technical, financial, and institutional and implementation aspect to seek grant support and submitting it to concerned authorities. After the approval, the SPV shall be responsible for ownership, execution and management of the interventions/facilities created under the project.
- g. The SPV would be the focal point for implementation of the scheme playing the following role:
  - i) SPV would conceptualize, formulate, achieve financial closure, implement and manage the infrastructure.
  - ii) SPV would procure required land
  - iii) SPV would be responsible for maintaining the utilities and infrastructure created by generating revenue through various business activities.
  - iv) SPV has to be so structured that it is self-sustaining with a positive revenue stream
  - v) SPV would appoint contractors/consultants in a fair and transparent manner inorder to ensure timely completion of the project. SPV will obtain appropriate performance guarantee from them.
  - vi) SPV will be responsible to obtain all necessary statutory approvals/clearances including environmental clearances, which are prerequisite to commencement of the project.
  - vii) SPV will submit monthly/quarterly physical/financial progress report of the project implementation including the details of the expenditure in prescribed formats and as and when required by the Office of the Development Commissioner for Handlooms.
- h. In case of an SPV registered under Companies Act, it is recommended that 50% of the net profit should be reinvested in the facility in first 3 profitable years.
- i. SPV shall be bound to ensure health & safety standards in work place. It shall also comply with social, ethical and environmental compliance standards.
- j. SPV has to ensure regular liaison activity with Government to take benefit of various available schemes.

- k. SPV shall give an undertaking that the assets created under the project shall not be sold without prior approval of Office of the Development Commissioner for Handlooms, Ministry of Textiles.
- l. Any change in the composition of SPV shall be made with prior approval of Office of the Development Commissioner for Handlooms, Ministry of Textiles.
- m. SPV shall comply with all the national and international rules and regulation while carrying out the business activities.
- n. The planned activities of the SPV need to be mentioned in DPR with estimated cost.
- o. The deliverables of the project need to be mentioned with objectively measurable targets (wherever possible) in DPR.
- p. SPV will abide by the terms & conditions as issued from time to time by the Office of the Development Commissioner for Handlooms, Ministry of Textiles, which may even be issued after sanction of the project.

## 5.2. SPV Evaluation Criteria

- a. The SPV will be selected, preferably through open competitive bidding process. In special cases, PAMC/Government reserves the right to select/constitute the SPV.
- b. During the **technical evaluation** of project submitted by SPV, following points will be given importance:
  - i) **SPV constitution and background of the SPV members**
    - **Experience of involved key members:** SPV involving members having significant experience in the field of handloom sector will be given preference.
    - **Involvement of weavers and master weavers in SPV:** SPV with equity contribution from large number of weavers of the cluster and / or their associations / cooperatives/ federations / SHGs will be preferred
    - **Involvement of Central and State Government agencies:** Projects with equity share or other involvement of Central and or State Government agencies will be given priority.
  - ii) **Nature of the project**
    - **Fit with the suggested concept:** Priority will be given to projects, which are prepared in line with the proposed concept from the technical, operational and social angle.



- **Self-sustainability of the project:** The projects which achieve self-sustainability over a shorter period of time will be preferred
- **Benefits to weavers:** Projects offering livelihood opportunity (direct and indirect) to a larger number of weavers will be given preference.

iii) **Land in possession of SPV:**

- SPV already having land in possession in the cluster area suitable for the project, in the name of any one of the SPV members will be given preference.
- c. In the financial evaluation, following points will be given importance:
- **Equity share of SPV:** The SPV share mentioned in point 3 (Funding Pattern) above is the lower limit. Priority will be given to projects with higher SPV share in percentage terms.
- d. Technical score will have a 70% weightage, out of total 100 points in deciding the final selection of the project. The financial proposal shall be allocated weightage of 30%. The proposal with the lowest cost will be given a financial score of 100.

## 6. General terms

6.1. Submission of false information or concealment of information by the applicant/SPV/entrepreneur will attract penalty and/or legal action.

## 7. Procedure for Submission of Expression of Interest (EoI)

It is proposed to have a 2-bid system for project approval viz. Technical Bid and Financial Bid. One sealed envelope should contain the Technical Bid i.e. a copy of proposal in CD along with two hard copies of the same. The other sealed envelope should contain the financial bid. Both these sealed envelopes should be put together in a bigger envelope duly sealed for submission to: **Shri Manoj Jain, Director, Office of the Development Commissioner for Handlooms, Ministry of Textiles, Room No. 57-A, Udyog Bhawan, New Delhi - 110 011.** The envelope should be clearly marked 'Proposal for setting up of CFC at 1) Bethuadahari, Nadia District, 2) Chak-Islampur, Murshidabad District, 3) Margram(Khargram), Murshidabad District, 4) Pearapur, Murshidabad District in Murshidabad Mega Handloom Cluster.' **Separate bids is to be submitted for each location.** The applications should reach within 30 days from date of publication of advertisement. The suggested contents of technical and financial bid documents are given in the

annexure. Please note the contents of Financial Bid should not be a part of Technical bid under any circumstances.

The Advertisement has been published on 28<sup>th</sup> December 2012. Accordingly, the last date for submission of bids will be 26<sup>th</sup> January 2013.

Since 26<sup>th</sup> January 2013 is a national holiday and 27<sup>th</sup> January 2013 is Government holiday. All the Offices of Central/State Government will be closed on both the days. Bidders who are willing to submit bids for setting up of Common Facility Centre- cum- Business Growth Support Centre in Murshidabad Mega Handloom Cluster under Comprehensive Handloom Cluster Development Scheme (CHCDS), may submit bid by 28<sup>th</sup> January 2013 at the following address:-

Officer In-charge,  
Weavers' Service Centre  
A-101, Garment Park (Paridhan),  
19, Canal South Road,  
Beliaghata, Kolkata-700015.

033-23232236, FAX: 2451204, 2450215

#### **Process of project approval**

- a. Technical bids will be opened and assessed by a Committee of Officers approved by Development Commissioner (Handlooms).
- b. Eligible SPVs would be called for a presentation before the Committee.
- c. The technical bids will be evaluated as per the technical evaluation criteria {refer point 5.2 (b)}.
- d. Financial bid shall be opened for all eligible SPVs.
- e. Final selection of the SPVs will be made by Project Approval and Monitoring Committee (PAMC).
- f. 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.
- g. Decision of the Committee shall be final and binding on all the applicants.

#### **8. Rights of Ministry of Textiles, Office of the Development Commissioner for Handlooms.**

The Ministry of Textiles, Office of the Development Commissioner for Handlooms, reserves the right to accept/reject the proposals received without

assigning any reasons whatsoever, or may call for any additional information/clarification, if so required.

#### **9. Court Jurisdiction**

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

#### **10. Miscellaneous**

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

1. Shri Manoj Jain, Director, Office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India, Udyog Bhawan, New Delhi-110 011. Tel: 011- 23061643. E.mail:jain\_manoj@sify.com
2. Shri Peush Narang, Technopak Advisors Pvt. Ltd. 4th Floor, Tower A, Building 8A, DLF Cyber City, DLF Phase II, Gurgaon-122 002. Tel: 0124-4541111, Fax: 0124-4541198, email:peush,narang@technopak.com

**Note:** At the time of Inviting Eols, it is possible that the applicant(s) may be running their own business, individually or jointly. In case, the key stakeholders are running their firm/Company, which fits in the SPV Composition as given in para 5.1 (a), the firm/Company can act as an SPV for implementation of the project. Accordingly, relevant documents of the existing firm/Company are required to be submitted as given in the **Annexures - 2 & 3**. In case, the business is run individually by the key stakeholders or is not as per para 5.1 (a), they would be required to submit the proposed composition of the SPV, their background and proposed stake of each member, including handloom weavers/other stake holders.

**Annexure -1**

<b>Sl. No.</b>	<b>Location/Area</b>	<b>Dyeing Capacity/ per Day</b>	<b>Proposed</b>
1.	Bethuadahari, Nadia district	200 kgs.	Computer Aided Textiles Design (CATD) & Card Punching Machine
2.	Chak-Islampur, Murshidabad district	150 kgs.	CATD & Calendaring
3.	Margram (Khargram), Murshidabad district	25 kgs.	CATD & Embroidery
4.	Pearapur, Murshidabad district	50 kgs.	CATD, Card Punching Machine & Embroidery

**1.1 Project Proposal Outline**

**a. Executive Summary**

**b. SPV Composition and Members' Background:**

- i. Number of key members in the SPV, contributing equity and their names
- ii. Equity contribution by each of the SPV members
- iii. Experience of each key member in handloom sector
- iv. Blood relationship or family relationship among the SPV Members, if any
- v. Number of weavers and master weavers of the cluster and/or their association and their contribution to equity in the formation of SPV
- vi. Equity contribution by the Central/ State Govt. or their financial participation in the project

**c. Detailing of activities with timeline and cost implication**

**d. Manpower Planning:**

- i. Manpower Plan with detailing of period of hiring and salaries
- ii. Organizational chart

**e. Technological Considerations:**

- i. Selection of technology - ensuring environmental compliance
- ii. (Installation of ETP etc) alongwith safety and health standards
- iii. Machine specifications- make/model /capacity/ cost of machine/number of machines
- iv. Utility details
- v. Miscellaneous fixed assets details etc

**f. Infrastructure Details**

- i. Location of site and availability of land. In case land is already in possession of the SPV or its member, complete address, area of land (sq.ft./sq.mt.) alongwith the relevant documents in support of land be enclosed with the technical bid
- ii. Land and built up area
- iii. Civil engineering and structural works details
- iv. Cost of construction etc.

**g. Marketing & Promotion Plan**

Marketing & Promotion activities planned with detailing of timelines and cost implication for each activity.

**h. Project Cost Detailing**

Detailing of all major capital expenses such as land cost (as per Govt. norms with certificate from Govt. agency/deptt.), building cost, cost of machinery, miscellaneous fixed assets, pre-operative expenses etc.

**i. Recurring Expense detailing**

Activity-wise details of recurring expenses of the SPV for a period of 5 years

**j. Source of funding the project**

i. Amount of equity

ii. Amount of term loan

iii. Any other sources

**k. Expected revenue generation**

i. Sources of Revenue for the SPV

ii. Detailing of anticipated revenue to be generated by the SPV over a period of 5 years.

**l. Financial Appraisal for a period of 5 years**

i. Profit and Loss statement

ii. Balance sheet

iii. Cash flow

iv. Break even period

v. Return on equity

**m. Requirement of statutory clearances**

Detailing of all statutory clearances that will be required for implementation of the project

**n. Project implementation schedule**

Month-wise detailing of all major activities to be undertaken by the SPV (milestone of each to be specified clearly)

**o. Deliverables with objectively measurable targets (wherever applicable)**

i. Deliverables on volume terms

ii. Deliverables in value terms

iii. Number of weavers to be benefitted

iv. Increase in wages of the weavers etc.

**p. Benefits to the cluster and to what extent**

**1.2 Attachments to be furnished**

1. Memorandum & article of association of SPV (only in case of existing SPVs)
2. Documents establishing the credential of the SPV members
3. Registration certificate of the agency. (only in case of existing SPVs)

4. Land registration certificate (in case the SPV has already got land under possession)
5. An undertaking from the SPV, clearly mentioning the relationship between the SPV members. Both blood relationship and family relationship (if any) needs to be indicated. In case there is no relationship, a certificate to that effect may also be enclosed.

**Note: The Committee reserves the right to ask for any other supporting documents pertaining to the project report, if required.**

**B. Financial bid:**

Proposed Means of Finance:

1. SPV's share
2. Funds required under CHCDS

**Note:**

- **Supporting documents should be enclosed wherever mentioned, including items mentioned in the Technical Evaluation Criterion (Enclosed).**
- **Bids submitted by the various Agencies/SPVs in response to this office advertisement dated 29<sup>th</sup> January 2012 stands cancelled.**

**TECHNICAL EVALUATION CRITERION FOR SHORTLISTING SPVs**

Sl. No.	Criteria	Score	Maximum Score	Marks Allotted
<b>1</b>	<b>Involvement of Weavers as shareholders(numbers)</b>		<b>20</b>	
	Less than 10	0		
	Between 10 – 20	5		
	Between 21 – 30	10		
	Between 31 – 40	15		
	More than 40	20		
<b>2</b>	<b>Involvement of Central /State Government &amp;/or their Agencies as equity holder</b>		<b>5</b>	
	Yes	5		
	No	0		
<b>3</b>	<b>Average experience of key investors in Handloom sector (Years)</b>		<b>15</b>	
	Less than 3 years	0		
	Between 3 - 5 years	5		
	More than 5 & upto 10 years	10		
	More than 10 years	15		
<b>4</b>	<b>Fit with Suggested Concept as per ToR, Relevancy of size and scope</b>		<b>30</b>	
	Relative Grading	0 to 30		
<b>5</b>	<b>Self Sustainability of the Project proposed (5 years timeframe)</b>		<b>5</b>	
	Sustainable even after Govt. funding ends	5		
	Not sustainable after Govt. funding ends	0		
<b>6</b>	<b>Average no of handloom weavers and master weavers proposed to be benefitted under the project in a day</b>		<b>15</b>	
	Upto 300 weavers	0		
	Between 301-500 weavers	5		
	Between 501-800 weavers	10		
	More than 800 weavers	15		
<b>7.</b>	<b>Land in possession of SPV</b>		<b>10</b>	
	Yes	10		
	No	0		
	<b>Total</b>		<b>100</b>	