

## **Notice Inviting applications for engaging Textile Designer cum marketing executive in Block level Clusters in North Zone.**

### **Introduction**

The office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India has amended the existing provision for engaging designer in Block level cluster under National Handloom Development Program (NHDP)/ Comprehensive Handloom Cluster Development Scheme (CHCDS). As per the amended provisions, a qualified designer/agency will be engaged in the Block level cluster by the Implementing Agency for producing new designs and marketable products for the cluster. Designer will develop the design portfolios, which will be further developed into sellable products by the handloom weavers who do not have much exposure to market and thus not aware of the consumer preference and other market trends.

Once the design portfolio is developed, the process of product development will begin. Products will be developed by the weavers of the cluster. The total cost of designers and sample development will be borne from the funds provided by the GoI to the IA. Designs created by the designers will be provided free of cost to all the interested weavers of the cluster.

### **1. Objective**

The objectives of engagement of Designer in the Block level Cluster are as follows:

- To assist the Implementing Agency in modifying the designs, colour combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing agency for establishing market linkages with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To document the designs and products developed.

Design development activities include designer input towards textile techniques, motifs, design & color trend and redefined usage of fabrics, usage of existing garment styles, product development using new techniques.

## **2. Eligibility Criterion**

A firm/agency is eligible to support the cluster by providing their designer, fulfilling the eligibility norms. In such a case, CV of the designer should be forwarded by the agency concerned.

An individual, fulfilling the eligibility norms can also apply.

### **1.1 Eligibility Norms**

The applicant should have passed out from a Design Institute of repute. The applicant should have at least 2 yrs. experience of working as Designer, preferably with experience of working in handlooms and should have track record for promotion and development of textiles, including handlooms.

### **2. Duration of the Project**

Project duration is for 3 years. The designer will be engaged initially for a year which is extendable, subject to satisfactory performance.

## **4. Scope of Work**

### **a) Design Development**

- Selecting the right yarn keeping design and products in mind.
- Work on the
  - Combination of weaves
  - Motifs and patterns
  - Colour ways
  - Value Addition
  - Design concepts
  - Colour References in the form of pantone number/thread card number to be provided along with designs, if required
  - Prototype (sample) development

### **b) Product Development**

- Develop various product ranges like yardage fabrics, sarees, furnishing keeping in mind the weave and patterns of cluster and how it can be modified according to buyer's need, local, national and international market.
- The designer shall identify the products before commencement of the project by visiting the cluster.
- The designer will provide only those ranges of products, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.

**c) Train the weaver**

- To train/enroll the weavers to translate the paper designs onto the fabric.

**d) Marketing of the handloom products**

- To ensure marketing of the new products developed by the designer.

**e) Documentation of the Designs & Products developed**

- To document the designs and products developed by the designer.

**5. Project Work**

- Extensive field visits to the Block level cluster to identify the various types of design skills of the different weaver groups,
- Assess existing design patterns and products of the cluster and suggest the product range,
- Each design is to be developed in two colour ways,
- Assist implementing agency in marketing the developed products,
- Designer to stay atleast 12 days per month in a cluster for undertaking the assigned activities,
- Weavers' Service Centre (WSC) concerned will be actively involved in supervision of the work of the designer engaged.

**6. Project Fees**

- The IA agrees to pay Rs. 5.00 lakh per annum for time frame of three years. This includes lodging & boarding and also the travel cost.
- Designer shall be paid a minimum amount of Rs. 24,000/- per month and the remaining amount shall be paid quarterly on pro-rata basis, on achievement of the deliverables.

**Table 1: Measurable Minimum Targets for Designing and Product Development**

S.No.	Time frame from the date of signing of MoU	No. of new designs to be introduced	Value of newly introduced product/designs sold (Rs. in lakh)
1	1 <sup>st</sup> Quarter	10	1.00
2	2 <sup>nd</sup> Quarter	20	1.00

3	3 <sup>rd</sup> Quarter	20	1.00
4	4 <sup>th</sup> Quarter	20	1.25
5	5 <sup>th</sup> Quarter	25	1.25
6	6 <sup>th</sup> Quarter	25	1.25
7	7 <sup>th</sup> Quarter	25	1.25
8	8 <sup>th</sup> Quarter	25	1.25
9	9 <sup>th</sup> Quarter	30	1.50
10	10 <sup>th</sup> Quarter	30	1.50
11	11 <sup>th</sup> Quarter	30	1.50
12	12 <sup>th</sup> Quarter	30	1.50
	<b>Total</b>	<b>290</b>	<b>15.25</b>

**Note: The designer has to ensure marketing, promotion and support for sales of the new product/samples developed**

## **7. Designer Selection Criteria**

- The designer shall be selected by a Committee
- Selection will be made on the assessment of the profile of the designer.
- Qualifications and the relevant experience for handling similar projects.
- 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.
- Decision of the committee shall be final and binding on all the applicants

### **7.1 Marking Criterion**

- Qualification (20%)
- Years of experience (20%)

- Experience of working in handloom sector (30%)
- Approach and methodology towards development of proposed cluster, etc. (30%)

## **7.2 Procedure for Submission of Application**

The following are to be submitted in sealed cover:

- I. Designer's profile in brief with details of experience in designing, promotion and product development in the handloom/textiles sector including awards won and details of its creativity, works done in the past in connection to the scope of the work suggested.
- II. Proof of Experience and of handling relevant activities mentioned.
- III. Any other supporting documents relevant to the project
- IV. Copy of concept of depicting and focusing on development of Handlooms by providing design inputs and promotion to the domestic and international market

## **8. Other Information**

Applicants will submit the application in hard copy to **The Director, Weavers' Service Centre, Weaver's Colony, Bharat Nagar, Delhi-110052**. The envelope should clearly be marked '**Proposal for engagement as Designer/ Cluster Dev. Executive**'.

## **9. Last Date For Submission of Applications**

The last date for submission of application is 21<sup>st</sup> day from the date of advertisement. The application received after due date shall not be accepted.

## **Rights of Implementing Agency**

The Implementing Agency reserves the right to accept / reject the application received without assigning any reasons whatsoever, or may call for any additional information / clarification, if so required.

## **10. Court Jurisdiction**

This shall be subject to the exclusive jurisdiction of local courts.

## **11. Miscellaneous**

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

Shri Vikash Kumar, Assistant Director. Tel – 011-27301002

## **12. Attachments to be furnished**

- 1) Application in prescribed format.
- 2) Self-attested copy of ID proof ( Aadhar Card, Voter ID Card, Driving license)
- 3) Self-attested copy in support of Educational Qualification.
- 4) Self-attested copy in support of Experience Certificate.

**Notice Inviting applications for engaging Cluster Development Executive in Block level Cluster**

**Profile:**

A full time Cluster Development Executive, who should not be the employee of implementing agency will be engaged, who should be Diploma in Handloom Technology (DHT), preferably with an experience of working of 2 years. He will be responsible for managing overall activity of the cluster including CFC in the cluster (if any). The CDE will also update the MIS of the cluster on regular basis and furnish all the cluster related information on time.

**Eligibility Criteria:**

Should be Diploma in Handloom Technology (DHT), preferably with an experience of working of 2 years.

**Remuneration:-**

CDE will be paid consolidated amount uptoRs. 25000/- p.m.

## Application Form

Name of post Applied for :-

Name:-

Father's Name:-

Address:-

Contact No:-

D.O.B:-

### **Educational Qualification.**

Sl. no	School/University	Board	Year	Percentage

### **Job Experience.**

Sl. no	Company	Designation	From	To	Job Profile

### **IT Proficiency.**

Sl. no	Skills	Yes/No
1	MS Word	
2	MS Excel	
3	MS PPT	
4	Internet	
5	Others (if any)	

**Preferred choice of State for working : .....**

I hereby declare that the information furnished above is true to the best of my knowledge.

Encl. (mandatory):-

1. Self-attested copy of ID proof ( Aadhar Card, Voter ID Card, Driving license)
2. Self-attested copy in support of Educational Qualification.
3. Self-attested copy of Experience Certificate.

Signature of candidate