



# JOB VACANCY

**North Eastern Development Finance Corporation Limited (NEDFI)** is looking for a **Lead Designer** for the **World Bank Funded APART Project “Inputs on New Design and Value Addition in Handloom and participation/organization of Trade Fair and Buyer Seller Meet (BSM)”** under **OPIU : Directorate of Handloom & Textile, Govt. of Assam.**

**Qualification :** Masters/Bachelor’s Degree in Design/ Textile Designing from reputed institute like NID, NIFT, IIT or similar institutions.

**Experience:** At least 8-10 years in Textile & Handloom product designing.

**Role :** To provide design inputs and product Development in Handloom  
Details in [www.nedfi.com](http://www.nedfi.com) E-mail : CV at [nedfi.apart.design@gmail.com](mailto:nedfi.apart.design@gmail.com)

**Last date of submission : 28th May, 2023**

## **“Inputs of New Design and Value Addition in Handloom & Participation/Organisation of Trade Fair and Buyer Seller Meet (BSM)”**

### **A) Background:**

- 1) The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). ARIAS Society being the Project Co- ordination Unit (PCU) is the apex coordinating and monitoring agency for APART. The project has notified eight Core Project Implementation Units (CPIUs) in the participating Administrative Departments and 15 Operational Project Implementation Units (OPIUs) in the participating Commissionerate/ Directorates/ Agencies for its smooth implementation.
- 2) The Project Development Objective of APART is to “add value and improve resilience of selected agri value chains focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam”.
- 3) There are four components of the project: **The first component is Enabling Agri-Enterprise Development**, with sub components being (i) Enhancing state capacity to attract private investments, (ii) Setting up Enterprise Development and Promotion Facility (EDPF) (iii) Agribusiness Investment Fund Support (iv) Establishing Stewardship Councils. **The second component is Facilitating Agro Cluster Development** with sub-components being- (i) Support establishment of cluster level Industry Associations (IAs), (ii) Supply Chain Support: rehabilitation of access roads, warehouse & warehouse receipts development, upgradation & modernization of agricultural wholesale markets. **The third component is Fostering Market-led Production and Resilience Enhancement** with sub components being (i) promoting climate resilient technologies and their adoption (ii) Facilitating market linkages through market intelligence & product aggregation (iii) Facilitating access to and responsible use of financial services. **The fourth component is Project Management, Monitoring and Learning** with sub components being (i) Institutional Strengthening, ICT (ii) Project Management, MIS and M&E.
- 4) The Key Project Indicators (KPIs) are:
  - i. Farmers reached with agricultural assets or services (number), of which female (percentage).
  - ii. Value add measured by:
    - i) Increase in price premium of commodities sold by beneficiaries in the selected value chains.
    - ii) Share of selected commodities sold through new marketing channels.
  - iii. Resilience measured by: Farmers adopting improved agricultural technology (gender disaggregated).

5) The project will achieve the PDO by: (i) enabling investments in agri-enterprises, improving the investment environment and investment promotion and facilitating access to finance for agribusiness enterprise; (ii) facilitating the growth of agri-enterprise clusters to increase competitiveness, revenue and employment growth and supporting development of a modern supply chain; and (iii) fostering the development of climate resilient production clusters and improving producer access to knowledge, technologies, markets and infrastructure so that they are able to respond to market opportunities and climate variability.

6) To achieve the PDO, the project will adopt cluster (production and enterprise) and value chain approach. The Silk Value Chain is one the commodity value chain under the project considering Eri and Muga Silk. This value chain will be implemented under the CPIU - Department of Handloom Textile & Sericulture and two (2) OPIUs- (i) Directorate of Handloom & Textiles and (ii) Directorate of Sericulture, through district ATMAs (Agricultural Technology Management Agency).

Out of sixteen (16) undivided project districts (as on 1<sup>st</sup> April'2016), the project will be working in five (5) undivided districts of Assam for Silk Value Chain - – Lakhimpur, Kamrup, Sivsagar, Jorhat and Sonitpur districts.

7) The project will support end to end interventions of Silk Value Chain to strengthen the Silk sector in Assam. The planned interventions under the Silk Value Chain will be implemented by the Department of Handloom Textile & Sericulture, in collaboration with Central Silk Board, Central Eri and Muga Research Training Institute, Assam Agricultural University, Northeast Institute of Science and Technology, National Institute of Design, National Institute of Fashion Technology, Indian Institute of Technology and other research, academic and private institutions. The *seed to raw silk* part of the value chain will target about **10,000** producers and the *raw silk to fabric* part will target about **7,000** weavers. The major interventions planned are: (i) organizing producers into producer groups, (ii) matching grants (CIG Grants) to these producer groups for community infrastructure such as community jali houses, nurseries, cocoon houses, rearing houses, cocoon drying chambers, grainage houses and weaver workspace for collective action, (iii) technical assistance for improved skill and design development, (iv) facilitating technology upgradation and access to finance for value chain stakeholders and (v) upgrading existing marketing outlets, developing market channels and launching branding campaigns.

8) **OPIU - Directorate of Handloom and Textiles** (hereinafter is referred to as '**Directorate**') in co-ordination with **PCU - ARIAS Society** has intended to hire a consultancy agency (hereinafter is referred to as '**Consultant**') to take the service of

a) **Inputs of new design and value addition**

b) **Participation/organization of Trade Fair and Buyer Seller Meet (BSM)**

**B) Objective of the Assignment:**

The purpose of hiring consultation service is to provide service for New Design Inputs, Market- led product development as per the current trends, value addition and conduction of Trade Fair and BSM and finally to create a sustainable market of Eri and Muga Silk Product.

The purpose of hiring consultant is to support the FIG/FPC's in various activities such as skill upgradation, design / product development, creating marketing linkages, building pipeline of orders for FIG/FPC's and facilitating participation in marketing events.

The consultancy agency shall be responsible for providing technical advisory support and also will have to closely coordinate for smooth execution of the assignment.

**i) Inputs of new design, value addition:** For Inputs of Design and value addition, partnerships with leading design institutions, but not limited to such as NIFT, NID, IICD, as well as prominent designers to develop prototypes of new designs, transformation of samples to marketable products, to create market leads for various markets. Also, to create Supply Chain optimization, development of E-Commerce linkages and any other Promotional activities required to fulfill the demand of State, National and International Market.

**ii) Participation/ Organization of Trade Fair and Buyer Seller Meet (BSM):** To create backward and forward linkages, tie up with existing and new market players of Handloom Products Trade fair and BSM will be organized/participate in State, National and International level.

**Consultancy Period:**

The consultant's/SP's services shall commence with effect from the date of signing of the contract agreement for a period of thirty-six (36) months or till completion of the project whichever is earlier. The Directorate will monitor the performance of the consultant agency after every six months or whenever required and will have the option to foreclose the contract in case the performance and deliverables of the consultant agency is not satisfactory according to the agreed work plan and schedule for completion of various tasks.

## **C) EXPECTED OUTCOME OF THE ASSIGNMENT**

### **D.1 Inputs of new design and value addition:**

- D.1.1. Preparation of Market Intelligence Report of existing market demand with Road map for the assignment.
- D.1.2. Development of samples/designs as per the prepared Road map.
- D.1.3. Establishment of market linkages with exporters, buyers, retail chains, etc. for marketing and order generation including E-Commerce.
- D.1.4. Production and execution plan.
- D.1.5. Assist and operation of a CATD studio with latest software and equipment's provider and smooth function of the studio in CSC in project districts.
- D.1.6. Setting up of a design bank (online and offline).
- D.1.7. Support to FPC's in setting of the CSC's

### **D.2 Facilitation of Trade Fair and Buyer Seller Meet (BSM):**

- D.2.1. Participation of FPC's in Trade Fairs and Buyer Seller Meet in State, National and International level.
- D.2.2. Participation of Project beneficiaries and stake holders in various Events, Fairs and exhibitions.

### **D) Scope of the Assignment & Tasks to be carried out by the Consultant:**

Total 7000 beneficiaries covered by the project in 5 undivided project district of Assam and the respective FPC's of the district.

The consultant to submit a timely report along with the deliverables. Release of payment be subject to approval of reports and deliverables.

The scope of the assignment and tasks to be carried out by the consultant may be described as follows.

#### **E.1 Inputs of new design and value addition:**

- E.1.1. Evaluation of existing Eri and Muga Silk product in the undivided projects districts along with existing design, motif, color, raw material, skills, technology, production capacity and market demand.
- E.1.2. Preparation and Submission of report and analysis along with the suggestion and proposed implementation plan.
- E.1.3. Preparation of Portfolios or implementation proposal for design development, upgradation and diversification for existing product and creation of new designs along with forecast.
- E.1.4. Preparation of production and execution plan as per the order generated.
- E.1.5. To support the design input through CATD, operation of a CATD studio, preparation of new designs and overall functioning of CATD service.
- E.1.6. Setting up of Design Bank by collecting various traditional, modern and contemporary designs in both online and offline mode.
- E.1.7. Creation of model Sustainability plan (Market & Production) and implementation thereafter.

## **E.2 Capacity Building**

The OPIU H&T has been initiated the Skill development program in the Annual Work Plans. The Consultant need to support the OPIU and FIG/FPC's for conducting such capacity building program.

## **E.3 Product Development**

E.3.1 The Consultant shall (a) increase the range of products, and develop fresh, innovative, and marketable designs that are attractive to urban consumers and create opportunities to establish new B2B and B2C linkages (b) improve the quality of existing product portfolio.

E.3.2 To develop a range of marketable Prototypes based on the demand of domestic and international market using new materials, value added surface embellishments and product diversification.

E.3.3 Porotypes of yardage, fabrics developed during the design intervention to be placed in swatch catalog along with the cost and capacity and time of delivery.

## **E.4 Production**

E.4.1 The Agency will train the FIG/FPC's in key business activities i.e. purchasing raw material, collecting raw material from traders, receiving orders, costing / pricing, carrying out production and marketing the finished product.

E.4.2 Based on orders from the market (that the Consultant will actively generate), or the Consultant's assessment of potential demand, the Consultant will facilitate production by FIG/FPC's. The Consultant will provide incubation support and techno-managerial services in the entire production chain including, but not limited to:

E.4.3 Assisting to the FIG/FPC's in developing a basic business plan and financial projections;

## **E.5 Marketing**

E.5.1 Developing market linkages for FIG/FPC's is a central activity in this Assignment. All other activities that are part of the project scope must be carried out with the market in mind.

E.5.2 Design and Preparation of Publicity materials like Brochure, Design labels for the various products, Product catalogue etc. for various activities.

E.5.3 Creation of market channels with exporters, buyers, retail chains, etc. and generation of orders includes extensive digital marketing of the products.

E.5.4 Develop marketing linkages with outlets / emporia and buyers.

E.5.5 Actively generate orders from the market for products of target FIG/FPC's in project district.

The Agency is expected to hire professional agencies to design catalogue / brochure and labels, at its own cost which will include product photography and videography.

The role of the Consultant for participation in fairs / exhibitions shall be facilitative in nature and shall involve activities such as (a) Identifying the fair, exhibition or other marketing event the FPC's will participate in (b) Liaise with the organizers in booking suitable space (c) Set up stalls and make suitable accommodation and transportation arrangements for the participants, and, (d) Provide guidance and advisory support to participating Weavers/Beneficiaries.

#### **E.6 Participation/Organisation of Trade Fair and Buyer Seller Meet (BSM):**

- E.6.1** Facilitate participation of the FIG/FPCs in Trade fairs and BSM's  
The cost of booking the space, travel and accommodation of the participants/Weavers, cost of setting up the stall, freight of goods etc. shall be reimbursed/provided to the consultant as per actuals within the project provision. However, the consultant will seek prior approval of OPIU, H&T in respect of the rates/scope and entity to be engaged for such work before proceeding for these activities.

#### **E.7 Advisory Support**

Besides the activities listed above, the Agency will provide key advisory support to the client to facilitate project interventions. This will include proactive guidance in areas such as: Establishment of Common Facility Centers (CFCs), Mobilization and institution building activities, Exposure visits.  
Any other area that can significantly contribute to the effectiveness of the project.

#### **E) SERVICES AND FACILITIES TO BE PROVIDED BY THE DIRECTORATE:**

Necessary coordination & cooperation from OPIU, H&T and relevant focal officials from the 5 undivided project districts will be ensured by the Directorate. Access to available information, data, documents, etc. as deemed necessary to carry out the assignment. The consultant will have to arrange for all other facilities/services required to carry out the assigned work and they should take a note of this in submitting the financial proposal.

- F) Contact Point of the Consultant:** Sitting facility for full time Key professional may be provided by the Directorate of Handloom & Textiles, Ambari, Guwahati at OPIU, H&T, APART to communicate with OPIU, H&T and project districts.

**G) KEY PROFESSIONALS and NON-KEY PROFESSIONALS:**

The consultant should engage following personnels for the work as per the activities year-wise. As per the ToR of the project, there is requirement to engage 4 Key Professionals - Team Leader, Merchandiser, Lead Designer & Marketing lead along with Non Key Professionals 5 Assistant Designers and 5 Master Weavers in the project.

The presence of the key personnels is mandatory for the entire period of consultancy. The availability of the non-key personnels can be based on the requirement of the work. An indicative list of professionals and non-key professional along with the qualifications is described below. The consultant may engage support staff, if required as per the proposed approach and methodology.

<b>Designation</b>	<b>Qualifications and Experiences</b>	<b>No of person</b>	<b>Roles and responsibilities</b>
<b>TEAM LEADER/ HEAD CONSULTANT</b>  <b>KEY PROFESSIONAL-1</b>	Masters in Design or Business Management from IIT, IIM, NIFT, NID and similar reputed institution. Must have at least 10 years of relevant work experience. Should have experience of strategic design management, conducting survey/assessment/Design Consultation/Implementation of project. Preferably earlier experience of working in similar project in the field of Handloom sector and have rich knowledge on design supported by relevant qualification.	1	Responsible for the entire Assignment and is the focal contact person.  Conceptualizing the approach and methodology.
<b>MARKETING/BUSINESS DEVELOPMENT SPECIALIST</b>  <b>KEY PROFESSIONAL-2</b>	MBA from reputed recognized institute and have at least 5 years of total work experience preferably majority in entrepreneurial experience.	1	Responsible for creating strategy & business model for creating the brand, promoting and



Designation	Qualifications and Experiences	No of person	Roles and responsibilities
<b>MARKETING/BUSINESS DEVELOPMENT SPECIALIST</b>  <b>KEY PROFESSIONAL-2</b>	Should have experience of conducting survey/ studies/ assessment/ Design Consultation/ Implementation of project.		marketing the product. He/She would also be responsible for designing the 'go to market strategy' with new design model. Responsible for conceptualization of strategy for optimized supply chain for cost effective and on time delivery of raw material & finished product. Responsible for designing strategy for connecting local to international markets
<b>LEAD DESIGNER</b>  <b>KEY PROFESSIONAL-3</b>	Masters/Bachelor's Degree in Design/Textile designing from reputed institute like NID, NIFT, IIT or similar institutions. Should have experience at least 8-10 years in the field of Textile, Handloom product designing.	1	Provide Design inputs and product development in Handloom Product Designing and product Development. Should be engaged for the entire assignment period.
<b>MERCHANDISER</b>  <b>KEY PROFESSIONAL-4</b>	Degree in Merchandising / Business Administration or equivalent from reputed institute. Having experience of Minimum 5 years as Merchandiser in reputed company. Experience of working in Silk sector is preferable.	1	Responsible for marketing of the Handloom product. Establishing linkage with Handloom House.

Designation	Qualifications and Experiences	No of person	Roles and responsibilities
<b>ASSISTANT DESIGNER/DESIGN COORDINATOR</b>  <b>Non-KEY PROFESSIONAL</b>	Degree/Three years Diploma in Textile Designing/Technology/ or Handloom/Garment Technology from reputed recognized institute. Should have at least 1 years of working experience for Degree and 3 years for Diploma holders Preferably in Handloom Product designing sector.	5	Provide Design inputs and product development in Fashion, Home-furnishing and garmenting etc.  To coordinate between Lead Designer, Master Weavers and weavers.  Should remain present in the project districts.
<b>MASTER WEAVER</b>  <b>Non-KEY PROFESSIONAL</b>	Master weaver in Handloom sector with minimum 8 years of Experience in Handloom Production, weaving with jacquard/Dobby and draw boy, practical knowledge of Handloom and jacquard installation, Harnessing, card cutting, lacing etc.	5	Work closely with the designer and weavers for prototyping and is responsible for to solve technical problem of handloom installation, production etc.

## H) Deliverables and Project Schedule

Task No	Task/Deliverables	Description	Time line (from the date of Agreement signing)
1	Inception report	Resource mobilization and submission of report in line with E1.1, E1.2 and approved thereof by the client	Within 1 month
2	Design concepts and development plan along with the portfolios.	Submission of report in line with E1.3, approved thereof by the client	Within 2 months
3	Prototype development	Submission of new prototypes along with reports in line with E1.4, E1.5	Within 6 months
4	Marketing linkage, production and execution plan.	Submission of progress report on market linkages and production plan along with the publicity material in line with E3.2, E3.3 and E5.2	Within 8 months
5	Functioning of CATD and creation of Design bank	Submission of progress report in line with E1.6 and E1.7	Within 9 months
6	Product development/Production	Develop range of products as per the design concepts developed.	Within 12 months
7	Confirmed order Minimum worth Rs. 20.0L/FPC's	Generation of orders for FPC's	Within 12 months
8	Manufacturer and delivery support to the FPC's against confirmed order	Manufacturing support to FIG/FPC's and achieve the delivery of minimum 60% against the order generation	Within 15 months
9	Confirmed order Minimum worth Rs. 40.0L/FPC's	Generation of order for FPC's	Within 21 months

Task No	Task/Deliverables	Description	Time line (from the date of Agreement signing)
10	Manufacturer and delivery support to the FPC's against confirmed order	Manufacturing support to FIG/FPC's and achieve the delivery of minimum 60% against the order generation	Within 24 months
11	Participation of FPC's in trade fair and Expo's minimum 15 in National and 3 in international level	Participation in Trade Fair and Expo's	Within 27 months
12	Participation of FPC's in minimum 9 BSM throughout the country expedite	Participation in BSM	Within 30 months
13	Confirmed order Minimum worth Rs. 60.0L/FPC's	Generation of order for FPC's	Within 33 months
14	Manufacturer and delivery support to the FPC's against confirmed order	Manufacturing support to FIG/FPC's and achieve the delivery of minimum 60% against the order generation	Within 36 months
15	Final report	Submission of final report on Design Inputs	Within 36 months

**I) Participation / Organisation of Trade Fair and BSM:** The consultant will submit separate plan for Participation/ Organization of Trade Fair and Buyer Seller Meet (BSM)etc. The payment for these activities will be made as per the provision of fund and subsequent approval from concern authority.

**J) REVIEW MECHANISM**

The Consultant will report to the **Director, Handloom & Textiles, Assam**. A committee may be formed at OPIU – H & T for reviewing the reports to be submitted by the service provider. The reports and services will be reviewed by the committee at OPIU H & T. Director, H & T would chair the review meetings and he/she may also invite other subject experts as required for the review meeting. The agency would also be required to make a presentation to the Committee after submission of each report at mutually agreed dates as required. The observations of the Committee would have to be addressed within the given time.