

North Eastern Handicrafts and Handlooms Development Corporation Limited
(A Government of India Enterprise)
Ministry of Development of North Eastern Region, Govt. of India
Website: www.nehhdc.com
Phone No. - 0361-2910002; +91-9707096875

File No: NEHHDC/A&C/Projects/Handloom Digitization/2022-23/35

Date: 09-12-2022

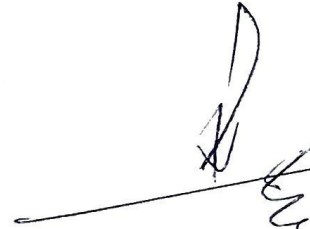
NOTICE INVITING EOI

NEHHDC invites Two Bid System Expression of Interest for Selection of Agencies for the project named Market development by way of digitalization, authentication and implementing of traceability in handloom sector covering 10,000 weavers of North Eastern States as -

- A) Technical Agency for Technology Intervention
- B) Project Management & Support Agency

through www.nehhdc.com and advertisement in National News Paper. The last date of submission of EOI is 26.12.2022 upto 15:00 Hrs. Technical Bid will be opened on 02.01.2023 at 15:30 Hrs. at Crafts Promotion & Experience Center, Garchuk, Pamohi Road, Guwahati – 781035.

Detailed EOI has been attached.


Brig. Rajiv Kumar Singh (Retd.)
Managing Director,
North Eastern Handicrafts & Handlooms Development Corporation Ltd
(Ministry of DoNER, Govt. of India)

Crafts Promotion & Experience Center,
Garchuk, Pamohi Road, Guwahati – 781035
md.nehhdcl@gmail.com



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- A. Expression of Interest for Selection of Technical Agencies for Technical Intervention in implementation of Market development by way of digitalization, authentication and implementing of traceability in handloom sector of North Eastern States
- B. Expression of Interest for Selection of Agencies for Project Management & Support Agency for Non-Technical Intervention in implementation of Market development by way of digitalization, authentication and implementing of traceability in handloom sector of North Eastern States

Tender reference Number	NEHHDC/A&C/Projects/Handloom Digitization/2022-23/35; Dated 09-12-2022
Date of release of Tender	12-12-2022
Pre Bid Meeting	19-12-2022
Closing date & time of submission of Technical EOI	26-12-2022
Opening date & time of technical EOI.	02-01-2023 successful bidder who qualify the technical bid criteria will be eligible for financial bid
Opening date & time of financial bid	09-01-2023
Name and Address of tender issuing Authority	Managing Director, North Eastern Handicrafts & Handlooms Development Corporation Ltd (Ministry of DoNER, Govt. of India) Crafts Promotion & Experience Center, Garchuk, Pamohi Road, Guwahati – 781035 md.nehhdcl@gmail.com
Offer Validity Period	90 days
Earnest Money Deposit	₹ 5.00 Lakhs
Place where tender offers would be opened	Crafts Promotion & Experience Center, Garchuk, Pamohi Road, Guwahati – 781035
Website:	www.nehhdc.com
Email:	md.nehhdcl@gmail.com
Tender Document fee	₹ 2,500/-
EMD and Tender Fee	In favour of NEHHDC, Guwahati valid for 180 days.

Note: -

1. The Technical EOI of the Agency who deposited the EMD on or before date of closing of tender with the NEHHDC will only be opened.



2. All bidders/concerned are requested to please keep a track of NEHHDC website for any important information, updates and corrigendum if any to be published by NEHHDC till the closing date of technical EOI.
3. The Expression of Interest will be Double Bid System.
4. NEHHDC will assign the tender to a Technical Member Committee for evaluation of technical bids. Technical member evaluates the technical bids submitted by Agencies and mark either Technically Suitable or Technically Unsuitable against each and every Agencies. The technical member will assign a new date/time to tender for financial bids opening. At the time of financial bid opening only those vendors will be considered for evaluation (ranking) who had submitted financial bids and found technically suitable by the technical members.



Expression of Interest

Selection of Technical Agency for Technical Intervention in
implementation of Market development by way of digitalization,
authentication and implementing of traceability in handloom sector of
North Eastern States



1. Invitation

Incorporated in 1977, North Eastern Handicrafts and Handloom Development Corporation (NEHHDC), as the name suggests is an organization that attempts to develop and promote the indigenous crafts of the region by connecting craftsmen to prospective markets and consumers and generating economic, cultural and social opportunities for creators while adding cultural value for consumers. The Corporation is under the administrative control of the Ministry of Development of North Eastern Region (DoNER), Government of India.

Expressions of Interest are invited for Technical Agency for Technical Intervention in implementation of Market development by way of Digitalization, authenticity and traceability system covering 10,000 weavers over a period of 30 months in the North Eastern States.

2. Introduction to Project

North East Region (NER) of India comprises of eight states. They are Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura and Sikkim. Each of the states have a tradition of handloom that dates back centuries. Unique yarns, be it Comilla cotton, Eri and Muga silk or wool with motifs and designs that are representative of cultural identity makes the handloom produced in the region much more than a piece of apparel in the current context. Assam has the GI tag for Muga Silk as well. The state is a global leader in Eri Silk and Muga Silk production with a share of 65 percent and 95 percent respectively.

India has over 31.4 lakhs weaver households of which 58% (~18.3 lakhs) of the households are in North Eastern Region. NER's handloom sector has many strengths, which include being truly a handmade region with highest number of looms in the country, high women participation, skill levels and usage of diversified fibre base and being the state that offer unique fibres such as cotton, Eri and Muga.

However, the handloom sector in NER suffer from weaknesses which include; largely unorganized units, Part time weavers with low average days of engagement, Local market focus, traditional product/design focus, Lack of recognition for North East handloom products at national/international level.

With the objective of improving the market access for handloom products from North East Region (NER) of India, NEHHDC is proposing to implement Digitalization, authenticity and traceability system covering 10,000 weavers over three years, North Eastern states covered under the project are Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. This technology intervention will dove-tailed with a comprehensive market development intervention to create impact on the ground

NEHHDC proposes to engage a reputed technology provider with relevant expertise and experience to carry out the implementation of technology.

The project will be executed in four phases over a period of 18 months plus 12 months handholding

1. Phase 1- Pilot Phase: covering 500 looms over a period of 6 Months



2. Phase 2- Scale up : The technology will be scaled up covering 2500 looms over a period of 6 Months
3. Phase 3-Scale up: The technology will be scaled up covering 7500 looms over a period of 6 Months
4. Phase 4: Handholding Phase: To support implementation over a period of 12 Months

3. Scope of the Proposal:

Broad scope of proposal is as follows;

1. Provide technology (software and hardware) to digitalise 10,000 (Ten thousand) weavers/artisans and their looms in North Eastern states.
2. Provide technology to digitalise hand woven and handmade products made in North Eastern states.
3. Provide technology to authenticate, genuine hand woven and handmade products utilizing new age technologies like IoT, AI/ML, Blockchain, Cloud computing, etc.
4. Provide technology for validating production location for all hand woven and handmade products made in North Eastern states.
5. Provide technology to provide traceability solutions for hand woven and handmade products utilizing new age technologies like IoT, Blockchain, Cloud computing, etc.
6. Integrate authenticity and traceability on existing as well as proposed market access tools and ecommerce platform for increasing demand of authenticated and genuine hand woven and handmade products made in North Eastern States in India and across the world.
7. Create an integrated solution for digitalisation, authentication and implementing of traceability in handloom sector of North Eastern States utilizing technology solutions such as mobile applications, web applications, cloud computing, ML/AI, Block Chain, etc.
8. Create an interface for engaging with end consumers of hand woven and handmade products made in North Eastern states.
9. Create a MIS/Dashboard for data analysis.
10. Develop Training material for the Trainers and End users
11. Provide training to the trainers identified by NEHHDC
12. Perform all technology support and maintenance activities related to above for the project duration.

Outcomes of the project are as follows:

- Increase in pricing/earnings for the artisans
- Improved market access and demand for handmade products

Exclusions: Field operations will be carried out by other NEHHDC and Project Implementation & Support Agencies

4. Minimum Eligibility Criteria

- The bidder organization shall be a registered legal entity; partnership, LLP or a Private limited company



- The bidder organization shall be in existence for at least 2 years prior to application date
- The bidder shall have at least 2 years of experience in the areas of providing traceability services including in textile sector
- The bidder should have worked with government or government agencies in at least one assignment
- The bidder shall have at least 2 years of experience in the areas of providing traceability services in textile sector
- The bidder should have a minimum turnover of Rupees Two Crore
- Bidder will submit earnest money deposit of Rupees fifty thousand only
- The condition of prior turnover and prior experience are relaxed for Startups (Rule 173 (i) of GFR 2017) (as defined by Department of Industrial Policy and Promotion) subject to meeting of quality & technical specifications
- In order to promote inclusiveness, all DPIIT recognized Startups have been provided functionality to list their products and services on GeM portal. The portal provides exemption to Startups from criteria of 'prior experience', 'turnover' and 'submission of EMD' to provide equal opportunity to young entrepreneurs.
(https://www.startupindia.gov.in/content/sih/en/compendium_of_good_practices/easing_public_procurement.html)



5. EOI Format

Name of the organization	
Registered address of the organization	
Current address of the organization	
Website url	
Name of the Primary Contact from the organization	
Contact details of the Primary Contact (Mobile number and email Id)	
A Cover Letter on the Letterhead of the organization, duly stamped and signed by authorized signatory	Annexure 1
Legal Status/Registration Document of the organization with date o Registration (Please attach the Registration Document as Annexure 2)	
List of Board Members of the organization along with profiles and names of two Key Personnel who will be handling the project	Annexure 3
Audited accounts of the last three years	Annexure 4
A brief profile of the organization showcasing the strength to deliver such a program with- <ul style="list-style-type: none"> ➤ A list of similar projects implemented in the past to showcase prior experience in this domain ➤ Partnerships that will add value to the project 	Annexure 5
Technical Capability	Annexure 6
A list of activities that you propose to take up under the project, clearly highlighting the unique proposition that you would bring to the project	Annexure 7
Declaration (given below) annexed as Annexure 7, printed on the organization's Letterhead, duly signed and stamped by authorized signatory of the applicant organization	<p style="text-align: center;">Declaration</p> <p>I/we ,....., as an authorized signatory for....., hereby declare that all information provided in the EOI being submitted is correct. I/we further certify thatfollows all Statutory compliances and Laws of the Land and has never been involved in any fraudulent or illegal activities.</p>



6. Compliance Sheet for Eligibility Criteria

Basic Requirement	Required	Provided	Reference & Page
Power of Attorney			
Particulars of the Bidders	As per EOI format		
Earnest Money Deposit	Demand Draft / Bank Guarantee/Banker's Cheque		
Sales Turnover in IT Consulting	Extracts from the audited Balance sheet and Profit & Loss; OR Certificate from the statutory auditor		
Technical Capability	Completion Certificates from the client; OR Work Order + Self Certificate of Completion (Certified by the Statutory Auditor); OR Work Order + Phase Completion Certificate from the client		
Certifications			
Consortiums			

-sd/-

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 Crafts Promotion & Experience Center,
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<https://nehhdc.com/> ; <https://purbashree.com/>
 Phone Number - 0361-2910002/



Expression of Interest

Selection of Agencies for Project Management & Support Agency for
Non-Technical Intervention in implementation of Market
development by way of digitalization, authentication and
implementing of traceability in handloom sector of North Eastern
States



NEHDC (North Eastern Handicrafts & Handlooms Development Corporation Ltd) invites Expressions of Interest from Craft based organizations to be a Project Management & Support Agency for Capacity Building of Craft based Enterprises and the artisans associated with them, under the project on Market development by way of digitalization, authentication and implementing of traceability in handloom sector of North Eastern States

Project Name: Market development by way of digitalization, authentication and implementing of traceability in handloom sector of North Eastern States

Location: NE states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura

Project Background

With the objective of improving the market access for handloom products from North East Region (NER) of India, NEHDC is proposing to implement Digitalisation, authenticity and traceability system covering 10,000 weavers. The intervention will result in increase of demand and remuneration for weavers of the state. Details of the intervention in brief are mentioned below.

North East Region (NER) of India comprises of eight states. They are Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura and Sikkim. Each of the states have a tradition of handloom that dates back centuries. Unique yarns, be it Comilla cotton, Eri and Muga silk or wool with motifs and designs that are representative of cultural identity makes the handloom produced in the region much more than a piece of apparel in the current context. Assam has the GI tag for Muga Silk as well. The state is a global leader in Eri Silk and Muga Silk production with a share of 65 percent and 95 percent respectively.

India has over 31.4 lakhs weaver households of which 58% (~18.3 lakhs) of the households are in North Eastern Region. NER's handloom sector has many strengths, which include being truly a handmade region with highest number of looms in the country, high women participation, skill levels and usage of diversified fibre base and being the state that offer unique fibres such as cotton, Eri and Muga.

However, the handloom sector in NER suffer from weaknesses which include; largely unorganized units, Part time weavers with low average days of engagement, Local market focus, traditional product/design focus, Lack of recognition for North East handloom products at national/international level.

The sector in the region faces the challenges of Competition of imitation/fake products which are mass produced, Lack of traceability/authenticity of products, Fast Fashion and reducing lead times, Unpredictable climate impacting productivity and poor implementation/Enforcement of Policies and Acts.

These challenges are not only affecting the demand and pricing of products but also posing challenges in targeting the government policy support to genuine handloom weavers.

Though challenges are there the sector has opportunities in the market if leveraged can help sector to sustain and grow. These opportunities are



- Positioning as global capital for authentic hand-woven products
- Growing Demand of premium/sustainable products/artisanal products in India and across the world
- Improved market access due to growth in e-commerce
- Large scale employment/livelihood generation

Project Summary:

To address the weakness and challenges and leverage strengths and opportunities, the handloom sector of NER needs several interventions including the following;

- Market Diversification and Development
- Development of unique Branding
- Authentication mechanism
- Digitalization of products
- Traceability, for Eri and Muga silk products • Product Diversification

In this direction NEHHDC proposes to develop the market for handloom products by way of implementing Digitalisation, Authentication and Traceability Solution covering 10,000 weavers in NER.

Sikkim is excluded from the project due to lower number of handlooms in the state. The proposed interventions will address several of the needs of Handloom sector in the region. *The Interventions will be implemented over a period of 18 Months.*

The underlying proposal of market development is Digitalization and authentication. Currently the imitation products are driving the authentic handmade goods out of the market. So digitalizing and authenticating handloom products not only will expand the market for genuine products but also help in creating and delivering the benefits to the genuine weavers effectively.

The project will be implemented in following three phases:

- Phase 1: During this phase the team will be recruited, Beneficiary weavers will be enrolled, technology development will be done along with piloting and technology hardware will be procured. Activities under this phase will be carried out within 6 months
- Phase 2: During this phase, the capacity development of beneficiaries will be taken up, technology implementation will be carried out and market development activities will be carried out over a period of 12 months after the completion of Phase 1
- Phase 3: Once the implementation is completed under Phase 2 under the Phase 3 impact assessment will be carried out and final report would be submitted

Over all the project will be carried out in following three areas which are Technology Development,



Market Development and Field Operations. The Market Development and Field Operations will be managed by a Project Implementation and Support Agency (PISA).

Digitalization and Traceability will go a long way in providing identity and pride to the weaver and connect with the evolving markets within India and across the globe which would increase the demand as well as earnings. For Consumers the proposed intervention will ensure the products purchased are genuine, reduce the cognitive dissonance about products. For Retailers and intermediaries, it helps in expanding market and increasing the realization and finally for government this helps in better regulation, achieving policy effectiveness and delivering social impact.

The outputs of the project are

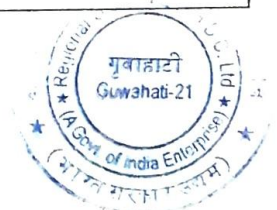
- Weavers Digitalised:10,000 Weavers
- Capacity Development: 10,000 Weavers
- Estimated Number of products Digitalized and Authenticated: 7 Lakh

We envisage to leverage the technology dove tailed with a comprehensive market development intervention to create impact on the ground for the handloom sector in the North Eastern States of India.

Interested agencies/organizations are requested to submit their Expression of Interest to be a be a Technical Agency for Capacity Building of Craft based Enterprises and the artisans associated with them, under the project on Market development by way of digitalization, authentication and implementing, by at

The EOI must include-

Name of the organization	
Registered address of the organization	
Current address of the organization	
Website url	
Name of the Primary Contact from the organization	
Contact details of the Primary Contact (Mobile number and email Id)	
A Cover Letter on the Letterhead of the organization, duly stamped and signed by authorized signatory	Annexure 1
Legal Status/Registration Document of the organization with date o Registration (Please attach the Registration Document as Annexure 2)	
List of Board Members of the organization along with profiles and names of two Key Personnel who	Annexure 3



will be handling the project	
Audited accounts of the last three years	Annexure 4
A brief profile of the organization showcasing the strength to deliver such a program with- <ul style="list-style-type: none"> ➤ A list of similar projects implemented in the past to showcase prior experience in this domain ➤ Partnerships that will add value to the project 	Annexure 5
A list of activities that you propose to take up under the project, clearly highlighting the unique proposition that you would bring to the project	Annexure 6
Declaration (given below) annexed as Annexure 7, printed on the organization's Letterhead, duly signed and stamped by authorized signatory of the applicant organization	

Declaration

I/we ,....., as an authorized signatory for....., hereby declare that all information provided in the EOI being submitted is correct. I/we further certify thatfollows all Statutory compliances and Laws of the Land and has never been involved in any fraudulent or illegal activities.

Signature



All the EOIs received will be assessed by NEHDC on the basis of the following criteria-

Criteria	Weightage
Legal Status and submission of proper documentation	5
Past experience of delivering such programs	10
Existing partnerships to strengthen the current intervention	5
Plan of Action proposed	20
Unique Proposition	10

Note:

- The Expression of Interest will be Double Bid System.
- NEHDC will assign the tender to a Technical Member Committee for evaluation of technical bids. Technical member evaluates the technical bids submitted by Agencies and mark either Technically Suitable or Technically Unsuitable against each and every Agencies. The technical member will assign a new date/time to tender for financial bids opening. At the time of financial bid opening only those vendors will be considered for evaluation (ranking) who had submitted financial bids and found technically suitable by the technical members.

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