

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](http://www.nehhdc.com)

Phone No. - 0361-2910002; +91-9707096875

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

Date: 21-12-2022

**CORRIGENDUM I**

**NOTICE INVITING EOI**

This is to notify that the EOI No. NEHHDC/A&C/Projects/Handloom Digitization/2022-23/35 dated 09-12-2022 for the project "Market development by way of digitalization, authentication and implementing of traceability in handloom sector covering 10,000 weavers of North Eastern States", has been withdrawn on technical grounds.

Sl. No.	Previously	Currently (CORRIGENDUM I)
1.	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	Expression of Interest Tenders for <b>Selection of Technical Agency for a) Technology Development, b) Hardware Device, c) Deployment of Technology, d) Training and Maintenance</b> for the project <i>Market development by way of digitalization, authentication and implementing of traceability in handloom sector covering 10,000 weavers of North Eastern States</i>
2.	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	NIL

Fresh EOI as follows -



## Two Stage Bidding - Expression of Interest Tenders

NEHHDC invites Two Stage Bidding - Expression of Interest Tenders for **Selection of Technical Agency for a) Hardware Device, b) Technology Development, c) Deployment and d) Training and Maintenance** for the project *Market development by way of digitalization, authentication and implementing of traceability in handloom sector covering 10,000 weavers of North Eastern States* through [www.nehhdc.com](http://www.nehhdc.com) and advertisement in National News Paper. The last date of submission of EOI is 06-01-2023 upto 15:00 Hrs. Technical Bid will be opened on 09-01-2023 at 15:30 Hrs. at Crafts Promotion & Experience Center, Garchuk, Pamohi Road, Guwahati – 781035.

Tender reference Number	NEHHDC/A&C/Projects/Handloom Digitization/2022-23/35; Dated 21-12-2022 CORRIGENDUM I
Date of release of Tender	22-12-2022
Pre-Bid Meeting	28-12-2022
Closing date & time of submission of Technical EOI	06-01-2023
Opening date & time of technical EOI (Technical Discussion Stage)	09-01-2023
Call for Financial Bid	12-01-2023
Closing date & time of submission of Financial Bid	23-01-2023
Opening date & time of financialbid	24-01-2023
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 <a href="mailto:md.nehhdcl@gmail.com">md.nehhdcl@gmail.com</a>
Offer Validity Period	90 days
Earnest Money Deposit	To be decided in the 2 <sup>nd</sup> stage of the bidding
Place where tender offers would be opened	Crafts Promotion & Experience Center, Garchuk, Pamohi Road, Guwahati – 781035
Website:	<a href="http://www.nehhdc.com">www.nehhdc.com</a>
Email:	<a href="mailto:md.nehhdcl@gmail.com">md.nehhdcl@gmail.com</a>
Tender Document fee	5,000/- (non-refundable)
Tender Fee	IMPS/NEFT Mode Account name - AC&P DEPARTMENT NEHHDC Account No - 50100500765215 IFSC code - HDFC0002282 Bank Name - HDFC Branch name - Maligaon Branch



**Terms of reference for the two-stage bidding shall include the following:**

- i) In the first stage of the bidding process, NEHHDC invites EoI bids containing the broad objectives, technical and financial eligibility criteria, terms and conditions of the proposed procurement without a bid price. On receipt of the Expressions of Interest, technical discussions/presentations may be held with the short-listed manufacturers/suppliers, which are prima facie considered technically and financially capable of providing the services/supplying the material or executing the proposed work, giving equal opportunity to all such bidders to participate in the discussions. During these technical discussions stage NEHHDC may also add those other stakeholders in the discussions who could add value to the decision making on the various technical aspects and evaluation criteria. Based on the discussions/presentations so held, one or more acceptable technical solutions could be decided upon laying down detailed technical specifications for each acceptable technical solution, quality benchmarks, warranty requirements, delivery milestones etc
- ii) In the second stage of the bidding process, the NEHHDC will invite bids from all those bidders whose bids at the first stage were not rejected, to present final bid with bid prices in response to a revised set of terms and conditions of the procurement;
- iii) Any bidder, invited to bid but not in a position to supply the subject matter of procurement due to modification in the specifications or terms and conditions, may withdraw from the bidding proceedings without forfeiting any bid security that he may have been required to provide or being penalised in any way, by declaring his intention to withdraw from the procurement proceedings with adequate justification.

**Project Background**

- 1) 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.
- 2) 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.
- 3) 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.
- 4) 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 dovetail with a comprehensive market development intervention to create impact on the ground

- 5) Product Digitization means adding the digital capabilities to physical products so that product consumers can interact with the product and get information in digital format. It is achieved by putting scannable codes on the product
- 6) Consumers lives are increasingly influenced by devices that allow access to the digital world at all times. This not only has an impact on communication behaviour, but also has a major impact on consumer behaviour. Because the demands of customers are becoming more and more individual, with standard products and standard communication they will no longer be addressable in the future. On the contrary, in future it will even be possible to offer products and services that can adapt to changing customer needs even after the purchase
- 7) Product Authentication is enabling consumers to scan, identify and identify the true origin of the product. It will also enable the consumer to report fake products.
- 8) Product authentication must be an essential element in product and brand management programs for companies across all industries. Product counterfeiting has emerged as a significant economic issue, with the market value of fake products equalling or exceeding the gross domestic product of some countries. For the Artisans, it has large impact on their livelihood.
- 9) Product Traceability is the process of identifying and tracking products through a supply chain. It consists in logging manufacturing information in a database and following products at every step. Traceability provides following benefits
  - Builds trust and confidence in affected products, businesses or systems.
  - Ability to determine the origin of a product and raw materials such as yarn.
  - Allows quality issues to be more quickly identified, contained and resolved.
  - Improves operating efficiencies for all stakeholders

NEHHDC proposes to engage a reputed technology provider with relevant expertise and experience to carry out the implementation of technology through a) Hardware Device, b) Technology Development, c) Deployment and d) Training and Maintenance.

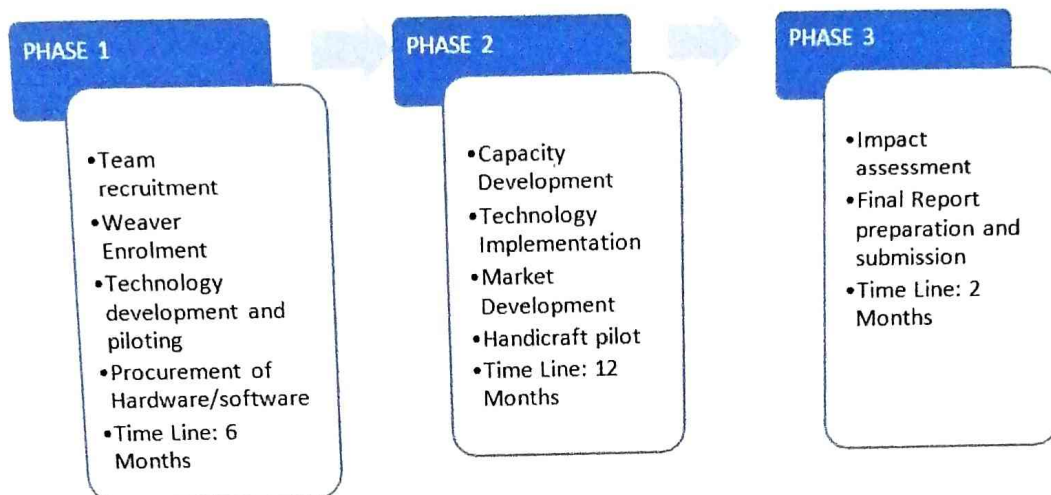
The project will be executed in four phases over a period of 18 months plus 12 months handholding

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

### **Project Approach**

NEHHDC proposes to implement the digitization interventions to address the issue of commoditization of handloom products. Digitalisation, authentication and Traceability initiatives are coupled with market development initiatives. The details of the proposed project are explained in the following sections explained in the following sections





**Phase 1:**

During the phase 1, the project team including TA will be set up, weaver beneficiary enrolment will be carried out. further the technology platform development will be done in addition to development and procurement of hardware which will be deployed in the field subsequently. The state wise allocation of beneficiaries/devices is listed in Table Beneficiary selection across states

State	Target Beneficiary
ARUNACHAL PRADESH	1000
ASSAM	5000
MANIPUR	1500
MEGHALAYA	500
MIZORAM	500
NAGALAND	500
TRIPURA	1000
<b>TOTAL</b>	<b>10000</b>

\*\*Sikkim is excluded from the project due to lower number of handlooms in the state

**Phase 2:**

During the phase 2 the selected beneficiaries will be trained to use technology for traceability and authentication system will be deployed with the weavers. Subsequently the field team will handhold the weaver team in adopting to new technology in co-ordination with the Technology team. The team will also co-ordinate with marketing team in the area of product development, marketing.

The weavers/groups will also be connected with the market through market development activities during the phase. Towards the final 6-month period a pilot on handicraft /lion looms will carried out



covering about 50 artisans. Further the support will be carried out for additional 12 months (total of 30 months engagement).

### Phase 3:

Once the implementation is completed, impact assessment will be carried out and we will submit the final report within 2 months of completion of implementation.

Details of the implementation are explained in the subsequent section.

### 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 NEHDC
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

### 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
- 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](https://www.startupindia.gov.in/content/sih/en/compendium_of_good_practices/easing_public_procurement.html))

### 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 of 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-  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



<p>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>	<p style="text-align: center;"><b>Declaration</b></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 that .....follows all Statutory compliances and Laws of the Land and has never been involved in any fraudulent or illegal activities.</p>
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**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			



Brig. R. K. Singh (Retd.)  
Managing Director

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(Ministry of DoNER, Govt. of India)

Crafts Promotion & Experience Center,  
Garchuk, Pamohi Road, Guwahati - 781035

<https://nehhdc.com/>; <https://purbashree.com/>

Phone Number - 0361-2910002