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NEHDC

## Expression of Interest (EOI)

Selection of 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”

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)

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NEHHDC invite Sealed Double bid tenders (Technical and Financial Bid) from reputed organisation for the selection of "Project Management & Support Agency" for Non-Technical Interventions in implementation of "Market development by way of digitalization, authentication and implementing of traceability in handloom sector of North Eastern States"

Description of work	Site Location	EMD	Estimated amount	Period of Execution	Remarks
Market Development and Field Operation Support for the Project "Market development by way of digitalization, authentication and implementing of traceability in handloom sector of North Eastern States"	<ul style="list-style-type: none"> <li>• Assam,</li> <li>• Arunachal Pradesh</li> <li>• Manipur</li> <li>• Nagaland</li> <li>• Mizoram</li> <li>• Meghalaya</li> <li>• Tripura</li> </ul>	53,200/- (2% of the estimated cost)	26,60,000/- (Twenty-Six Lakhs Sixty Thousand only)	90 Days	Total estimated cost is considered based on the cost of one programme only for each activity to be completed under market Development and Field Operation part.

Tender reference Number	File No: NEHHDC/L&E/PROJECTS/Handloom Digitization/2022-23/01
Date of release of Tender	28-04-2023
Pre-Bid Meeting	05-05-2023
Closing date & time of submission of the bid	11-05-2023 Up to 5.00 P.M.
Opening date & time of technical bid	12-05-2023 At 11.30 A.M. successful bidder who qualifies the technical bid criteria will be eligible for financial bid
Opening date & time of financial bid	To be informed
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.nehhdc@gmail.com">md.nehhdc@gmail.com</a>
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.nehhdc@gmail.com">md.nehhdc@gmail.com</a>
Tender Document fee	₹ 2,500/-



EMD and Tender Fee	In favour of NEHHDC, Guwahati valid for 180 days.
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Note\*\*\*

1. The Agency/organisation who deposited the EMD on or before date of closing of tender to be opened only.
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. 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.

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, NEHHDC 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 suffers 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

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.

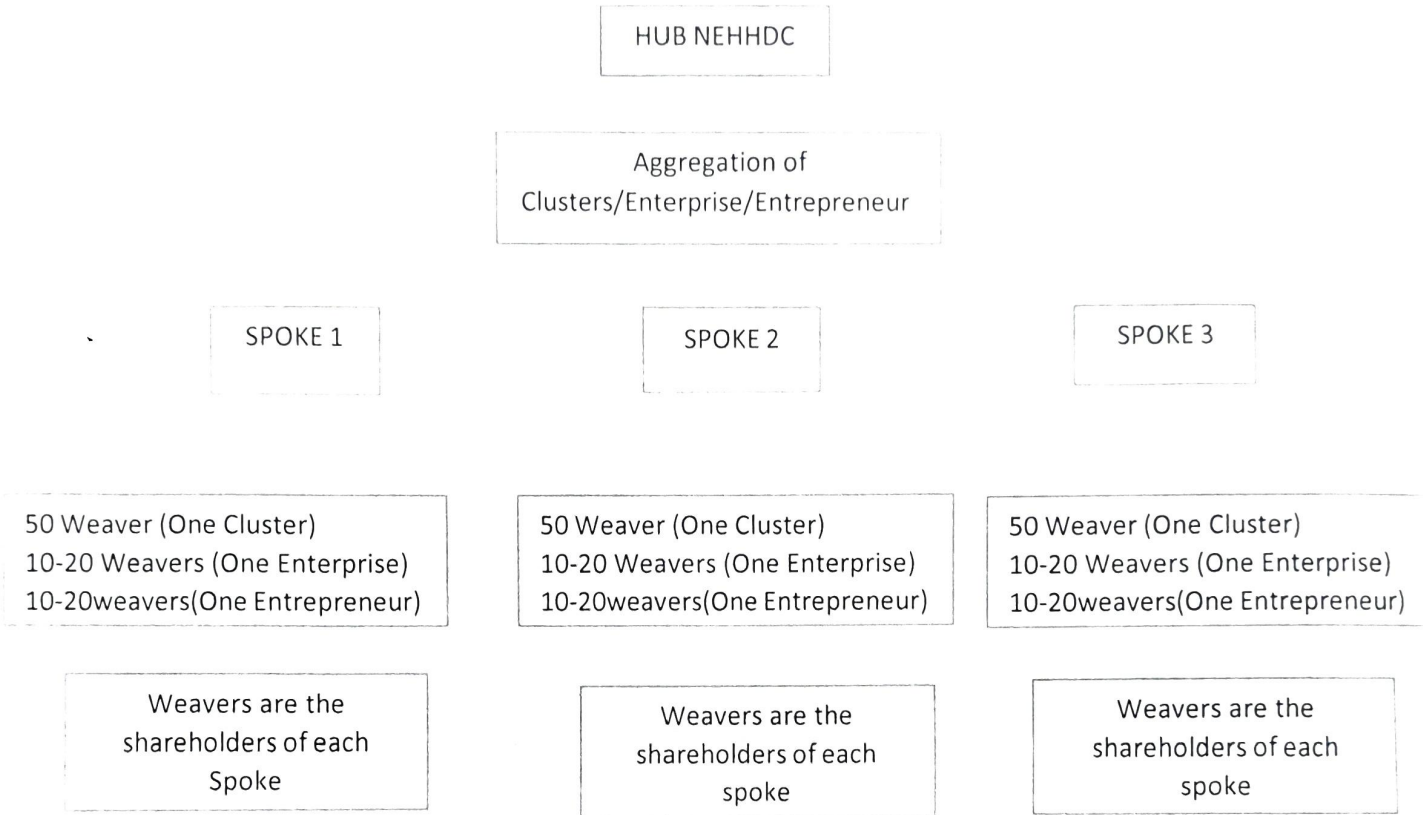
State Wise Distribution of the 10,000 Weavers:

SI NO.	STATE	No's Of Weavers
1	ASSAM	5000
2	Arunachal Pradesh	1000
3	MANIPUR	1500
4	MEGHALAYA	500
5	MIZORAM	500
6	NAGALAND	500
7	TRIPURA	1000
TOTAL		10000



### Proposed Model:

The proposed model is based on the cluster level/ enterprise level/ Entrepreneur level approach. There are around 50 weavers under each handloom cluster/ 10-20 Weaver under each enterprise or each Entrepreneur.



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). PISA will not be responsible for the technology development part i.e. digitalisation

The market Development and Field Operation part consist of mainly

- Capacity and trust building
- Organised market structure
- Product diversification and design development
- Financial Literacy and management
- Business development and handholding support

The total estimated cost Rs. 26.60,000/- (Twenty-Six Lakhs Sixty Thousand only) of the EOI is considered based on the cost of one programme under each activity of the market Development and Field Operation part only. Total number of programmes under each activity will be decided as per the need of the project. Any activities to be cancelled or replaced throughout the project period.





Description of work:

SI No	ACTIVITIES	Description
1	Capacity & Trust Building:	Capacity building and trust building for each weaver will be done to enhance their capacity so that they will be able to run their micro enterprises effectively
2	Product Diversification and Development	Trainings will be carried out by reputed professional designer in order to design and develop new products/ motifs specifically suited for international markets and 25-30 samples will be produced under each programme. Digital and physical modules/SOPs for each of the major production processes to be developed by sectoral experts.
3	Financial Literacy and Management	Training programme for building capacity on topics like Costing /Pricing, Inventory/Stock management, record keeping, reducing wastage and its impact, Savings, Various scheme and their benefits for bank linkage etc.
4	Business Development and Handholding	Trainings will be organized to help each group /Weavers to understand the nuances of marketing and Brand building. It will also helped them to identify the market segments which will best suited for them. It will also help them to understand how to promote , advertise, communicate their product in national and international platform. This training programme also help them to have the idea about the use of various social media platform, ecommerce platform to develop their own business

Qualification Criteria

Qualification Criteria	Supporting Documents
The tenderer should be a registered legal entity.	i) In case of Private / Public Limited Companies · Copy of Incorporation Certificate issued by the Registrar of Companies · Copy of Memorandum and Articles of Association (ii) In case of Partnership Firm · Registered Partnership deed (iii) In case of Proprietorship Concern · Copy of Udyog Aadhaar/ GST Registration Certificate / PAN Card.
The tenderer should have at least 3 years of experience (as on 1 st May 2023) in the field of Management and Field Operation.	(i) Work orders issued by clients. (ii) Performance certificate issued by clients. (iii) Completion certificate issued by clients against their respective work order. (iv) List of similar works executed in last 3 years



<p>The tenderer should have reported a Annual Turnover of Rs. 1 Crores in the last three consecutive financial years (FY 2020-2021, FY2021-2022 FY 2022-2023)</p>	<p>The average annual turnover statement duly certified by Chartered Accountant . ii. The Annual Report/ certified copies of Balance Sheet, Profit &amp; Loss statement along with schedules for the last 3 consecutive financial years.</p>
<p>The tenderer should not have been blacklisted for supply of any items or services by any Government departments/Private Agency</p>	<p>The declaration form should be enclosed. Also the Notarized Copy needs to be submitted.</p>
<p>In case of start-up entity proper registration from the concerned authority, DIPP registration, Government of India is required as per Startup Policy. Minimum 2 Year experience in similar completed works is mandatory. Minimum 2 Years completed work proven by client satisfactory report should be submitted with bid document (In Technical Bid)</p>	<p>Relevant Document in case of Start Up. Minimum 2 Years of Experience 2 Years of completed work proven by client's completion certificate against its respective work order.</p>

#### LANGUAGE OF THE TENDER

The Tender prepared by the tenderer as well as all correspondences and documents relating to the tender shall be in English language only. If the supporting documents are in a language other than English, the notarized translated English version of the documents should also be enclosed.

#### AWARD OF CONTRACT

- The Tenderer who has quoted lowest price (L1) will be received the award of contract from NEHHDC.
- Based on the award of contract L1 bidder will submit the 'Letter of Acceptance' to NEHHDC.
- In unavoidable circumstances, such as receipt of very limited bids or the proposal prices are substantially higher than original rate the Tenderer who has quoted lowest price (L1) will be invited for negotiations and after finalizing the negotiated rate, work order/Award of contract will be issued.

#### PAYMENT TERMS

- Total estimated cost is considered based on the cost of one programme only for each activity to be completed under market Development and Field Operation part.
- After receiving the Award of Contract, the L1 bidder will submit their complete plan along with their total project cost to NEHHDC for the entire period of the project. While preparing the plan L1 bidder should keep in mind the total number of beneficiaries and their geographical distribution in the 7 states of NE.





- Payment will be made as per their total project cost submitted by the L1 bidder for the complete project as:
- 30% of contract value will be paid as advance on execution of agreement.
- 40% of the contract value will be paid, against bills, and UCs after acceptance by the tender committee.
- 30% of the contract value will be paid on successful completion of the training programme as per their complete plan.

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 (Mobilenumber 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	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"> <li><input type="checkbox"/> A list of similar projects implemented in the past to showcase prior experience in this domain</li> <li><input type="checkbox"/> Partnerships that will add value to the project</li> </ul>	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	
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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 that .....follows all Statutory compliances and Laws of the Land and has never been involved in any fraudulent or illegal activities.

RAJIV Digitally signed  
by RAJIV  
KUMAR SINGH  
Date:  
2023.04.27  
15:09:39 +05'30'  
KUMAR  
SINGH

Signature

-sd/-

Managing Director

North Eastern Handicrafts & Handlooms Development Corporation Ltd  
(Ministry of DoNER, Govt. of India)

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