



पूर्वोत्तर हस्तशिल्प एवं हथकरघा विकास निगम लिमिटेड  
(भारत सरकार का एक उद्यम)  
**North Eastern Handicrafts & Handlooms Development Corporation Limited.**  
(A Government of India Enterprise)

CIN- U36101ML1977GOI001696 | GSTIN- 18AABCN3014D1Z1 | Registration Number- 001696

Date: 22-05-2021

REQUEST FOR EXPRESSION OF INTEREST (REOI) FOR EMPANELMENT OF NETWORKING AND MOBILIZING PARTNER FOR LIVELIHOOD ENHANCEMENT IN HANDLOOM AND HANDICRAFT BY ENHANCING ENTIRE VALUE CHAIN.

1. NEHHDC intends to empanel Networking and Mobilizing Partner (NMP) for enhancing livelihood of targeted small farmers and craft persons and improving their strategic role in handloom and handicraft activities by developing clusters through capacity building for increasing productivity, building multi-level collectives, and establishing market linkages.

2. The duration of empanelment will be for a period of three (3) years effective from the date of signing of MoU which may further be renewed depending on the requirement of NEHHDC or satisfactory performance of the NMP.

3) The Terms of Reference (TOR) for the proposed assignment is provided in the website of NEHHDC [www.nehhdc.com](http://www.nehhdc.com) for ready reference

I. The short-listing criteria for RFP Stage include:

- a) The Agency must be incorporated & registered in India, under
  - i. Section 8 of the Companies Act, 2013
  - ii. A Society registered under the Societies Registration Act, 1860;
  - iii. A Co-operative Society under an appropriate statute;
  - iv. A Producer Company under Companies Act;
  - v. Private Limited Company under Companies Act; or
  - vi. A Trust.
  - vii. Firms, LLPs
  - viii. Entrepreneurs having UDYAM Registration
  - ix. JLGs and SHGs

and should be in operations in (NER) India for last two years and New Ventures, Start-ups with a mandate to develop Handloom and Handicraft sector are encourage to apply

- b) The Agency should have minimum average annual turnover of INR 10 Lakhs or above for the last financial years (2019-20, 2020-21) during the last two financial years. (Copies of Audit Reports to be furnished). [Start-ups, JLGs and SHGs are exempted]
- c) The Agency must have been working in the field of Handloom and Handicraft in NER (Copies of activity report, meeting minutes, by-law, MoA must be furnished)
- d) The Agency must have available Key Professional with domain expertise and experience as per Terms of Reference.

- e) The bidder should not have been blacklisted by any Central/State Government (Central/State Government and Public Sector) or under a declaration of ineligibility for corrupt or fraudulent practices.

The lists of documents to be submitted along with EOI are

- a) Document (s) to demonstrate that the Agency is in the business for the last two (2) years: [Start-ups, JLGs and SHGs are exempted but they need to produce any documents where it depicts that they are involved in Handloom and Handicraft]
- b) Details of Work Experience and Similar Assignments undertaken to support the short listing criteria accompanied by completion or acceptance certificate(s);
- c) Self- certified details of available Key Professional with domain expertise and experience as per Terms of Reference:
- d) Audit Reports along with Certificate from the statutory auditors/ Chartered Accountant certifying the year wise amount of turnover from consultancy business' during the last two (02) financial years (2019-20, 2020-21)
- e) Undertaking that the Bidder should not have been blacklisted by any Central / State Government (Central/State Government and Public Sector) or under a declaration of ineligibility for corrupt or fraudulent practices.

4. NEHHDC will not entertain any Agencies with Joint Venture/Consortium to compete in the Bidding Process.

5. The detailed Terms of Reference for the proposed assignment may be obtained from the website [www.nehhdc.com](http://www.nehhdc.com) The EOI should be submitted in hard copy with supporting documents and fee of Rs 250/- (Rupees Two Hundred Fifty Only) to be paid by Demand Draft in favoring NEHHDC, payable at Guwahati or NEFT Transfer (via Account No. 10566982760, IFSC-SBIN0000221, Branch -New Guwahati, Account Name - NORTH EASTERN HANDICRAFT & HANDLOOMS DEVELOPMENT CORPORATIN LTD) with the receipt should be reached to the office of undersigned on or before 15-06-2021 up to 3:00 PM.

Soft Copies required to send at [nmpnehhdc@gmail.com](mailto:nmpnehhdc@gmail.com)

The successful NMP fulfilling all conditions shall enter into MoU with NEHHDC and the conditions stipulated by NEHHDC are binding on him.

\*\*Fees are exempted for JLGs and SHGs

Sd/- Managing Director  
North East Handicrafts & Handlooms Corporation Ltd  
East Point Tower, 5th & 6th Floor,  
Bamunimaidam, Guwahati – 781021

# REQUEST FOR EXPRESSION OF INTEREST (REOI) FOR EMPANELMENT OF NETWORKING AND MOBILIZING PARTNER FOR LIVELIHOOD ENHANCEMENT IN HANDLOOM AND HANDICRAFT BY ENHANCING ENTIRE VALUE CHAIN.

## About NEHHDC

Incorporated in 1977, North Eastern Handicrafts and Handloom Development Corporation (NEHHDC), as the name suggests is an organisation 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.

It offers a range of products from all the eight North Eastern states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The organisation procures handicrafts and handlooms from artisans and weavers across the region and retails the same through its chain of "Purbashree" Emporia located at Shillong, Guwahati, Kolkata, New Delhi, Bangalore and a Sales Promotion Office at Chennai. Moreover, it promotes the products at various national and international markets through exhibitions and trade fairs.

The Corporation also conducts training programmes and seminars for skill and knowledge upgradation of the artisans and weavers.

## Objectives:

- (i) Providing financial, technical and other assistance to craftsmen, weavers, co-operatives and other establishments
- (ii) Establish, operate and promote Sales Centres, like emporia, show-rooms, publicity offices and exhibition cells for improving accessibility of the goods
- (iii) Organise production through co-operatives, artisans or its own production centres
- (iv) Promote and operate schemes for development of handicrafts, handlooms and allied products
- (v) Establish production centres for those craft industries where the demand is growing
- (vi) Provide training for multiplying and upgrading traditional skills

## Vision:

To improve the quality of life of artisans, weavers and entrepreneurs by increasing demand for North East handicraft and handloom products in the national and international markets.

## Mission:

- Collaborate with artisans, weavers and entrepreneurs to produce quality handicraft and handloom products through design, technical and skill interventions
- Procure their products at a fair price and market them

- Help them find markets for their products in the country and abroad.

## 2. Scope of the Work:

- i. Proper identification of artisans, weavers, JLGs, SHGs, Firms, Cooperative societies, Producer Companies etc. who are involved in the Handloom and handicraft sector, where NEHHDC within its mandate can serve them.
- ii. To conduct need based and scoping study if and when required.
- iii. Identification of potential cluster pockets based on the availability of the raw materials, weavers and artisans for handloom and handicraft.
- iv. Identification of potential beneficiaries/ artisans for linking them with cluster development activities (Mobilization, Training, Marketing) through government projects and schemes
- v. Help NEHHDC to tie up with buyers & exporters for some selective products with large volume for which product specific training programmes will be undertaken under the capacity building component of the project. Tie up with vendors/ shops of nearby areas/ locality
- vi. Assisting in linkage with marketing organizations and online marketing agencies.

## Role of the NMP:

The role and responsibility of NMPs includes the following:

1. Sensitization and awareness generation in the clusters about government scheme and programmes;
2. Identification of potential clusters;
3. Assisting NEHHDC in Preparation of comprehensive DPRs for project submission in government scheme like SFURTI, MSE-CDP etc. containing the following details, namely,- business model for self-sustenance, skill up-gradation of artisans, acquiring of new skills, setting up of physical and financial outcome targets for the project, proposed percentage enhancement of productivity and earnings of the artisans, brand building, product segmentation, promotion and advertising through regular publicity modes and participation in fairs and exhibitions, exploring possible export avenues with clear targets etc ;

4. NMP will assist in engagement of a Design House/Designer in cluster level with appropriate terms of reference and detailed scope of work for extending appropriate input of design, product processing, product development and proper packaging.
5. To assist NEHHDC in engagement of Business Development Services (BDS) providers, out sourcing/improving tools and equipment, developing strategies & best practices for credit linkage as far as possible;
6. NMP will advise NEHHDC for making plans for procurement of raw materials along with various micro and macro level tools and machineries and other processes as identified for cluster development.
7. NMP will assist to draw up strategy and intervention – cluster level and detailed plan in regard to the following:
  - a) Product development
  - b) Packaging
  - c) Product pricing
  - d) Product positioning and promotion
  - e) Product mix/ diversification
  - f) Dealer/Distributor Network under offline marketing mode
  - g) Tapping e-commerce for online marketing.
  - h) Determining supply chain and logistics
  - i) Ensuring quality of product and standardization
  - j) Tapping the export potential through appropriate interventions
8. NMP will assist clusters in organizing and planning Business Development Strategies, buyer-seller meet and implementation of thematic intervention focusing on branding, e-marketing, new media marketing, innovation, research and development etc. for smooth running of Clusters.
9. NMP will assist NEHHDC to facilitate linkages between the artisans and weavers and artisans and various other stakeholders, particularly the Government organizations, buyers and financial institutions.
10. NMP will plan out in consultation with NEHHDC to frame the training requirement of artisans and stakeholders and group their requirements as per the need of the clusters. Accordingly, the NEHHDC will develop proposals and identify training institutions and will be done in defining the courses duration, fees and other necessary requirements as per the cluster.

11. NMP will assist NEHHDC in social auditing.

12. NEHHDC do not guarantee any funding to the NMPs but it will assist and guide to generate funding in their own capacity.

4. Coverage Area: North East Region

5. Period: The duration of the empanelment will be for a period of three (3) Years. The MoU may be further extended depending upon satisfactory performance of the Agency & requirement of NEHHDC.

7. Ownership:- All information collected by NMP will be used only for the purpose of delivering the scope specified in the TOR. No part of the information shall be used for any other purpose without the prior explicit consent of the client. All material and data collected shall be the property of the client.

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*(provide a vailed reason not having below mentioned particulars in additional sheet)*

**TEMPLATE**

<b>Agency Details:</b>		
<b>Sl. No.</b>	<b>PARTICULARS</b>	<b>DETAIL INFORMATION</b>
1	Name & full postal address of the agency with PIN code, STD code, Fax/Tel. No., e-mail ID	
2	Year of Registration	
3	Regd. Under NITI AYO	
4	Legal Status of the organization	
5	Year of Commencement of Operation	
6	Brief Profile of the agency along with organization chart	
7	No. of Offices in the State if any with detailed information(Name of Contact persons with Postal Addresses Code, Fax/Tel No.,E-mail website site, if any	
8	Past experience in Cluster Development (Handloom and Handicraft)	
9	List of major activities in the and Clients lists (Annual Report of 2019-20 to 2020-21)	
10	Availability of total manpower / Experts on regular payroll of the organization (Name, Address, Qualification, Experience, Contact No. Email	



	Address) use separate sheet for providing the details	
11	Technical staff and resource persons in handloom and handicraft (Name, Address, Qualification, Experience, Contact No. Email Address) use separate sheet for providing the details	
12	a) TAN & PAN Numbers	
	b) GST No.	
13	Details of Governing Council / Managing Committee / Board Members	
14	Average Annual Turn Over (last 2 FY) [Start-ups, JLGs and SHGs are exempted]	
15	Past Experience/work with NEHHDC (provide details) (Experience with NEHHDC will be an advantage)	
16.	Fee Details	DD No. Date: Bank Name:
		NEFT details:

\*\*Soft Copies required to send at [nmpnehhdc@gmail.com](mailto:nmpnehhdc@gmail.com)

Certificate:

That the above said organization is not involved in any corrupt/objectionable practices and has not been blacklisted by any Government Department/Organization and International Bodies or Court of Law and its registration is valid till date.

Date: \_\_/\_\_/2021

Authorized Signatory

Information to be provided in excel sheet

##	Name of the Applicant	Address	office GPS Location (through google map)	Pin code	State	District	Block/ULB
1		2	3	4	5	6	7

Email	Contact Person Name	Mobile No	Contact No	Organisation Type (Legal status)	Registration No.	Validity Date
8	9	10	11	12	13	14

PAN	Bank Account Number	Name of Account Holder	Bank Name	Branch City	IFS Code
15	16	17	18	19	20

Interested in Handloom (Type of Handloom)	Interested in Handicraft (Type of Handicraft)	Area/Proposed area of Operation (Block, District & State)
21	22	23