NOTICE INVITING EXPRESSION OF INTEREST FOR ESTABLISHING COMMON FACILITY CENTRES FOR PROCESSING AND VALUE ADDITION IN KUTCH MEGA CLUSTER SCHEME OF MINISTRY OF TEXTILES GOVT. OF INDIA IN BHUJ GUJARAT

NCDPD invites offers from interested and eligible agencies for setting up of Common Facility Centres with an objective to upscale and improve the production process of identified crafts. The other objective includes faster and quality production for value addition and increasing income level of the artisans.

Interested agencies having relevant experience may submit their EOI. The detailed TOR for the same can be downloaded from the website www.ncdpd.in or www.handicrafts.nic.in or can be obtained from the office of NCDPD or the Regional office of DC (Handicrafts) at 66, Maruti Cottage, Sanskar Nagar, Bhuj - Gujarat. The last date for submission of EOI shall be within 15 days from the publication of this advertisement.
1. BACKGROUND

Hon’ble Minister of Finance in his budget speech 2014-15 announced Kutch as the new mega cluster with an objective of inclusive development of crafts in the clusters of Kutch in Gujarat. The guiding principle underlying the design of clusters would be to create modern infrastructure and to integrate the production chain in a manner that caters requirement of the handicraft artisans in the Clusters.

In brief, the main objective of setting up this cluster is to assist the stakeholders in availing the facilities set up with modern infrastructure, latest technology, design innovations and adequate training and Human Resource Development (HRD) inputs along with appropriate market linkages.

A quick justification study and DPR for interventions to be proposed have been undertaken by NCDPD & O/o. DC (Handicrafts). Based on the Recommendations of the report of Diagnostic-cum-Justification study for the proposed interventions in the Kutch Mega Cluster, technical-cum-marketing team visited different units, artisans, SHGs, manufacturing units at Block level in different clusters of Kutch for technical understanding of the proposed interventions and their feasibility. The clusters / crafts includes in the initial phases depending upon the immediate requirements are below:

1. Artistic Textiles Craft & Kutch Embroidery
2. Wood Carving
3. Copper Coated Iron Bell (Bell Metal Crafts)
4. Leather Craft

1. ARTISTIC TEXTILES CRAFT & KUTCH EMBROIDERY

1.1. TIE & DYE (BANDHANI)

Tie-dye is a technique in which a pattern is created on cloth by tying off small circles and making them resistant to dye. Around 500 bonafide artisans are available in the area.
RAW MATERIAL
Raw materials being fabric are easily accessible. Design, marketing, shelter for individual artisans with working area are the focus issues. Indigenous way of dyeing needs to be replaced suitably.

TOOLS
Major tools used are: Stencils, Tracing paper, Wooden Blocks, Pointed rings, copper vessels for dyes, Vat Dye & Dryer

1.2. AJARAKH AND BLOCK PRINTING
About 5000 artisans are engaged. Main products of the crafts are dress materials, sarees, bedcovers, duppattas etc. The process of washing, dyeing, printing, finishing, etc. is lengthy and lethargic.

RAW MATERIAL
The raw material used is Cotton cloth called as latha. The colors are made from natural ingredients such as iron rods, jaggery, tamarind seed and turmeric powder. The clothes are washed with hardae (process) solution i.e. Myrobalan.

TOOLS
Major tools used are: Wooden block, Background block, Printing tables, Copper vessels for dyes, Aluminium pots for dyes, Brushes.

1.3. ARTISTIC WEAVING (WOOLEN SHAWLS)
Kutchi weavers are very famous for their artistically weaved woolen. The main craft pockets in Kutch are Bhujodi, sarli, Mota Vanora, Kotai, Kanderai, Jamthada etc.

More than 5000 artisans are engaged and producing Artistic woolen shawl, Sarees, Dress materials, Duppatas, Stalls etc.

RAW MATERIAL
Raw material used is: Wool, Cotton, Dye, Bleach.
TOOLS
Major tools used are: Wooden Frame, Pirn winder, Wooden shuttle

1.4. **ROGAN PAINTING**
Rogan is the technique of painting on fabric, crafted from thick brightly coloured paint made with castor seed oil. The artisan folds his designs into a blank fabric, thereby printing its mirror image and completing the Rogan painting.

**RAW MATERIAL** The basic raw material is Safflower linseed or castor oil, color palette hard ground from mineral, colors and earthen pots.

TOOLS
Mainly the tools used are: furnace, wooden stick, iron stick, aluminum pot, lid, flat grinding stone, round stone, headpins.

1.5. **KUTCH EMBROIDERY**
Approximately more than 5000 artisans are involved in Kutch embroidery craft. The major products are different types of Patches, Chaniya Choli, Ghaghra dress materials, Bags, Quilts, Cushion Cover, Bed Sheet, Sarees etc.

**RAW MATERIAL**
Raw material that consists of Silk yarn, Cotton yarn, Mirror stones are procured from local markets as well as Ahmedabad, Mumbai & Delhi.

**TOOLS**
Major tools used are: Sewing machine, Interlocking machine, Needles & scissors.

2. **WOOD CARVING**
Wood carving of Kutch is part of a larger confluence of cultures linked across the Thar Desert. The carved designs in wood are evocative of the motifs found in the embroidery styles of the region. They are also embellished with mirrors which further simulate the embroideries.
RAW MATERIAL

Wood such as Burma, teak, rubber wood etc., Ivory, Plastic, Horn, Bone, Metal, Polish used as raw material.

TOOLS

Mainly the tools used are: Compass, Right angles, Axes, Chisels, Hammers, Files, Saw bucks.

3. COPPER COATED IRON BELL (BELL METAL CRAFTS)

The craft of copper coated bells evolved from the need of the time and region. Metal bells are made from the collective work and skill of a family. Traditional kilns are used along with self-styled dyes and molds for shaping and finishing of the products.

RAW MATERIAL

The basic Raw material used is Iron and Copper Sheets, Kirad tree wood, Brass, Iron, Copper and Zinc Powder, Raw Cotton (Kapaas) and Mud

TOOLS

Mainly the tools used are: Compass, Right angles, Axes, Chisels, Hammers, Files

4. LEATHER CRAFTS

Leather artisans of Gujarat are adept at sculpting and stamping the material into a variety of products which are finding favor in today’s contemporary market. Range of Techniques: Leather Sculpting, Leather Stamping, Embroidery, Patch Work.

RAW MATERIAL

Goat skin, Camel hide, Abhala or mirrors, Embroidery yarns used as raw material.

TOOLS

Mainly the tools used are: marking tools, scrapers, scraping knives, needles, pliers, wood, iron beetles.
MAJOR BOTTLENECKS / CONSTRAINTS

Major constrains in Kutch District

a. Artisans earn only Rs.100/- to Rs 150/- per days only.

b. Issues regarding availability of Raw Material for Wooden Furniture, Copper coated Iron bell craft, leather which comes from the tannery of Kanpur for leather embroidery crafts & embroidery yarn based crafts.

c. Health related issues for Rogan Painting, Tie & Die Copper coated Iron bell craft artisan.

d. Artisans following traditional way of production

e. No exposure to international Market

f. New Generation not adopting Handicrafts as a career due to high wage in industries.

g. Designs not enough to compete the global market and artisans are unable to produce as per the market need.

h. No any infrastructure facilities are available to sustain the production needs.

i. No direct market linkages to individual artisans are depending upon middleman, retailers, wholesalers.

j. The Urban Haat at Bhuj should come up with more strategy for marketing.

PROPOSED INTERVENTIONS

In order to address the identified constraints there is an urgent need to set up small and captive Common Facility Centres at different block levels where there is a production clusters and can be used by the artisans, master craft persons, SHGs, NGOs or other beneficiaries. These CFCs, shall be set up with the technical expertise of SPV and as per the specified terms and conditions. The proposed CFCs shall have following facilities:
i) IMPROVEMENT IN THE WORKPLACE

Objective: The intervention is expected to meet twin objectives of

- Improving the workspace
- Provide avenue for higher value addition

As mentioned earlier, the existing workspace is not conducive for such artisanal work and is devoid of infrastructure such as availability of adequate power, lighting, space, etc. This is resulting in low productivity and health concerns.

Also, as mentioned the artisans are engaged in job work and their work is being taken out of the cluster as semi-processed product while the final product is being stitched outside the cluster. Thus only a fraction of the total value is being realized in the cluster. In order to improve the overall value realization in the cluster it is proposed to initiate stitching operations in the cluster as a common facility.

Under this it is proposed to illuminate the working place for better working conditions as the existing practices leading to various diseases such as complete blindness to the Artistic Hand Made Textile workers etc.

ii) MACHINES FOR STITCHING, CUTTING, INTERLOCKING FOR IMPROVEMENT OF THE QUALITY

INDICATIVE MACHINERY & TOOL DESCRIPTION

1) INDICATIVE MACHINES FOR ARTISTIC TEXTILES CRAFT & KUTCH EMBROIDERY

Sewing Machine: It is used to stitch pieces of fabric. An automatic way of stitching instead of needles manually and hence provides a finished product.
Interlock Machines: A special set of stitching machine to impart precision in finishing of products.

Fabric Cutting Machines: Fabric Cutting machines can enable to cut a set of pieces of cloth at a time. This reduces the time utilized in cutting and hence speed up the production.

2) INDICATIVE MACHINES FOR BELL METAL CRAFT

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Small furnace for Bell Metal</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Cap making Machine</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Metal Cutter</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Mop</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Pressing hammer</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Flange</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>Chaursi</td>
<td>10</td>
</tr>
</tbody>
</table>

3) INDICATIVE MACHINE FOR WOOD CRAVING

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>Qty</th>
</tr>
</thead>
</table>
| 1    | Lathe Machine  
Length of Bed 12’, Height of Center: 10’                                | 1   |
| 2    | Drill pillar Type  
In drilling: 40mm, Working Surface: 435x200mm, Make: Siddhapura         | 1   |
| 3    | Grinder:  
Plate with 0.25 Hp Single Phase 2800 rpm electric motor & starter both Crompton. 4” Wheel with wheel guard | 1   |
### 4) INDICATIVE MACHINES FOR LEATHER CRAFT

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>Qty</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Heat Reactivator</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Heat setter</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4)</th>
<th>4</th>
<th>Power Tools: i. Rotary Hammer Capacity: 4 Kgs. BOSCH Make</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>5</td>
<td>Impact Drill Cap.: 20mm, Double Speed, Make: BOSCH</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Straight Grinder Cap.: 27mm, Make Bosch</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Angle Grinder 4”, Make BOSCH</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>Angle Grinder 7”, Make BOSCH</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Drill, Make BOSCH</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>D.G. Set 25 Hp</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>Molding Machine, Edge Cutting &amp; Molding</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>Polishing Machine Work Size 13X7 Fts, Polishing Head Dia 400mm Abrasive in head 2-3</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td>Pneumatic Tools With Compressor &amp; Motor, including carving Tools</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mobile Block Cutter Blade cross Movement: 2500 mm, Blade Vertical Movement: 1000 mm,</td>
</tr>
<tr>
<td>No.</td>
<td>Description</td>
<td>Quantity</td>
</tr>
<tr>
<td>-----</td>
<td>-------------------------------------------------</td>
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</tr>
<tr>
<td>3</td>
<td>Heat less Hair drier</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Roller Post Bed sewing machine</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Polishing Machine</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Lasting machine</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Flat Bed sewing machine</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Sewing Machine (back strable)</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Flat bed Zig-Zag machine</td>
<td>2</td>
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<tr>
<td>10</td>
<td>Post bed sewing machine</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Sole Press Machine</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>Splitting Machine</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>Skiving Machine</td>
<td>2</td>
</tr>
</tbody>
</table>

### iii) MAJOR IDENTIFIED BLOCKS FOR INTERVENTION

1. Bhujodi, Tehsil Bhuj, Kutch Dist.
2. Ajrakhpur, Paddhar, Kutch Dist.
3. Khatri Chowk, Bhuj, Kutch
5. Zura, Tehsil Bhuj, Dist. Kutch

### iv) MECHANISMS FOR SETTING UP OF CFCs

- The CFCs shall be set up with the technical experts of SPV where the procurement of the necessary Tools, Equipments & Machines shall be undertaken by SPV and erected and installed in the designated CFCs.
• The inventories made by SPV including plant, machinery, tools and equipments shall solely be the property of the SPV.

• The SPV shall assist in the trial production with the relevant technical experts however, the commercial production and its running and management including maintenance shall be undertaken by the agency/organization who shall be awarded the CFCs.

• Primarily the services of CFCs shall be utilized by the Members of SHGs/beneficiary group however, the services can also be rendered to others on nominal charges who shall be decided in consultation with SPV. The CFC service charges shall also be notified among the beneficiary group.

• An MOU shall also be signed between SPV and CFC.

• In case the proposals are not found feasible or lack of sound proposals, SPV shall initiate the setting of CFCs at the rented premises as pilot projects for the usage of beneficiaries.

2. ELIGIBILITY CRITERIA

Following agencies shall be eligible for setting up of the CFCs :-

• State Corporation/Govt. Deptt./ Central/State Agency or Any legal entity such as a society, SHG, NGO with a cash balance of atleast Rs.5.0 lakh during previous four quarters.
• Minimum three years of establishment and operations
• Minimum 15 artisans being member in the entity who should be partners or equity holders and should not be workers.
• Should be in working condition
• Should have working premises of its own or leased (for atleast minimum 3 years)
• Should be ready to incur the recurring cost for running and management of the facilities
• Ready to sign the MOU with SPV for the running and management of facilities
• Should submit balance sheet of last 3 years as certified by CA

The offers should produce documentary proof of the above qualifications.
3. EVALUATION CRITERIA / MODE OF SELECTION

- A Committee will evaluate the proposal in the context of the requirement laid down in EOI documents, based upon which shortlisting shall be done.

- PMAC reserves the right to reject the proposal/s not conforming to the documentary requirement specified in the EOI document or whatsoever.

- The profile & track record of the applicant, turnover, credentials including past similar assignments etc. shall be used as a means of evaluating the capability and capacity of each applicant to execute the job in a safe, successful and timely manner.

The evaluation of Technical Papers will be done on the following parameters subject to minimum qualification:

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Criteria</th>
<th>Max. Points/ Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>PAST EXPERIENCE OF THE AGENCY</td>
<td>60</td>
</tr>
<tr>
<td>A.</td>
<td>Number of years experience 3 years</td>
<td>Max. 5 points</td>
</tr>
<tr>
<td></td>
<td>3 years and above</td>
<td>Max.25 Points</td>
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<tr>
<td>B.</td>
<td>Previous experience of running Facility having plant, Machinery &amp; equipment/ workshop for production</td>
<td>Max. 30 Points</td>
</tr>
<tr>
<td>2.</td>
<td>EXPERIENCE OF KEY PERSONNEL</td>
<td>25</td>
</tr>
<tr>
<td>A.</td>
<td>Requisite qualifications</td>
<td>Max. 10 points</td>
</tr>
<tr>
<td>B.</td>
<td>Relevant experience</td>
<td>Max. 15 points</td>
</tr>
<tr>
<td>3.</td>
<td>FINANCIAL STRENGTH OF THE COMPANY</td>
<td>15</td>
</tr>
<tr>
<td>A.</td>
<td>Turnover figure for last three years</td>
<td>Max.5</td>
</tr>
<tr>
<td>B.</td>
<td>Net Profit Figure for last three years</td>
<td>Max.3</td>
</tr>
</tbody>
</table>

Total 100
4. GUIDELINES FOR SUBMISSION OF EOI

i) **Cover-A** : Sealed and super scried envelop which should have detailed contact
details of applicant viz. full name, postal address, fax, email, telephone.

ii) **Cover-B** : Sealed and super scried envelop with “Technical Papers” which
includes all the documents mentioned in the "Selection Criteria and Evaluation
Process" as follows:

- Formats for submission of EOI as per attached with the EOI document.

- Agency’s Profile in brief with details of staff / key personnel and 3 year experience
in similar job with the documentary evidence.

- Copies of the audited Balance Sheet for the last three years should be enclosed,
duly signed by the Chartered Accountant along with attested copies of Income Tax
returns filed in last three years.
  - PAN No., Service Tax No., ITR, EPF Statements, ESI Details, VAT (If applicable).

- Copies of the land papers/ownership certificate of the land/lease agreement.

iii) **Cover C** : Containing **Cover A & Cover B** Mentioning “Technical Quotes for
collection of artisan data and Baseline Survey & Diagnostic Study for Mega Clusters” which should have full name, postal address, fax, email, telephone
number of the applicant.

5. LAST DATE FOR SUBMISSION OF EOI

The last date for submission of EOI is 04.02.2015. The EOI received after due date
shall not be accepted. The EOI should be addressed to Executive Director, National
Center for Design & Product Development, 43, Okhla Industrial Estate, Phase-III
(Behind Modi Mill), New Delhi – 110020.
અંશ્ષિક વिकાસ અને ઉદ્યોગ વિકાસ કેન્દ્ર (NCDPD)
43, એનોબલ ઓછોગિક વસાદ, ડેલ્ટા -, નવી દિપિલા, 110020
ટેલિફનના નં.: 01126821262, ફોકસ: 26821260
કેન્દ્ર: ncdpd@ncdpd.in, વેબસાઇટ: www.ncdpd.in

સુંદર સારાંશ ભારત સરકારના ટેકસ્ટસાઇલ મંત્રાલયની કલ્પ મેળી કરવા માટે યોજનામાં મોટો સ્થાપિત કરવા ઘરાદાપપનો માટે સ્વભાવિક કેન્દ્રો આંતર્નિર્દિષ્ટ કરવાની નોટિસ

અંશ્ષિક વિકાસ અને ઉદ્યોગ વિકાસ કેન્દ્ર (NCDPD)ની સ્થાપના કરાવવાની હકારાત્મક માધ્યમાં ઉદ્યોગ વિકાસ માટે જીતું સારાંશ અને સામાન્ય સુવિધા કેન્દ્રો સ્થાપિત કરવા રસ્તા પસારવાની વાતાવ્રણ કારણે અંશ્ષિક વિકાસ કેન્દ્રોમાં સ્થાન પસારવા હાથ થકી પડ્યું. એક ટ્રા્ષોંયમાં કેન્દ્રાંકની સ્વભાવ સ્થાપના અને મૂલ્ય સંબંધ કરવા માટે ઉદ્યોગ વિકાસ કેન્દ્રાંક કર્યું હતું અને ગુજરાતના પાસેથી આંતર્નિર્દિષ્ટ કરવાની સમાચારો સેવા આપ છે.

પ્રમુખ અનુભવ અને રસ પરસાવ અંશ્ષિકની તેમના ઘરાદાપપન (EOI) મોટો કરી રહ્યા છે. આ માટની વિસ્તાર TOR વેબસાઇટ www.ncdpd.in અને www.handicrafts.nic.in પર ક્રમરૂપીત કરવી શકાશે. અંશ્ષિક વિકાસ કેન્દ્ર (NCDPD)ની કલ્પના કરીને કે આંતર્નિર્દિષ્ટ અંશ્ષિક કેન્દ્રો ગુજરાતના પાસેથી આંતર્નિર્દિષ્ટ કરવાની સમાચારો. ઘરાદાપપન (EOI) વસ્તુ કરવાની ચૌકી તારીખ અને ઘરાદાપપન પ્રતિનિધિ મદદગાર વસ્તુની પંચદર્શી રહેશે.