

F. No. 5/1/2015-DCH/Cluster
Government of India
Ministry of Textiles
Officer of the Development Commissioner for Handlooms

Udyog Bhawan, New Delhi
Dated : 26th November 2015

To

Commissioner/Director In-charge of Handlooms & Textiles of all States/UTs

Sir/ Madam,

I am directed to invite your attention to this office letters of even no. dated 23.06.2015 & 10.07.2015, enclosing therewith revised guidelines for implementation of Block Level Clusters under National Handloom Development Programme (NHDP) and to inform that as a follow up of this office with various States and their response, 38 Block Level Clusters have been sanctioned so far to 9 States i.e. Tamil Nadu, Sikkim, Himachal Pradesh, Manipur, Arunchal Pradesh, Kerala, Mizoram, Nagaland and Odisha.

Further, subsequent to above mentioned letter, guidelines for engaging designer in the Block Level Cluster have also been sent vide this office letter of even no. dated 9.10.2015.

In continuation of the above, I am directed to enclose herewith operational guidelines for implementation of the Block Level Clusters by the Implementing Agencies, with a request to kindly arrange to send the same alongwith guidelines of the Scheme and guidelines for engaging designer in local language to the Implementing Agencies so that they may understand and implement accordingly. Also, ensure to hold a workshop/ interactive session with the IA, so that their clarity on implementation is improved. Further, you are also requested to send cluster-wise details of the State nodal officer with his/her name, designation, email address, mobile no. etc. of the Implementing Agency to this office by 7th December, 2015.

Encl. as above

Yours faithfully,

Sd/-
(Manoj Jain)
Director
Tel. No. 23061643

Copy to :

1. ADCs/CEO
2. Section In-charge of Cluster Division/Proj.I/Estt.I/DHDS – with a request to send copy of each document to the Implementing Agency of the State concerned.
3. Officer In-charge of all WSCs – to send the cluster-wise details of the nodal officer with his/her name, designation, e.mail address, Mobile No. etc. to this office by 7th Dec. 2015.
4. A copy to NIC for uploading on the website : www.handlooms.nic.in

Sd/-
(Manoj Jain)
Director

Operational guidelines for implementation of the Block level clusters by Implementing Agency (IA) under National Handloom Development Programme (NHDP)

The operational guidelines for implementation of the Block level clusters by Implementing Agency (IA) under National Handloom Development Programme (NHDP) are as follows:

a) Designating nodal officer by the Implementing Agency and Weavers' Service Centre concerned

Both, the Implementing Agency of the Cluster and Weavers' Service centre (WSC) concerned shall designate their official as a nodal person for the cluster and shall furnish their names, designation, mobile no. and e.mail address.

b) Support/guidance for implementation

The Implementing Agency will be supported/guided from time to time in the implementation of the project through Weavers' Service Centre/State Directorate of Handlooms & Textiles/Independent agency/Mentors.

c) Baseline Survey

Implementing Agency is required to conduct baseline survey of the block level cluster concerned to get the basic details of each handloom weaver in terms of his/her product profile, family & economic profile, which should be incorporated by updating the 3rd Handloom Census. This should be computerized in Excel format, which along with suitable software shall be provided by office of DC (Handlooms). The database so created shall facilitate in transfer of the funds in the bank account of the beneficiaries through ECS.

d) Purchase of Computer Aided Textile Design (CATD) System

CATD is provided for block level cluster for the development of new designs. As per the guidelines of the scheme, single CATD system is permitted for purchase for the block level clusters in the State, which shall be installed in the premises of Weavers' Service Centre (WSC) concerned. Funds released by this office for the purpose will be transferred to WSC concerned for purchase of suitable CATD who in turn shall provide new designs to the weavers.

e) Skill up-gradation programme

IA will release funds for training in technical areas like designing, dyeing & weaving to the WSC concerned for conducting the training in the Block concerned. In case, technical training is to be conducted through any other agency, NoC will be obtained by the IA from WSC concerned. Batch size of training is 20 trainees and duration is 30 days. Cost break-up of each training is at Annexure – I.

Any special need for training will also be considered by the Office of DC (Handlooms), subject to its justification.

f) Technology up-gradation

Benefit of the technology up-gradation should be given only after completion of the training and it should be extended first to weavers who have successfully completed training and thereafter to the remaining to such needy weavers who have requisite skills and are capable of commercial scale production.

For Interventions directly benefitting the weavers, funds will be released through ECS in the bank account of the beneficiaries, preferably linking with Aadhar

Card. Before release, IA will obtain an undertaking from the beneficiary that he/she shall purchase the items for which funds are provided in a period of two months from date of transfer of funds in the bank account and confirm the same in writing to the IA Also, IA will ensure that 10% of beneficiary share of the cost of the requisite item has been deposited by him/her in the bank account concerned before release of money. For purchase of looms/accessories, lighting units etc. by the beneficiaries, Weavers' Service centre concerned in association with the State Directorate of Handlooms & Textiles shall organize a camp of the reputed suppliers at a suitable location with prior intimation to the weavers so that they can buy requisite items.

g) Construction of workshed

For construction of workshed, IA shall ensure that the funds are transferred directly in the bank account preferably linked with Aadhar number of the beneficiaries in two installments on the pattern of Indira Vikas Yojana. Second installment shall be released on satisfactory utilization of the 1st installment and the physical inspection by a committee, chaired by the officer in-charge of WSC concerned.

h) Engagement of Textile Designer -cum-Marketing Executives

IA will invite the applications for engaging Textile Designer-cum-Marketing Executives as per the standard format of advertisement & ToRs placed at Annexure – II and scrutinize them. The IA reserves the right to accept/reject the applications received without assigning any reasons whatsoever, or may call for any additional information/clarification, if so required.

Selection will be done by a Committee, Chaired by State Director of Handlooms with representatives of Implementing Agency, Weavers' Service Centre concerned, representative of Cluster and academic Institutions like NIFT/IIHT etc.

as per the criterion laid down in the above ToRs. Decision of the committee shall be final and binding on all the applicants. It would be preferred to prepare a panel of designers so that the same may be used as and when required.

After selection, IA will sign the MoU with Textile Designer-cum-Marketing Executive, highlighting the deliverables of the project for implementation/completion of the project in time. The performance of the designer shall be evaluated and monitored by a Committee at local level, headed by Officer In-charge WSC concerned with representatives of State Govt., NIFT, NHDC, State Handloom Corporation/Apex Society and any other member as decided by the Chairman. In case, performance of the designers is not found satisfactory, services of IA shall be discontinued on the recommendations of the Committee.

i) Setting up of Common Facility Centre (CFC), including Common Service Centre (CSC)

In a block, the CFC including CSC will be set up, having an area of about 3000 sq. ft. with administrative office, internet facility, facilitation room, storage room, small dyeing unit, warping section, training centre, yarn godown etc. with an estimated cost of not more than Rs. 50.00 lakh, including all taxes but excluding land cost. Detailed cost break-up of the project and plan layout is at Annexure – III. Land is required to be arranged by the Implementing Agency.

For setting up of CFC, construction agency would be either a Central Government agency, State Govt. Agency or a competent agency selected through bidding. Agency will be finalised by State Director (Handlooms) concerned on the basis of recommendation of IA. In case, the constructed building of handloom co-operatives etc. is readily available, the same may be taken on long lease basis for the purpose.

Before setting up of CSC, IA may ensure Internet connectivity and electricity supply so that following services may be provided:

Government To Citizen (G2C) Services	Business To Cluster (B2C) Services
1. Financial Inclusion: Banking, Insurance and NPS(PFRDA)	1. Mobile/Data Card Recharge
2. Unique identification Authority of India (UIDAI) Services.	2. DTH Recharge
3. Education NIELIT/NIOS/NDLM	3. CSC Bazaar - e commerce/shopping service
4. Election Commission of India (EC) Services	4. Mobile Bill Payments
5. Passport Services	5. Entertainment
6. PAN Card Services	6. E learning
7. Agriculture Services	7. IRCTC & Bus Ticketing
8. Health Care Services	8. Bill Payments – Electricity Billing & Water Billing
9. State G2C services – eDistrict/SSDG/MMP etc.	9. E-Learning
	10. Insurance policy sale and renewal

- e.commerce
- access to textile related websites to know about the designs & colour trends, market trends etc.

DPR for setting up of CFC, Including CSC will be required to be submitted by the IA to the O/o DC (Handlooms). The DPR will include justification of CFC, availability of land/building, location, land/built up area available, cost of construction, machines to be installed with their numbers, capacity and cost of

each, deliverables of the project, etc. Funds will be released only after the DPR is approved by the Development Commissioner (Handlooms).

j) Setting up of Dye House at District level

IA is eligible to set up a Dye House at maximum cost of Rs. 50.00 lakh per Dye House anywhere in the District. Land is required to be arranged by the Implementing Agency. To set up the dye house, IA will submit the DPR, giving justification of the dye house, availability of land/building, location, land/built up area, name of the machines to be installed with their numbers, capacity and cost of each, per day dyeing capacity (in Kgs.), deliverables of the project, yarns to be dyed, etc. Estimated cost of dyeing per kg. of yarn vis-à-vis market rates. Funds will be released only after the DPR is approved by the Development Commissioner (Handlooms).

k) Project Management Cost (Appointment of CDE)

IA will appoint a full time cluster Development Executive who should be Diploma in Handloom Technology (DHT), preferably with an experience of working of 2 years. Applications will be invited through release of an advertisement in newspaper/s with a notice period of atleast 15 days for submitting the applications. Selection of CDE shall be done based on the qualification, experience, age, domicile etc. of the candidate by a Committee constituted by IA with Officer In-charge of WSC concerned as one of the members. CDE will be responsible to manage all activities, including CFC of the cluster. Also, one Security-cum-Assistant, preferably ex-serviceman will be engaged by the IA who should be Computer friendly for maintaining accounts etc. The Project Management Cost also includes various recurring costs like expenses towards office rent, stationery, call charges, electricity bill of the office etc.

l) Documentation

Implementing Agency shall ensure documentation of all activities undertaken in the cluster so that the same acts as a reference point for all future references. It shall also include documentation of the products with their specifications i.e. count of the yarn, EPI/PPI, length/width etc. which will facilitate in registration of the individual/agency for 'India Handloom' Brand. Documentation will be in the form of CD/DVD, hard copy, digital photos etc. to cover pre and post cluster scenario.

m) Monitoring of Block level cluster projects

Monitoring of the projects will be done at different levels. Details are as follows:

- i. By a Committee, Chaired by Officer In-charge of Weavers' Service concerned
- ii. By State Level Project Committee, Chaired by State Director of Handlooms.
- iii. Independent Agency appointed by the DC (Handlooms)
- iv. Development Commissioner (Handlooms)

Note:

Opening a separate Bank Account

IA shall open a Bank Account, wherein funds provided by the GoI for Block Level Cluster shall be maintained. The Bank Account will be jointly operated by two office bearers as per local instructions.

GUIDELINES FOR SKILL UPGRADATION/ TRAINING PROGRAMME

The Handloom weavers/workers will be provided training for upgrading their skills in weaving, dyeing/printing & design development area so as to enable them to produce a diversified range of products in keeping with the latest market trends.

TRAINING IN WEAVING

Batch size for each Programme : 20 trainees

Duration of training : 45 days

S.No.	Component	Provision of funds under training component (In Rs.)
1.	Stipend for 20 weavers	1,89,000 @Rs. 210/-* per day for 45 days
2.	Honorarium to Master Trainer	27,000 @Rs. 600/- per day for 45 days
3.	Honorarium to Assistant	9,000 @Rs. 200/- per day for 45 days
4.	Cost of Equipments and tools (warping drum, looms & attachments (dobby/jacquard/accessories))	1,50,000
5.	Raw materials and consumables	20,000
6.	Hiring of shed, electricity and water charges	10,000
7.	Documentation of samples	3,000
	Total	4,08,000
8.	Administrative & Miscellaneous Expenditure 5% of the total cost	20,400
	Total	4,28,400 Rounded off to 4,28,000

TRAINING IN DYEING/PRINTING

Batch size for each Programme : 20 trainees

Duration of training: 15 days

S.No.	Component	Provision of funds under training component (In Rs.)
1.	Stipend for 20 weavers	63,000 @Rs. 210/-* per day for 15 days
2.	Honorarium to Master Trainer	9,000 @Rs. 600/- per day for 15 days
3.	Honorarium to Assistant	3,000 @Rs. 200/- per day for 15 days
4.	Cost of Equipments and tools	15,000
5.	Raw materials and consumables	18,000
6.	Hiring of shed, electricity and water charges	10,000
7.	Documentation of designs	3,000
	Total	1,21,000
8.	Administrative & Miscellaneous Expenditure 5% of the total cost	6,050
	Total	1,27,050 Rounded off to 1,27,000/-

TRAINING IN DESIGN DEVELOPMENT

Batch size for each Programme : 20 trainees

Duration of training: 15 days

S.No.	Component	Provision of funds under training component (In Rs.)
1.	Stipend for 20 weavers	63,000 @Rs. 210/-* per day for 15 days
2.	Honorarium to Master Trainer	9,000 @Rs. 600/- per day for 15 days
3.	Honorarium to Assistant	3,000 @Rs. 200/- per day for 15 days
4.	Cost of Equipments and	15,000

	tools	
5.	Raw materials and consumables	18,000
6.	Hiring of shed, electricity and water charges	10,000
7.	Documentation of designs	3,000
	Total	1,21,000
8.	Administrative & Miscellaneous Expenditure	6050
	Total	1,27,050 Rounded off to 1,27,000/-

- All categories of skilled and semi skilled weavers in batch of 20 at a time.
- Provision made for hiring sheds for providing training are nil, if in Weavers Service Centre campus.

* Stipend to trainees is as per the rate prescribed for semi-skilled worker by the Office of the Chief Labour Commissioner, Ministry of Labour & Employment, Govt. of India vide their Order dated 30th March 2015.

No. _____

(Name of Implementing Agency)
(Address)

INVITING EXPRESSION OF INTERESTS (EoIs)

Expression of Interests (EoIs) are invited for engaging Textile Designer in Block level Cluster at _____ under National Handloom Development Program (NHDP).

The designer will be selected through evaluation of his/her profile and experience in the relevant sector. The details of eligibility criteria, broad Terms of Reference (ToR), Guidelines for submission of EoIs and other terms and conditions are available on the website _____.

The eligible organizations/agencies/individual interested in rendering their services as Designer may submit EoI in sealed envelope, superscribing the title "EoI for engaging designer at Block Level Cluster_____" within 21 days of the date of the advertisement to Shri._____, _____. In case, the 21st day falls on a holiday, the next working day will be considered as the last day.

Sd/-

**Notice Inviting Expression of Interests (Eols) for engaging Textile Designer in
Block level Cluster at _____, implemented by _____**

Last date of receipt of Eol: 21 days from the date of the advertisement. In case the 21st day falls on a holiday, the next working day will be considered as the last day.

Introduction

The office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India has amended the existing provision for engaging designer in Block level cluster under National Handloom Development Program (NHDP). As per the amended provisions, a qualified designer/agency will be engaged in the Block level cluster by the Implementing Agency for producing new designs and marketable products for the cluster. Designer will develop the design portfolios, which will be further developed into sellable products by the handloom weavers who do not have much exposure to market and thus not aware of the consumer preference and other market trends.

Once the design portfolio is developed, the process of product development will begin. Products will be developed by the weavers of the cluster. The total cost of designers and sample development will be borne from the funds provided by the GoI to the IA. Designs created by the designers will be provided free of cost to all the interested weavers of the cluster.

1. Objective

The objectives of engagement of Designer in the Block level Cluster are as follows:

- To assist the Implementing Agency in modifying the designs, colour combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing agency for establishing market linkages with the importers/buying

agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.

- To document the designs and products developed.

Design development activities include designer input towards textile techniques, motifs, design & color trend and redefined usage of fabrics, usage of existing garment styles, product development using new techniques.

2. Eligibility Criterion

A firm/agency is eligible to support the cluster by providing their designer, fulfilling the eligibility norms. In such a case, CV of the designer should be forwarded by the agency concerned to the Implementing Agency (IA). If the designer recommended by the agency is engaged in the cluster, he/she will continue to work in the cluster. However, change of the designer in the cluster is permitted only on two occasions and that too with the prior permission of the IA.

An individual, fulfilling the eligibility norms can also apply directly to the IA.

2.1 Eligibility Norms

- I. The applicant should have passed out from a Textile Design Institute of repute.
- II. The applicant should have atleast 2 yrs. experience of working as Textile Designer, preferably in handloom sector and should have track record for promotion and development of the designs and products in handloom sector.

3. Duration of the Project

- Project duration is for 3 years. The designer will be engaged initially for a year which is extendable, subject to satisfactory performance.

4. Scope of Work

a) Design Development

- Selecting the right yarn keeping design and products in mind.
- Work on the
 - Combination of weaves

- Motifs and patterns
- Colour ways
- Value Addition
- Design concepts
- Colour References in the form of pantone number/thread card number to be provided along with designs, if required
- Prototype (sample) development

b) Product Development

- Develop various product ranges like yardage fabrics, sarees, furnishing keeping in mind the weave and patterns of cluster and how it can be modified according to buyer's need, local, national and international market.
- The designer shall identify the products before commencement of the project by visiting the cluster.
- The designer will provide only those ranges of products, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.

c) Train the weaver

- To train/enroll the weavers to translate the paper designs onto the fabric.

d) Marketing of the handloom products

- To ensure marketing of the new products developed by the designer.

e) Documentation of the Designs & Products developed

- To document the designs and products developed by the designer.

5. Project Work

- Extensive field visits to the Block level cluster to identify the various types of design skills of the different weaver groups,
- Assess existing design patterns and products of the cluster and suggest the product range,
- Each design is to be developed in two colour ways,
- Assist implementing agency in marketing the developed products,
- Designer to stay atleast 12 days per month in a cluster for undertaking the assigned activities,

- Weavers' Service Centre (WSC) concerned will be actively involved in supervision of the work of the designer engaged.

6. Project Fees

- The IA agrees to pay Rs. 5.00 lakh per annum for time frame of three years. This includes lodging & boarding and also the travel cost.
- Designer shall be paid a minimum amount of Rs. 24,000/- per month and the remaining amount shall be paid quarterly on pro-data basis, on achievement of the deliverables.

Table 1: Measurable Minimum Targets for Designing and Product Development

S.No.	Time frame from the date of signing of MoU	No. of new designs to be introduced	Value of newly introduced product/designs sold (Rs. in lakh)
1	1 st Quarter	10	1.00
2	2 nd Quarter	20	1.00
3	3 rd Quarter	20	1.00
4	4 th Quarter	20	1.25
5	5 th Quarter	25	1.25
6	6 th Quarter	25	1.25
7	7 th Quarter	25	1.25
8	8 th Quarter	25	1.25
9	9 th Quarter	30	1.50
10	10 th Quarter	30	1.50
11	11 th Quarter	30	1.50
12	12 th Quarter	30	1.50
	Total	290	15.25

Note: The designer has to ensure marketing, promotion and support for sales of the new product/samples developed

7. Designer Selection Criteria

- The designer shall be selected by a Committee
- Selection will be made on the assessment of the profile of the designer.
- Qualifications and the relevant experience for handling similar projects.
- The committee reserves the right to recommend amendments in the proposed project. The selection in that case will be subject to incorporation of those amendments.
- Decision of the committee shall be final and binding on all the applicants

7.1 Marking Criterion

- Qualification (20%)
- Years of experience (20%)
- Experience of working in handloom sector (30%)
- Approach and methodology towards development of proposed cluster, etc. (30%)

7.2 Procedure for Submission of Expression of Interest

The following are to be submitted in sealed cover:

- I. Designer's profile in brief with details of experience in designing, promotion and product development in the handloom/textiles sector including awards won and details of its creativity, works done in the past in connection to the scope of the work suggested.
- II. Proof of Experience and of handling relevant activities mentioned.
- III. Any other supporting documents relevant to the project
- IV. Copy of concept of depicting and focusing on development of Handlooms by providing design inputs and promotion to the domestic and international market

8. Other Information

Applicants may submit requests for clarification to this EoI by sending an email on our address _____. Clarification requests must be received by _____.

The selected Agency/individual has to sign an Agreement with the Implementing Agency for rendering satisfactory services and completion of the projects in a time bound manner.

9. Last Date For Submission of Eol

The last date for submission of Eol is 21st day from the date of advertisement (upto 3.00 p.m). The Eol received after due date shall not be accepted. The Eol should be addressed to Shri_____, _____. The envelope should clearly be marked '**Proposal for engaging Designer/Agency for the _____Cluster**'. The applications should reach within 21 days from date of publication of advertisement.

Rights of Implementing Agency

The Implementing Agency reserves the right to accept / reject the proposals received without assigning any reasons whatsoever, or may call for any additional information / clarification, if so required.

10. Court Jurisdiction

This shall be subject to the exclusive jurisdiction of local courts.

11. Miscellaneous

In case any further clarification or information is required, following may be contacted:

Shri_____, _____. Tel – 011-_____, Fax – 011-_____

12. Attachments to be furnished with Eol.

- 1) CV of the applicant
- 2) Documents establishing the credential of the Designer- qualification of the designer, years of experience, working experience in handloom sector, approach and methodology towards development of cluster, etc. should be submitted as part of Eol.
- 3) If a company/agency is recommending a designer, profile of the company/agency along with the CV of the designer should be submitted.

Common Facility Centre: Revised Project Cost and Model Layout

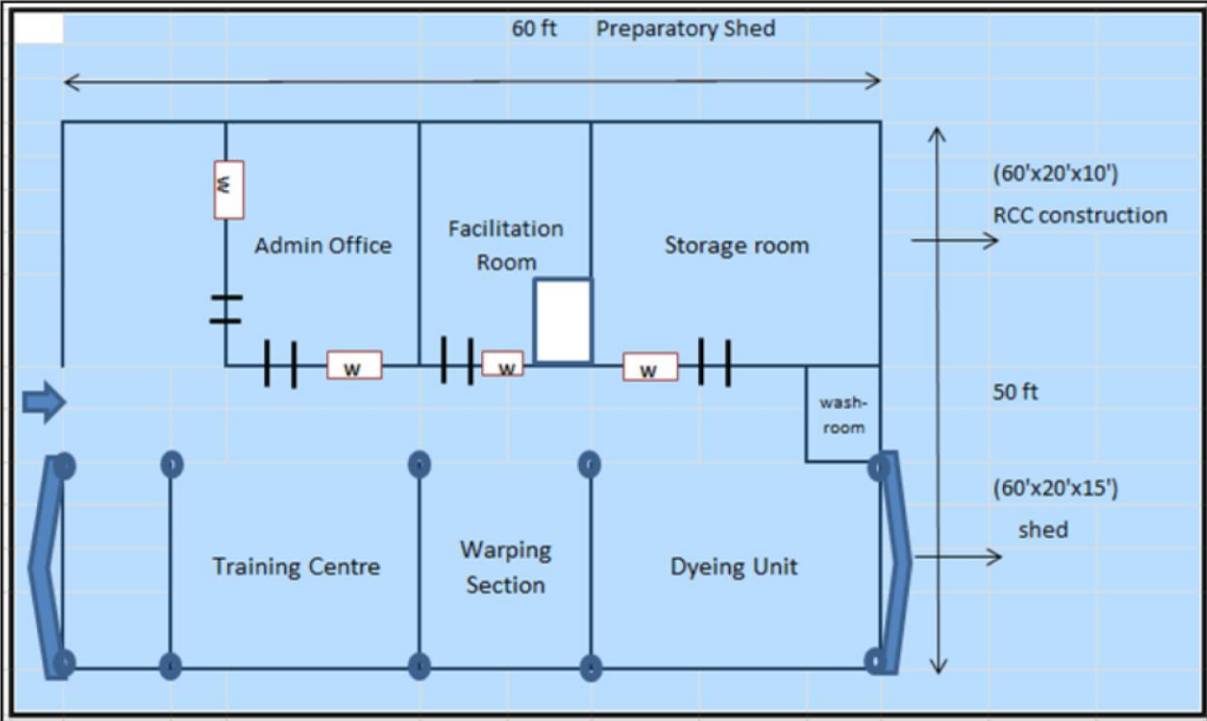
Total Project Cost		
S.No.	Particulars	Estimated Cost (Rs. in lakh)
1	RCC Construction (Construction area of 1200 sq ft. @ 1400 per sqft)	16.80
2	Shed Construction (Construction area of 1800 sq ft. @ 700 per sqft)	12.60
3	Machinery + other equipments including open vat dyeing unit (20kg/day)	14.30
4	Contingency @ 5%	2.19
	Total	45.89

S.No.	Particulars	Estimated Cost (Rs. in lakh)
1	Admin Office	1.50
A	Table , Chairs(100) , Almira(4) ,Computer , Printer, Internet connection , fan , telephone +Fax , Xerox etc.	
2	Raw Material godown (Racks, weighing balance etc.)	1.00
3	Preparatory Sheds	3.80
A	Vertical Warping Machine	0.40
B	Bobbin Winding Machine	0.25

C	Computerised Punching Machine	2.50
D	Hank making machine	0.15
E	Furniture	0.50
6	Training room/ weaving shed	2.00
7	Open Vat Dyeing Unit with ETP	5.00
8	MFA (Generator, Water supply , borewell etc.)	1.00
	Total	14.30

Design Layout of the CFC:

S.No	Particular	Area	Unit
1	Admin Office	150	sq ft
	Covered Hall	300	sq ft
2	Storage Room	400	sq ft
3	Warping Section	300	sq ft
4	Dyeing Unit	500	sq ft
5	Training Centre	450	sq ft
6	Facilitation Room	300	sq ft
7	Open Passage Area	500	sq ft
8	Sanitation (toilet + washroom)	100	sq ft
	Total	3000	



Common Service Centre

Indicative cost per CSC

(Rs. in lakh)

S. No.	Component	Amount per centre
1.	Infrastructure Cost	2.57
2.	10% Admn. Fee/Project Management cost (per year)	0.257
3.	Trainer cost (Course Training Fee through NIELIT – 36 hrs. (Excl. Tax) per person one time	0.017
4.	Consumable (per year) on quarterly reimbursement basis	1.68
5.	10% Admn. Fee/Programme Management cost (on item at S. No.4)	0.014
	Total	4.538 + Taxes