

Engaging “Fashion/Textile Designer –cum-Marketing Executive” on contractual basis.

Engagement of Fashion/Textile Designer-cum-Marketing Executive

Designs will be developed by the Weavers’ Service Centre concerned. However, looking into the requirement of designs by the Clusters in Blocks, the requirement of designs will be supplemented by engaging Designers passed out from reputed institutes, preferably with experience of working in handlooms.

Selection of Fashion/Textile Designer-cum-Marketing Executive will be done by a Committee as per the criterion laid down in the ToR given at **Annexure**. 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 Fashion/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 Head of Office, 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.

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.

2.1 Eligibility Norms

The applicant should have passed out from a Fashion/Textile Design Institute of repute. The applicant should have atleast 2 yrs. experience of working as Fashion/Textile Designer, preferably with experience of working in handlooms and should have track record for promotion and development of textile, including handlooms.

3. Duration of the Project

Project duration is for 3 years. The designer will be engaged on contract 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 Fee

- 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-rata basis, on achievement of the following 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. Rights of Weavers' Service Centre

The Weavers' Service Centre, Bhubaneswar 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.

9. Court Jurisdiction

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

10. Attachments to be furnished with EoI.

- 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 EoI.
- 3) If a company/agency is recommending a designer, profile of the company/agency along with the CV of the designer should be submitted.

Application Form

Name of post Applied for :-

Name:-

Father's Name:-

Address:-

Contact No:-

D.O.B:-



Educational Qualification.

Sl.no	School/University	Board	Year	Percentage

Job Experience.

Sl.no	Company	Designation	From	To	Job Profile

IT Proficiency.

Sl.no	Skills	Yes/No
1	MS Word	
2	MS Excel	
3	MS PPT	
4	Internet	
5	Others (if any)	

I hereby declare that the information furnished above is true to the best of my knowledge.

Encl. (mandatory):-

1. Self-attested copy of ID proof (Aadhar Card, Voter ID Card, Driving license)
2. Self-attested copy in support of Educational Qualification.
3. Self-attested copy of Experience Certificate.

Signature