

Engagement of Technical Expert-cum-Designer for Design & Promotions of Kapdaganda embroidery work (G.I Tag) in Rayagada district under AdiShilpi Scheme

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Tribal Development Cooperative Corporation of Odisha Ltd. (TDCCOL) invites applications from qualified and experienced **Technical Expert-cum-Designer** for implementation of the AdiShilpi Scheme for Development and Promotion of Kapdaganda embroidery work among tribal weavers in the district of Rayagada. For detailed terms & conditions and application form, please visit the website www.tdcccodisha.org. The last date for submission of application is **11th September 2024 up to 5:00 PM.**


Managing Director



Abstract

Tribal Development Co-operative Corporation of Odisha Ltd (TDCCOL), an apex Co-operative under ST & SC Development Department, Govt. of Odisha, proposed to empanel experienced and qualified Technical Expert-cum-Designer for implementation of the AdiShilpi Scheme to promote Kapdaganda embroidery work (G.I tag) among tribal weavers in the district of Rayagada. The crucial component of the training programme is to design and development of various range of products as per the ethnicity of Kapdaganda embroidery work. It includes a six-month in-house & monitored training programme in the clusters & the primary designer will be stationed/ deployed in the cluster for the period during programme implementation. The programme implementation timeline can be referred to in Serial No 9 and the project will tentatively commence from the last week of September 2024. The empanelment will be based on educational qualification, experience, core competence to work in the handloom sector, and lastly personal interview. The engagement will be purely on a contractual basis.



1. Introduction

The Dongria Kandh is a Particularly Vulnerable Tribal Group & they live in the Niyam Giri stretching adjacent pockets of K. Singpur, Bissamcuttack & Muniguda blocks of Rayagada district. As per 2011 survey, the total population of Dongria Kandhs is 6264 & their neighbourhoods exist in 64 hamlets in the peripheral geography. The entire terrain is hilly and covered with green foliage. They lead very simple lives far away from cutthroat commercial competition. They live in nature and collect their day-to-day requirements from nature/ forest.

Research cited that they are marked in a unique ethnic dressing style. The ladies use well embroidered shawl for covering the upper part of the body. In their language “Kui” they call it “Kapda Gandha”. This embroidery product is intrinsically interwoven by the Dongria Kondh tribes residing in the Niyamgiri hills of Odisha’s Rayagada district. The shawl is well-knitted in four colours of thread. They are green, red, yellow, and brown. Each colour stands for some value. The shawl is unique for more than one reason. Nowhere else, this type of shawl is knitted & recently the Dongri Kandha shawl has been awarded G.I tag.

Under the AdiShilpi Scheme, a qualified and experienced Technical Expert-cum-Designer will be engaged for developing innovative design interventions and developing marketable products keeping in view the market demand however, not tampering the ethnicity of the craft. Designer will develop the design portfolios, which will be further developed into sellable products by the Dongria

Kondh Craftsmen/ weavers who do not have much exposure to market and thus not aware of the consumer preferences and other market trends.

2. Objective

The objective of the engagement of Technical Expert-cum-Designer are as follows:








- To develop a range of handloom products as per the urban market requirements.
- Design & development of guidebook/tutorial material for the master weavers/ weavers for the Kapdaganda embroidery work.
- To focus on the brand building of the Kapdaganda embroidery work as an eco-friendly, sustainable, and aspirational high-quality textile segment through awareness, and adoption of global standards of quality, labelling & packaging.

The scope of TDCCOL are as follows:

- To ensure capacity building of embroidery weavers/ craftsmen, especially technical, managerial & entrepreneurship skills, exposure to banking for finance, export procedures & foreign market trends, digital literacy, and e-commerce, etc.
- To create market linkage with the importers/ buying agents/ overseas buyers for marketing the products developed under the project.

3. Scope of work

a) Design Development:

- Selecting the right yarn keeping design & products in mind.
- The Technical Expert-cum-Designer has to work on:
 -  Combination of weaves
 -  Motifs & patterns
 -  Colorways
 -  Value Addition
 -  Design concepts
 -  Colour references in the form of Pantone numbers/ thread card numbers to be provided along with designs, if required.
 -  Prototype development

b) Product development:

- Develop various product ranges like apparel, home accessories, and furnishing keeping the embroidery pattern and how it can be modified according to buyer's need, local, national, and international market. (subject to discussion with TDCCOL)
- The products segments are as follows, 2-3 Nos of each product line will be produced during the training programme

<u>Apparel</u>	<u>Home Accessories</u>	<u>Furnishing/ Other accessories</u>
○ Suits	○ Cushion cover	○ Mobile cover
○ Saree	○ Table runner	○ Photo frames
○ Blazer	○ Table mat	○ Diary cover
○ Jackets	○ Coasters	○ Pen pouch
○ Dress material	○ Bed runner	○ Goggle cover
○ Mask	○ Table cover	○ Unisex wallet
	○ Napkin	

- The Technical Expert-cum-Designer shall select the required fabric and is responsible for sourcing raw materials/ any other input required for the project.
- The designer shall provide only those ranges of products acceptable to the targeted market/ buyer and shall be responsible for the project's success.
- The final finished/ end product has to be submitted by the Designer.

c) Capacity building of the craftsmen/ weavers:

- To train and to handhold & monitor the craftsmen/ weavers to translate the design concept onto the fabric in a way it can be converted to marketable product.

d) Documentation of the designs & product development:

- To create a manual document of the designs and products developed by the designer.

4. Project work

- Extensive field visits to the cluster to identify the various types of design skills of the different weaver/ craftsmen.
- Assess existing design patterns & products of the cluster and suggest the product range.
- To link design interventions to marketable products, train the craftsmen, source all required raw materials, accessories & required tools, etc., and develop finished marketable products.
- Technical support to TDCCOL in marketing the developed products.
- The primary Designer is to be stationed in the cluster for 15 days per month & provide in-house training (mandatory) in the cluster for undertaking the assigned activities.
- Van Dhan Vikash Kendra (VDVK) will be actively involved in supervision of the project and further carry forward the training into entrepreneurship model among the Niyamgiri Dongoria Kondh Tribes in the district of Raygada.

5. Monthly Progress Report

The designer shall submit monthly progress reports and action plan for the next month after completion of 1st month and subsequently the report must be submitted in the first week of every month.

6. Technical Expert-cum- Designer fees

- The designer shall be eligible to get a consolidated fee of Rs. 1.25 Lakhs/ month (including tax) for the assignment of 6 months. This includes lodging, boarding & also travel costs.
- The raw material cost for the embroidery work/ training programme shall be borne by TDCCOL.

7. Duration of the project

The project is sketched out for the duration of six months. After the final selection and award of the project to the technical expert -cum-Designer, S/He shall be deployed in the cluster within 10 days to start the project work as per the project descriptions defined by TDCCOL.

8. Timeline for the project implementation

The detail framework for the implementation of the assignment will be proposed as follows:

Sl No.	Training Particular/ days	1 st month		2 nd month		3 rd month		4 th month		5 th month		6 th month		Post interventions After 6 months
		Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	
1	Enrolment of craftsmen/ weavers of Kapdagandha embroidery work													
2	Induction for the 6 months training program for Kapdaganda embroidery work													
3	Batch creation for the trainees & nomination of batch representative													
4	Procurement & distribution of Raw material & tool kit													
5	Design & development of trainee embroidery guidebook													
6	Training on product design & development													
7	Assignment to be completed during training													
8	Prototype development for different embroidery utilities													
9	Final product development													
10	Documentations of project report & impact analysis report													
11	Market linkage of the final produces													
12	brand collaborations & product showcase													
13	Buyer Seller meet													

9. Technical expert-cum-designer selection criteria

- i. Designer shall be selected by a committee under guidance of MD, TDCCOL. The committee reserves the right to recommend amendments to the proposed project. The selection in that case will be subject to incorporation of those amendments.
- ii. The decision of the committee shall be final and binding on all applicants.
- iii. The minimum eligibility for selection of designer will be based on the following criteria:
 - The upper age limit for empanelment is 45 years as on 11.09.2024.
 - The applicant should have a degree from a Fashion/ Textile Design Institute.
 - The candidate should have a minimum experience of 5 years in design intervention, innovation in design, research, and promotion of Odisha textiles, handloom & handicrafts.
 - Preference will be given to candidates having work experience with the Indigenous community for upliftment of their livelihood through various Govt. projects.
 - Selection will be made on the assessment of the profile of the designer. S/He having extensive work experience with the Indigenous community in the inter/ intra state in India & other livelihood projects in the Govt. (shall be given preference)
- iv. Relaxation shall be applicable on the following factors to select the Designer:
 - 5 years of age relaxation in case of National/ State Awardee.
 - Age relaxation as per government guidelines in case of SC/ ST/ OBC/ Women/ PH.
- v. Marking criterion:
 - Qualification and portfolio (30%)
 - Years of experience of working in handloom sector for indigenous community (30%)
 - Interview: Approach and methodology towards development of proposed cluster, etc. (30%)
 - Awards & recognition as a trainer/ designer in handloom sector (10%)

The candidate having the aforesaid criteria will be shortlisted for the next phase of empanelment. The next phase will be the award of marks as per the documents submitted. The application will be rejected without an application form and self-attested supporting documents.

10. Procedure for submission of application

The following are to be considered for submission of applications:

- i. The candidate must submit the filled-in prescribed application form as in “Annexure – I” along with the candidates’ identity proof/ Aadhaar card, pan card, academic qualifications, design portfolio, proof of experience, award & recognitions (if any), caste certificate (if any), and any other relevant documents supporting to the project (Self attested copy).
- ii. The application should be addressed to **the Managing Director, TDCCOL, Bhubaneswar** by submission with enclosed “Annexure-I” along with **documents** to the address: **admin@tdccorissa.org/ managervdvk@tdccorissa.org** by **email only**. The submission shall be made by **11th September 2024 up to 5:00 PM**. Application submitted in any other mode will not be accepted.

- i. The selected technical expert-cum- Designer has to provide an **undertaking as per the norms of TDCCOL** (subject to the availability of project ToR) for rendering satisfactory services & completion of the projects in a time-bound manner.
- iii. For any queries, please contact at managervdvk@tdccorissa.org in the office hour **10:00 AM - 5:30 PM (except Govt. holidays)**.
- iv. TDCCOL 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.
- v. Incomplete applications & applications without supporting documents will be rejected at the scrutiny level.

11. Other Information

- vi. The tentative date for the interview of qualified candidates will be **14th September 2024**. Selected candidates will be intimated via email of TDCC ie. (admin@tdccorissa.org/managervdvk@tdccorissa.org) to the email of applicant as submitted in the application. No other mode of initiation will be used.
- i. Terms of Reference of the assignment is available on the TDCCOL's Website at www.tdcccodisha.org
- ii. Applicants represent and warrant to the TDCCOL that all information provided in the response submitted shall be true, correct, and complete. Candidates who provide false, misleading, or incomplete information, whether intentional or not, in any of the documents presented to the TDCCOL for consideration in the selection process may be excluded.
- iii. Upon selection, the candidate must submit a proposal within two weeks regarding project planning, raw materials/ fabric sourcing, prototype development, etc.
- iv. TDCCOL will not be responsible for the costs incurred by anyone in the submittal of responses.
- v. The TDCCOL reserves the right to select the candidate that best meets the needs of the TDCCOL and to proceed in any fashion that it deems appropriate in making such selection so long as such process complies with all applicable laws.

12. Court jurisdictions

This shall be subject to the exclusive jurisdiction of Bhubaneswar location court.

APPLICATION FORM FOR EMPANELMENT OF TECHNICAL EXPERT-cum-DESIGNER

01	Name of the applicant: <i>(Attach any photo identity card)</i>	
02	Date of Birth: Age: <i>(as on 01.08.2024 and attach proof of age)</i>	
03	Category: <i>(SC/ ST/ OBC/ Minority/ General)</i> <i>(Mention the appropriate one and attach copy of certificate if other than General)</i>	
04	Communication address: <i>(specify the detail address along with pin code)</i>	
05	Contact telephone number: <i>(Specify one/ two active telephone number)</i>	
06	E-mail I'd:	
07	Proof of Identity (Aadhar/ Voter ID/ Pan Card/ DL etc) <i>(Attach copy of the identity proof)</i>	
08	Educational Qualification: <i>(Mention the highest educational qualification and attach copy of the certificate)</i>	
09	Job Experience: <i>(Mention the last Company, designation, job profile, serving period and attach corresponding copies)</i>	
10	Any other relevant information: <i>(Attach copy of the relevant information)</i>	

Undertaking

I undertake that no criminal case is pending against me and all the information submitted along with the supportive documents are 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 Qualifications*
- 3. Self-attested copy of experience certificates*
- 4. Self-attested copy of any other related information*

Signature of the applicant

Date