

Government of India
Ministry of Commerce and Industry
Department of Industrial Policy and Promotion

Notice for inviting project proposal with respect to “Support to Artisan” sub-scheme under the Plan Scheme of Indian Leather Development programme (ILDP) during XI Plan.

The Department of Industrial Policy and Promotion, M/o Commerce and Industry is implementing Indian Leather Development Programme (ILDP) for the development of Leather sector during XI Plan. One of the sub-schemes under ILDP is Support to Artisan (outlay Rs. 40 crore).

There are various clusters in India making traditional footwear and other leather goods. These clusters need to be promoted at various forums as they are an integral part of rural Indian economy and have potential for generating local employment and export. The artisan clusters (both urban and rural) need support for enhancing their designs as per the changing trends and fashion, corpus of revolving funds for obtaining bulk raw material, grant based livelihood support, marketing support/linkages and also bank linkages.

Department proposed to involve various agencies to participate in a project-based approach for providing livelihood and marketing support to artisans groups under the scheme. The broad objective of this component would be to ensure better and higher returns to the artisans. For implementing this scheme the Department invites proposals from agencies as detailed below:

1. Eligibility:

Any public body or legalized institution eligible to receive grants-in-aid from Government of India under Rule 206 (General Financial Rules 2005) such as registered Non –Government Organizations, Societies, Institutions or Associations, which are eligible to receive grants in aid from the Government of India under General Financial Rule-2005 (Rule 206), subject to satisfying the eligibility criteria, other terms and conditions prescribed in the guidelines for ‘Support to Artisan’ and having good past record to be able to achieve the targeted objective of the scheme within fixed timeline. Thus the applicant organization must meet the following criteria;

- (i) Registration certificate in case of NGO, Society, Association and institution.
- (ii) Must possess a good past record
- (iii) Must have executed atleast one project or participated in atleast one scheme of GOI/state Government

- (iv) Must have linkages with training bodies/experts in leather sector.
- (v) Must have planned management system for project implementation
- (vi) Must have adequate O& M systems for accountability and transparency
- (vii) Must have adequate infrastructure to implement the project and achieve the targeted outcomes/deliverables within the prescribed/approved timelines.

2. Scope of work

1. To identify clusters of artisans needing support to survive the traditional art involving leather
2. Providing Design support to the artisans
3. Capacity building and product innovation
4. Helping the artisan by introducing product diversification
5. Formation of self help groups
6. Providing Marketing support both domestic and international
7. Making available Raw material at reasonable cost
8. Provide entrepreneurial guidance and support
9. Providing training to maximum number of Artisans.
10. Set a clear target in both physical and financial terms that could be achieved during the Plan period with proposed intervention.
11. Submit quarterly performance report to the Department.

3. Key deliverables:

- (i) Formation of Self Help Groups (SHGs) in the cluster of intervention
- (ii) New designs in products of the artisans
- (iii) Product diversification for the artisans of the clusters
- (iv) Common facility centres for the artisans as per the needs of the cluster
- (v) Raw material bank as per the need of the cluster
- (vi) Provide training to the artisans in design and product development
- (vii) Introduce the marketing strategy to increase reach of artisans to organized and big markets
- (viii) Increase the sale of artisans products
- (ix) Overall increase in the income of the artisans benefited under the project.

Quarterly report on the working of SHGs formed under the project

4. Submission of proposal:

All interested and eligible organizations are hereby invited to submit a well structured project proposal (format is annexed as Annexure A) to participate in a project-based approach for providing livelihood and marketing support to artisans groups under the scheme in two sealed packets, as under:

Format of Proposal

Packet I:

Envelope named as '**proof of eligibility**'

- ▶ Containing documents as per the eligibility criteria defined in this notice(para 1),
- ▶ Non-refundable 'Demand Draft' of Rs. 100/- (Rupees One Hundred only) in favour of "Pay and Accounts Officer, Department of Industrial Policy and Promotion, New Delhi payable at New Delhi.

Packet-II:

Envelope named as "**Detailed Proposal**"

- ▶ A detailed proposal as per the guidelines for " Support to Artisan" available at the website www.dipp.nic.in

4.1 Sealing and Marking of Proposals

The Applicant Organization shall submit the project proposal in separate sealed envelopes duly marking the envelopes as '**Proof of eligibility**' and '**Detailed Proposal**' along with the copy of this notice duly signed & stamped by the authorized person or persons on each page as a token of acceptance of all the terms & conditions of this notice. Both the sealed envelopes should be kept in an outer envelope and marked on the top as "**Proposal for Support to Artisan**". Properly sealed within an outer cover and addressed to reach the following address by Registered Post/ Speed Post:-

Shri R.K. Malik (Director)
Ministry of Commerce and Industry
Department of Industrial Policy and Promotion
Udyog Bhavan
Room No. 252
New Delhi 110011
Phone No. 011 – 2306 1951; E-mail: rk.malik@nic.in

Note:

- ▶ The inner envelopes shall also indicate the name and address of the Applicant organization.
- ▶ If the outer envelope is not sealed or marked as prescribed above, the proposal will be rejected summarily.
- ▶ The proposal should be submitted by Registered Post only. Telex, cable, email or facsimile Proposals will not be accepted in any circumstances.

- ▶ The last date of receipt of proposals is 15th March, 2010 or a month for the date of publications of this advertisement (whichever is later).
- ▶ The application received after the last date will not be considered in any circumstances.

5. DURATION AND PHASING

5.1 The project would be for a period co-terminus with the 11th Five year plan period.

6. Criteria for selection

Different project proposals received from various NGOs or Societies or Associations involved in the trade, would be appraised by the Department on the basis of the following criteria;

- Number of artisans beneficiary in a project
- Number of artisans beneficiary belonging to below poverty line
- Credibility of implementing agency based on past record
 - Number of projects executed in the past
 - participated in any scheme of GOI/state Government
 - Having planned management system for project implementation
 - Having adequate O& M systems for accountability and transparency
- Design Development capabilities of the implementing agency
- Training capability of the agency
- Strength of the Marketing strategy
- Types of technologies and skill sets planned to be upgraded
- Strength of the proposal
 - Amount of Local support enjoyed by the project coordinator
 - Quality of designers/trainers involved in the project
- Expected productivity increase, if any
- Expected income increase of the artisans
- Cost-benefit analysis.

7. Fund Release:

Assistance would be provided in the form of 100% grants-in-aid to Regd. NGOs/ Associations or institutions willing to take up projects on the above lines in different leather clusters. Fund for the project under the scheme would be released in four equal installments as detailed in the guidelines.

8. Clarification:

Interventions under 'Support to Artisan' are already underway in Jaipur, Jodhpur and Alwar in Rajasthan, Athani in Karnataka and in Punjab and proposals from these places will not be given preference.

For any further clarification please contact Shri R.K. Malik (Director to the Government of India) or Ms. Farida M Naik , Under Secretary, Department of Industrial Policy and Promotion, Room No. 320, 3rd Floor , Udyog Bhavan, New Delhi 110001 (Tel: 011- 23063933) .The detailed guidelines for the schemes are available on the website of the Department at www.dipp.nic.in.

Annexure A

Proposal Formats;

- Cluster identified for intervention under the scheme
- Connectivity of the applicant organization to the identified cluster
- Type of leather work to be promoted under the project (footwear, toy, furniture , goods or other article) needs to be specified clearly
- Number of people being targeted under the project at the start till March 2012
- Linkages with training bodies/experts, if any
- Existing Physical and intellectual Infrastructure for the proposed project under the scheme
- Major initiatives rendered by the applicant during the last five years
- Clarity of the proposal
 - Estimated project costs
 - CVs of project co-coordinators
 - CVs of the designers and trainers involved in the project
 - potentials of the cluster targeted
 - number of artisans targeted
 - sponsorships from sources other than GOI if any
 - set targets to be achieved during the project period in
 - formation of SHGs (working of the SHGs clearly defined)
 - No. of designs to be introduced during the project period
 - No. of persons to be trained in design and product development
 - Marketing targets year wise
 - Expected income increase for artisans by the end of the project
 - Marketing strategy for promotion of artisans products
 - Management systems planned for project implementation
 - Cost-benefit analysis for the proposed project
 - Sustainability of the project after the end of plan period.