

Engagement of Consultant

for

Study on

*“Status of Languishing Handicrafts in clusters of
Agra and Barabanki in the state of Uttar Pradesh
and Strategy for their revival”*



CONSULTANCY DEVELOPMENT CENTRE

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1. Terms of Reference (TOR)

1.1 Background and Need:

Arts & crafts can be categorized into three categories viz. living crafts, languishing crafts and extinct crafts. The onslaught of modern life with its mechanization and mass media culture has set into decline other arts and crafts which are today termed as “languishing crafts”.

A craft can be said to be languishing, when, although practiced by a large number in the past, it has ceased to be practiced any more, or is practiced by a miniscule few whose number is fast dwindling and which are losing their relevance and popularity amongst public. It is threatened mostly when the newer generation does not show interest in learning it or, having learnt it, in pursuing it as a vocation. Mostly it is a fall out of the crafts failure in the market; in some cases, of non-availability of raw-material, alternative economic opportunities, etc.

Special provisions have been provided by the Government in the Five Year Plans for addressing for preservation and revival of the languishing craft. The scheme for identification, survey and revival of languishing crafts through measures such as design development, training, pilot products, exhibition and publicity was first introduced during the 8th Plan.

In the 11th Five Year Plan, under the Design and Technology Up gradation Scheme, a special subcomponent for Documentation, preservation and revival of rare and languishing craft was introduced. The objective of the scheme is to preserve the craft, which have cultural and economic importance. In the 11th plan period, a study on definition of languishing crafts, survey & identification of 30 languishing crafts in the country was conducted by NIFT, New Delhi. Also, languishing crafts were given special preference in exhibitions and urban haats organized throughout the country.

There have been significant contributions made by Uttar Pradesh in the Handicrafts sector and there is a great deal of scope for craft-centred tourism to be explored, such as an urban haat in Lucknow / Agra / Kanpur / Varanasi which may develop as a nucleus in the state of Uttar Pradesh.

Based on the findings of the Uttar Pradesh Development Report, some of the following crafts have been identified as 'languishing crafts' as listed below:

S.No	Craft	Location	Marketing & Service Extension Centre (M&SEC)
1	Sajjar Stone	Banda	Agra
2	Ghungroo	Jaleshar	Agra
3	Copperware	Bageshwar	Almora
4	Repousse & Enamelling (metal)	Kharehpatti	Varanasi
5	Rambans	Kotdwar	Almora
6	Tharu Embroidery	Baharaich	Barabanki
7	Cotton Pile Carpet	Fatehpur (Barabanki)	Barabanki

In light of above, there is need to conduct a detailed study for revival of these languishing crafts that identifies the root causes of their decline or failure and based on the same, an appropriate strategy & action plan may be drawn aimed towards preserving their cultural or economic importance to the society and nation.

1.2 Objectives of the study:

- To study the present status of the target languishing handicraft clusters in Agra and Barabanki and assess their level of cultural and economic importance
- To identify the key reasons for decline or failure of the target languishing crafts
- To evolve an appropriate Strategy aimed towards preservation and revival of the target languishing crafts

1.3 Scope of the study:

The study shall be confined to the languishing handicraft clusters: (i) Sajjar Stone and Ghungroo crafts in Agra cluster and (ii) Tharu Embroidery and Cotton Pile Carpet crafts in Barabanki cluster covering the following scope of work:

- Study the present status of the target languishing handicraft clusters in terms of various parameters (Total No. of Craft Practitioners, Viability of the craft practice, Scope of learning for the next generation) and assess their level of cultural and economic importance attached to the society and the nation
- Identify the key reasons for decline or failure of the target languishing crafts and analyze the bottlenecks required to be overcome for their revival
- List out the key interventions in terms of technological & infrastructural support (product modification, design development and innovation in tools & processes etc.)
- Assess the Capacity Building requirements for artisans linked with self-employment generation possibilities based on the identified technological & marketing interventions in the target languishing crafts
- Evolve an appropriate Strategy & Action plan aimed towards preservation and revival of the target languishing crafts

1.4 Deliverables and Milestones

Deliverables

The deliverable shall be a Study Report covering all aspects of the scope of work.

Milestones

- A detailed Inception Report in two (2) weeks from award of work discussing the execution plan in minute details.
- Mid-term report at the end of ten (10) weeks from award of work giving details of progress made, future plan and seeking of approval for any deviation from the plan proposed in inception report.
- Draft Report at the end of twenty (20) weeks from award of work.
- Final Report within four (4) weeks from receipt of comments on Draft report.

1.5 Timeframe and Payment Terms

The Study is to be completed within **24 weeks** from the date of the Award of work.

S.No	Tasks / Activities	Milestone	Timeline ¹	Payment Terms ²
1	<ul style="list-style-type: none"> • Award of work and acceptance of work order • Preparation and submission of Detailed Inception Report and its acceptance 	Inception Report	T+2 weeks	10%
2	Submission of the Mid-Term Report and its acceptance	Mid-Term Report	T+10 weeks	-
3	Submission of the Draft Report and its acceptance	Draft Report	T+20 weeks	50%
4	Submission of Final Report (within 4 weeks from receipt of comments on Draft Report) and its acceptance	Final Report	T+24 weeks	40%

Note:

1. 'T' refers to the date of award.
2. The percentage fees payable on completion of each milestone as indicated above shall be calculated on the lumpsum value of work order (exclusive of service tax). The service tax shall be paid as applicable.

2. Mechanism for Engagement of Consultant

Eligibility Criteria

The consultants must meet the following minimum eligibility criteria

- Should have minimum of 5 years' experience in consulting.
- Should have executed minimum one (1) study assignment in the last 3 years preferably assignment of similar nature or in the related sector (2012-13, 2013-14, 2014-15).

(Note: The term 'Consultant' here refers to the Individual Consultant).

Documentary Evidence for the following must be submitted in respect of the eligibility criteria:

- a) Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award, time for completion, etc.
- b) Detailed Resume of the Consultant.

Proposal Submission

Each proposal should be submitted in two parts, viz.

- Technical
- Financial

The technical and financial proposal must be submitted in two separate sealed envelopes indicating clearly on envelopes as "TECHNICAL PROPOSAL" and "FINANCIAL PROPOSAL", followed by the nomenclature of the assignment, Study on "Status of Languishing Handicrafts in clusters of Agra and Barabanki in the state of Uttar Pradesh and Strategy for their revival". Financial proposal should include a warning "DO NOT OPEN WITH THE TECHNICAL PROPOSAL." The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address.

Technical Proposal Content

Technical Proposal should be prepared considering Objective, Scope, Approach & Methodology, Milestones & Deliverables as well as other information given in this document.

Technical Proposal must include:

a. Brief description about the Consultant

b. **Consultant's experience**

In addition to overall experience of the consultant, details of specific consultancy projects/studies undertaken may be provided including Assignment/job name, description of services provided, approx. value of assignment, country & location, duration of assignment, name of client, starting & completion dates, names of associates (other than employees), if any. *(Documentary evidence in support of above facts to be provided)*

c. Comments and suggestions on understanding of Terms of Reference.

d. Approach

e. Methodology

f. Work Plan and Schedule

g. Detailed Resume of the consultant.

Financial Proposal Contents

Financial proposal should be in the form of a lumpsum amount (exclusive of service tax) for the entire scope of services. The service tax shall be paid as applicable.

The lumpsum quote should be inclusive of all expenses which consultant may incur while executing the assignment, including local travel, as required.*

Note:

*** In case of travel outside Delhi, the travel boarding and lodging expenses for consultant (one person) shall be borne by CDC as per CDC norms.**

Evaluation of Proposals

Technical Evaluation

The following evaluation criteria shall be used for technical evaluation.

S. No	Description	Break up
1	Past Experience in work of similar nature	25 Marks
1.1	Past Experience of similar nature in terms of no. of assignments (Conducting studies) executed in last 3 yrs. (2012-13, 2013-14 and 2014-15)	20
	No. of Assignments	
	No. of Assignments ≥ 1 and < 3	10
	No. of Assignments ≥ 3 and < 6	15
	No. of Assignments ≥ 6	20
1.2	Work carried out (such as studies) in the area of Handicrafts / Textiles	5
<i>Marks will be awarded based on work order of assignments enclosed along with the Technical proposal</i>		
2	Methodology, Work Plan and Understanding of TOR	50 Marks
2.1	Understanding of TOR	15
2.2	Approach and Methodology	30
2.3	Work Plan + Time Schedule	5
3	Skills and Competencies	25 Marks
3.1	Consulting Experience	
	○ ≥ 5 yrs and < 8 yrs.	10
	○ ≥ 8 yrs. and < 10 yrs.	15
	○ ≥ 10 yrs. and < 15 yrs.	20
	○ 15 yrs. and above	25
<i>Marks will be awarded based on Detailed Resume of the Consultant</i>		
Total		100 Marks

Threshold for shortlisting consultants for technical evaluation will be 75 marks (seventy five marks).

Evaluation as per Combined Quality cum Cost Based System (CQCCBS)

- The financial proposals of only technically shortlisted consultants will be opened and will be ranked in terms of their total evaluated cost.
- Based on the criteria and the total score, the Technical Scores will have a weightage of 70%. The Financial Proposals will be allotted a weightage of 30%.

- The proposal with the lowest cost shall be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices. The total score shall be obtained by weighing the quality and cost scores and adding them up.
- On the basis of combined weighted score for quality and cost, the agency shall be ranked in terms of total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 followed by the proposals securing lesser marks as H2, H3, etc. The firm securing the highest combined marks will be considered for award of the contract. Total Score = (Technical Score x 0.70 + Financial Score x 0.30)

Evaluations will be based on documentary evidence submitted by the applicant with respect to evaluation / selection criteria.

Note: The following documentary evidence should be provided along with the proposal

- Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award, time for completion, etc.
- Detailed Resume of the Consultant

Last Date for submission of proposal

The Proposals must be sent to CDC office on or before **29th October 2015 by 15:00 Hours**. The proposals have to be sent only in hard copy by post/courier/by-hand. Proposals sent by E-mails will not be considered. The proposals will be opened on **29th October 2015, 15:30 Hours**.

Notes: -

- 1) Consultancy Development Centre (CDC) reserves the right to accept or reject any or all proposals without assigning any reason thereof.
- 2) Proposals not accompanied with documentary evidence requested above, may be summarily rejected.

Proposals should be addressed to:

Head (Projects)
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