Expression of Interest (EoI) for Engagement of Consultant For preparation of Detailed Project Report (DPR) For promotion and development of Kashmir Pashmina Craft March 2016

Issued By: Directorate of Handicrafts, (Govt. of J&K) Jawahar Lal Nehru-Udyog Bhawan Rail Head Complex, Jammu www.jkhandicrafts.com
**Terms of Reference (TOR)**

A) Background:

i). Pashmina Craft

Kashmir Pashmina refers to the type of fine wool and the textiles made from it. It took centuries of experimentation and refinement to raise this traditional practice of shawl making from a necessity to a unique textile art. Kashmir is the only place in the world where fine embroidered pashmina shawls are being woven. Despite upheavals, the art of making the pashmina shawls in Kashmir is unique and is still practiced in traditional way by local artisans.

Pashmina shawls are made of wool which comes from a soft, downy undercoat that grows primarily on the neck and belly of the rare Central Asian mountain goat known as Changthangi goat or Capra-Hiracus. ‘Changthangi’ goats are found in the cold, arid region of Ladakh at an altitude of about 14,000 ft. where high-speed winds and freezing temperature exists. The wool being referred to as ‘Pashm’, means ‘wool’ in Persian, hence the shawls are known as Pashmina shawls. Pashm has a special luster due to its long fine fibres, which are as thin as 12-14 microns, which makes the Pashmina shawls exceptionally light, soft and warm, and adds to the glamour of a person wearing it. The natural colours of the fleece include white, grey, red, brown and black.

The most unique characteristics of the pashmina shawls by which they are known are as follows:

a. *The fineness of the Pashm wool is between 12-16 microns in contrast to the fines sheep’s wool, which is 23 microns, and of human hair, which is up to 200 microns. Thus making the pashmina shawl exceptionally light, soft, and warm.*

b. *The pure Pashm wool is so fine and delicate that it can only be hand spun and hand woven into fabric, as it keeps breaking during the entire process.*

c. *The traditional methods involved in process of making pashmina for more than 2000 years has helped in retaining its unique soft character of Pashm wool and given to the world of craft the most exquisite pashmina.*

The main products of Pashmina are: a) Plain Pashmina Products, b) Embroidered Pashmina Products c) Kani Pashmina Products.

ii). Pashmina & its GI

It is a well-known fact that crafts from Kashmir, especially pashmina based shawls and other products are facing intense competition in national and international markets. This is because cheap imitations from other regions as well as machinemade look-alikes, claiming to be original, handmade and authentic, are now available at a very large scale, throughout the world. Presently, there is no way to distinguish genuine handmade crafts of Kashmir from the fake or machine made crafts. A fair and credible process for identifying genuine Kashmiri crafts
essential in order to legally enforce the GI rights. For this purpose, several traditional crafts from Kashmir were recommended for registration under the GI Act and the process was commenced with successful registration of Pashmina Shawl Weaving in the year 2008 now registered as “Kashmir Pashmina”.

B) Statement of Objectives

The project envisages the overall development of the Kashmir Pashmina craft by means of vertical integration of the entire supply chain from production to marketing. The specific objectives of the project are to increase the income and job opportunities for the human resource associated with the pashmina craft in the state by improving productivity, diversification, product quality, marketing avenues and platforms while establishing Kashmir Pashmina as a globally known brand. The project while focusing on increasing the production of Raw Pashm will introduce efficient and productive methods in the process of development of Kashmir Pashmina products.

- To Increase production of Raw Pashmina
- Establishment of Modern Production Zones
- Establishment of Pashmina Resource Centre to ensure uninterrupted supply of genuine raw pashm to artisans
- To increase income of various stakeholders associated with craft right from rearing stage to marketing
- To provide better and efficient common facilities within artisan clusters
- To seek and ensure necessary protection of the Kashmir GIs in other countries under the available legal instruments in a particular nation.
- To strengthen the brand identity and equity of Kashmir Pashmina in its commercial context
- Promotion and Publicity of Kashmir pashmina in national and international markets
- To enable the recognition of the registered GIs at National and International forums for the purpose of labeling and enforcement in academic and trade circles.
- To develop business linkages and Marketing Platforms

C) Scope of Work

- To identify various issues/factors pertaining to pashmina craft such as
  ✓ Research and development
  ✓ Innovative Ideas
  ✓ Technology
  ✓ Design
  ✓ Quality Issues
  ✓ Cost Competitiveness
  ✓ Marketing Strategies
  ✓ Target market & demand Analysis
  ✓ Government incentives etc.
  ✓ Means of finance
- To suggest appropriate mechanism for overall development of pashmina craft.
- To study and understand complete supply chain of Pashmina craft right from rearing of pashmina goat till finished goods are marketed.
To identify traditional pashmina rearing clusters in Ladakh and understand the issues pertaining to rearers.

To suggest ways and means for increasing pashmina yield in traditional clusters as well expand rearing of pashmina goats in non-traditional clusters.

To identify logistics constraints affecting the production of Pashmina based goods.

To prepare a strategy for creating model production zones for Pashmina Craft.

To identify interventions and activities to be undertaken for development of Pashmina Craft.

To suggest the roles and responsibilities of various government and non-government agencies associated with pashmina craft.

To identify potential markets of pashmina nationally and internationally.

To identify and suggest marketing strategies for Pashmina Craft.

To suggest positioning strategy for developing unique brand image for “Kashmir Pashmina”

To provide detailed account of various means to be employed for promoting pashmina craft.

D) Time Frame

1 (One) month from the date of signing of contract by both parties.

All documents submitted will remain property of JK Handicrafts Dept.

E) Competency and Expertise Requirements

The Consultant/ Agency/ Firm should have following expertise and experience and must be supported by documentary evidence:

1. Should have expertise and resources in providing consultancy/supervisory services proven and demonstrable experience in preparation of detailed project reports for development oriented projects particularly livelihood generation schemes/projects promoted by central/state government with cumulative cost of these projects should at least be Rs 50.00 crores in the last five years.

2. Should have a strong understanding of development / management of Projects related promotion and marketing of handicrafts.

3. Should have an experience in study, survey, planning and designing, preparation of estimates and supervision of similar nature of work within and outside country.

4. Should have assisted state/Central Govt. in implementation of various developmental projects /schemes.

5. Should have proven experience in carrying out investigations with regards to commercial misuse of such goods/ services, preferably related to handicraft sector that have acquired legal protection under GI/ Trademark/ Patent/ etc.

6. Should have the ability and expertise for networking with such agencies/ organizations/ institutions that may be engaged with development and marketing of handicrafts/livelihood generation schemes.

7. Should have experience of providing assistance for promotion and marketing of handicrafts to Govt. of India or State Govt. in similar capacity.

8. Should have at least Rs 1.00 crores of turnover from consulting/professional services in each of proceeding three years.
Evaluation of only those proposals, which are found eligible on the above parameters, will be carried out as per parameters illustrated in evaluation criteria.

F) Selection Process
- As per the two stages selection process the proposals comprises of technical and financial bids to be submitted in two separate sealed envelopes. In the first stage, a technical evaluation will be carried out to list out technically qualified bids. In the second stage, financial evaluation will be carried out.
- The Selection of consultant will be based on the Combined Quality Cum Cost Based System (CQCCBS).

G) Technical Proposal
The technical proposal (Appendix I: Form 1 to 2) shall have the following:
- Technical Proposal cover letter (Form 1)
- Detailed Organizational Profile along with audited financial statement for last three financial years (brochures/printed material could be provided as annexures). Form 2- A&B.
- Understanding the scope of work (Approach and methodology along with work plan and expected time frame) Form 3.
- Experience in handling livelihood/development centric schemes/projects of Central and State govt. (Form 4).
- Proposed team of assignment along with brief CVs (Form 5)
- Compliance to the technical criteria listed under Competency and Expertise Requirements section above (please provide documentary evidence in respect of compliance wherever possible).

H) Financial Proposal
The financial proposal (Appendix 2: Form 1 to 2) shall have the following:
- Financial proposal cover letter (Form 1)
- Financial Proposal (Form 2)
- Financial Proposal should indicate lump sum professional fee chargeable.
- The financial proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt, it is clarified that all taxes shall be deemed to be included in the costs shown under the financial proposal. Further all payments shall be subject to deduction of taxes at source as per applicable laws.
- The financial proposal should be unconditional and valid for a period of 2 months from the date of signing of contract of both parties.
I) Fee payment schedule
The fee payable to the selected consultant shall be released in 3 (three) installments and in manner indicated below:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Milestone</th>
<th>Percentage of fee payable</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mobilization Advance*</td>
<td>10%</td>
<td>After date of signing contract</td>
</tr>
<tr>
<td>2</td>
<td>Submission of draft report</td>
<td>45%</td>
<td>15 days from the 1st installment of fee</td>
</tr>
<tr>
<td>3</td>
<td>Final Report</td>
<td>45%</td>
<td>1 month from the 1st installment of fee</td>
</tr>
</tbody>
</table>

Being advance payment, adequate safeguards e.g. Bank Guarantee of equal amount of advance is to be provided by the qualifier.

More than fortnight of the time frame from the milestone shall levy penalty of 10% from every delay. However, the final authority to waive of a penalty shall be exclusively with the Administrative Secretary, Industries and Commerce Department, Govt. of J&K.

J) Proposal Submission & Opening
The applicant shall submit their proposal in a sealed envelope super scripted as “Expression of Interest for services for development of Detailed Project Report (DPR) for development of Kashmir Pashmina” which shall contain two separate sealed envelopes marked as envelope “A” (Technical Proposal) and envelope “B” (Financial proposal) along with a refundable Earnest Money Deposit (EMD) of Rs 20,000/- in favour of “Director Handicrafts” in addition to a separate Demand Draft of Rs. 1000/- as non-refundable bid document processing charges.

The EMD of un-successful bidder would be returned in the applicant within 30 days of opening of financial bids. However the EMD of successful bidder will be converted into Security Deposit, which will be returned only after completion of the assignment. The person(s) duly authorized to sign on behalf of the applicants shall sign every sheet and all forms completed in all respect.

The proposal should be addressed to

Director,
Directorate of Handicrafts
Udyog Bhawan
Rail Head Complex, Jammu

Any proposal received after the closing time for submission of the proposal will be returned unopened.

The complete proposal should reach on or before 10th March 2016.

The technical proposals shall be opened at 5 pm on 10th March 2016 in presence of bidders if they wish to.

The financial proposals of the shortlisted bidders shall be opened in presence of the shortlisted bidders at 3 pm on 11th March 2016 the financial proposals in respect of bidders not shortlisted shall be returned unopened.
K) Rejection of EoI
The application will be categorically rejected if:
- It is not received in proper sealed cover superscription as indicated above.
- It is not in prescribed form and not containing all required detailed information/documents.
- It is not properly signed.
- It is received after the due date and time.
- Offer is received by fax or email.
- Bid received without cost of bid document and Earnest Money Deposit.

L) Evaluation Criteria
The evaluation of the agency will be done on Combined Quality cum Cost Based Selection (QCBS). The QCBS system analysis the Technical eligibility and Financial quote in the ratio of 50:50%.

Agencies that have scored less than 60% in the technical evaluation will not be considered eligible for opening their financial bids. The technical bid will be evaluated on a scale of 100 and the weightage for each criterion would be as follows:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Criteria</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Past Experience of the Firm</td>
<td>50</td>
</tr>
<tr>
<td>I.</td>
<td>Past experience in assisting Government (Central &amp; State) in development / management projects related with skill activities.</td>
<td>15</td>
</tr>
<tr>
<td>II.</td>
<td>Studies carried / projects implemented in J&amp;K in handicraft sector.</td>
<td>15</td>
</tr>
<tr>
<td>III.</td>
<td>Should have assisted state / Central Govt. in implementation of various developmental projects / schemes.</td>
<td>20</td>
</tr>
<tr>
<td>2.</td>
<td>Qualification &amp; Experience of Team Proposed for the Assignment</td>
<td>30</td>
</tr>
<tr>
<td>I.</td>
<td>Team leader with minimum 10 years of experience in livelihood and skill development and related sectors</td>
<td>15</td>
</tr>
<tr>
<td>II.</td>
<td>Core Team Members. Multi-disciplinary team with experience in the relevant field</td>
<td>15</td>
</tr>
<tr>
<td>3.</td>
<td>Methodology &amp; work Plan</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

M) Evaluation of Bids:
On completion of the technical evaluation, the agencies that have obtained minimum 60% marks will be intimated and called for opening of financial bid. The agency quoting lowest financial bid will be selected.

N) Disclaimer:
Handicraft Department shall not be responsible for late receipt of the applications for any reasons whatsoever and reserves the following rights:
To reject any/all bids without assigning any reasons thereof.
To relax, alter or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the state Govt. and the objective of the assignment without assigning any reason thereof.
To include any other item in the scope of work at any time before the submission date of EoI.
Director
Directorate of Handicrafts
J&K Government,
3rd floor, Udyog Bhawan, Rail Head Complex, Jammu.


Sir,

We, the undersigned, are pleased to submit our technical proposal for “appointment of Consultant for Preparation of Detailed Project report for preparation of Detailed Project Report (DPR) for promotion and development of Kashmir Pashmina Craft in accordance with your notice inviting Expression of Interest and Bid vide your letter No. ________________ dated: ________ 2016.

We certify that the information provided in the proposal is true to the best of our knowledge and understand that any variation to the same may lead to rejection of our proposal.

We acknowledge the right of the Authority to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

Yours sincerely,

Authorized Signatory (In full and initial)
Name and Title of Signatory
Name of the Firm
Address
FORM 2A
PARTICULARS OF THE APPLICANT

Name of the Firm:
Legal Status(e.g. company partnership)
Country of incorporation
Registration address
Year of Incorporation
Year of commencement of business
Principal place of business

Name, designation,address & phone numbers of authorized signatory of the Applicant(please enclose Power of Attorney)
Name
Designation
Company
Address
Phone No
Fax No
Email Address

If the applicant is Lead Member of a Consortium, state the following for each of the other:
Member Firms
   Name of the Firm
   Legal Status and Country of Incorporation
   Registered address and Principal place of business
## FORM 2B
FINANCIAL CAPACITY OF THE APPLICANT

<table>
<thead>
<tr>
<th>S.No</th>
<th>Financial Year</th>
<th>Annual Revenue (in INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Certificate from the Statutory Auditor

This is to certify that----------(name of the applicant) has received the payments shown against the respective years on account of profession fees.

(Signature, name and designation of the authorized signatory)

Date: Name and seal of the Audit Firm

Please provide audited financial statements including net worth of the company for the last three financial years along with audited balance sheets and profit &loss accounts(brochures/printed material could be provided as annexure)
FORM 3
SCOPE OF WORK
(Include details of methodology and detailed work plan/time schedule)
FORM 4
Experience in handling of projects related to development of livelihood, infrastructure development, marketing and skill development.

<table>
<thead>
<tr>
<th>Assignment Project:</th>
<th>Approx. Value of the project and professional fee received (in INR):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country:</td>
<td>Duration of Assignment:</td>
</tr>
<tr>
<td>Location within Country:</td>
<td></td>
</tr>
<tr>
<td>Name of the client:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Start Date:</td>
<td>Completion Date:</td>
</tr>
<tr>
<td>Name of associated Consultants, if any:</td>
<td>Name of senior professional staff involved and functions performed.</td>
</tr>
<tr>
<td>Narrative Description on the Project:</td>
<td></td>
</tr>
<tr>
<td>Description of actual services provided by your staff within the assignment:</td>
<td></td>
</tr>
</tbody>
</table>

Documentary evidence/completion certificate of the authorities concerned to be provided.
FORM 5
FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

Proposed Position: ______________________________

Name of Firm: _________________________________

Name of Staff: _________________________________

Profession: _____________________________________

Date of Birth: _________________________________

Years with Firm/Entity: _______ Nationality: _____________

Membership in Professional Societies:
________________________________________________________________________

Details of Tasks in this Assignment:
________________________________________________________________________

Key Qualifications:

[Give an outline of staff members experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page]

________________________________________________________________________

Education:

[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page].

________________________________________________________________________

Employment Record:

[Stating with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about three quarters of a page]

________________________________________________________________________
Languages:

[For each language indicating proficiency; excellent, good, fair, or poor; in speaking, reading, and writing]

__________________________________

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experience, and me.

__________________________________ Date: ________

[Signature of staff member and authorized representative of the Firm]

Day/Month/Year

Full name of staff member: ____________________
Full name of authorized representative: ____________________

Sir,

We, the undersigned, are pleased to submit our financial proposal for “Consultant for preparation of Detailed Project Report (DPR) for promotion and development of Kashmir Pashmina Craft” in accordance with your notice inviting Expression of Interest and Bid vide your letter No. ________________ dated: __________ 2016.

Our Financial Proposal is unconditional and we acknowledge that any condition attached to the financial proposal shall result in rejection of our proposal. Our Financial proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity of the Proposal.

We understand that you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signatory (In full and initial)
Name and Title of Signatory
Name of the Firm
Address
**FORM 2**

**FINANCIAL PROPOSAL**

**Project:** Appointment of Consultant for preparation of Detailed Project Report (DPR) for promotion and development of Kashmir Pashmina Craft.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Item</th>
<th>Cost (in INR)</th>
</tr>
</thead>
</table>

**Note:**
1. This amount is inclusive of professional fee, travel, and boarding and lodging, communication and all other out of pocket expenses.
2. The Financial proposal shall take into account all expenses and tax liabilities. For the avoidance of doubt, it is clarified that all taxes shall be deemed to be included in the cost shown under Financial Proposal.

Yours sincerely,

**Authorized Signatory (In full and initial)**
Name and Title of Signatory
Name of the Firm
Address
Seal/Stamp of the Firm