



पूर्वोत्तर हस्तशिल्प एवं हस्तकरघा विकास निगम लिमिटेड
(भारत सरकार का उद्यम)
North Eastern Handicrafts and Handlooms Development Corporation Limited
(A Government of India Enterprise)



North Eastern Handicrafts and Handlooms Development Corporation Limited
(A Government of India Enterprise)
Ministry of Development of North Eastern Region, Govt. of India
Website: www.nehhdc.com
Phone No. - 0361-2910002; +91-8134960235

Ref No: NEHHDC/A&C/Projects/Handloom Digitalization/2022-23/35/2659 Date:21.11.2023

Sub: Expression of Interest for Selection of Agencies for Enhancing the Export Potential of Handloom in the North East Region through Thematic Intervention

Tender in Two Bids system are invited from suitable and reputed organizations for Selection of Agencies for Enhancing the Export Potential of Handloom in the North East Region through Thematic Intervention Detailed information regarding the items, application/tender forms, EMD details, specifications, terms and conditions can be downloaded from the following websites:

- a) www.nehhdc.com
- b) Government of India Central Public Procurement Portal <https://etenders.gov.in/e procure/app>
The interested bidders shall submit their tender documents through online mode only. Further, prospective bidders are requested to keep watching website www.nehhdc.com regularly for any subsequent information/corrigendum to the advertisement. There will be no separate advertisement for the same. The undersigned reserves the right to accept or reject any or all the bids without assigning any reason at any stage.

Managing Director
North Eastern Handicrafts & Handlooms
Development Corporation Ltd. (NEHHDC)

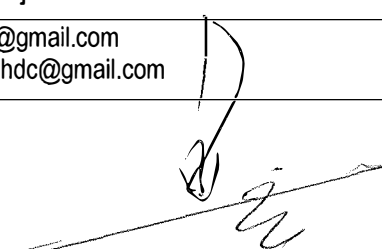
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Notice Inviting Expression of Interest - Critical Data Sheet

EOI ID (To be allotted by portal after uploading of tender):	
EOI Reference Number:	NEHHDC/A&C/Projects/Handloom Digitalization/2022-23/35/2659
Date of release of EOI through e-procurement Portal:	21.11.2023
EOI Submission Start Date (Online mode):	21.11.2023
Last date for submission of query:	27.11.2023
Pre-bid meeting date (Online mode):	28. 11.2023
Last Date & time for submission of online Bid:	11.12.2023 & 12:00PM
Date & time for opening of Technical Bid:	12.12.2023 & 02:00PM
Date & time for opening of Financial Bid (Online):	To be informed to shortlisted Bidders after Technical Evaluation
Last date for Receipt of Tender fees and EMD:	11.12.2023
Tender Document Fee:	Rs.10000/- (Rupees ten thousand only) [TENDER FEE/COST: Tender cost will be exempted for Micro, Small and Medium Enterprises (MSMEs) as per Section-10 of the Public Procurement Policy for Micro, Small and Medium Enterprises (MSMEs) Order, 2012; dated 23-12-2012 from Ministry of Micro, Small & Medium Enterprises (MSMEs), Government of India and also for Startups as recognized by DPIIT.]
EMD:	Rs.6,00,000/- (Rupees six lakhs only) [EMD: EMD Fee will be exempted for Micro, Small and Medium Enterprises (MSMEs) and Startups as per Rule 170 (i) of GFR 2017 as revised Department of Expenditure office memorandum no.F.20/2/2014-PPD(Pt.) dated 25 th July'2017.]
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Notice Inviting Expression of Interest (EOI)

North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC), Guwahati invites online bids in Two Bid System from eligible and qualified Bidders of India, for the following proposal:

EOI No.	Description
1	Selection of Agencies for Enhancing the Export Potential of Handloom in the North East Region through Thematic Intervention

Date and Time for publishing, Downloading, Last Date of online submission of Tender with other documents, and other detailed terms & conditions of EOI are available on website: www.nehhdc.com and Central Public Procurement Portal <https://etenders.gov.in/e procure/app>. Further, prospective bidders are requested to keep watching the website www.nehhdc.com regularly for any subsequent information/ corrigendum to the advertisement. There will be no separate advertisement for the same.

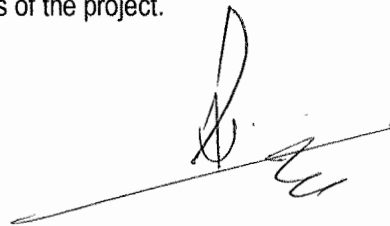


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Eligibility Criteria

The invitation of bids is open to all entities registered in India that fulfill the criteria as specified below:

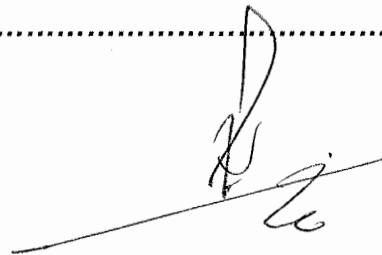
- a) **Incorporation** - The bidding entity must be a legally recognized entity in India. This includes companies registered under the Indian Companies Act 1956, non-governmental organizations (NGOs), and government-affiliated bodies. The entity must have been operational for at least five years, as evidenced by the Certificate of Incorporation or equivalent documentation issued by a competent authority.
- b) **Operational Reach** - Potential bidders must have the capability to implement and manage the project activities across all designated areas within the Northeastern states of India, which include Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim, as required for the successful establishment of Integrated Handloom Export Hubs in the region.
- c) **Turnover** - The Agency/agencies should have a turnover of not less than ₹ 120.00 Lakhs (Rupees One Hundred and Twenty Lakhs) in the preceding three financial years (**FY 2020-21, FY 2021-22 & FY 2022-23**). Turnover is defined as sales proceed as per audited Profit & Loss account of the firm. The copies of income tax returns for preceding two years should also be submitted along with. Industry associations in the electronics sector may participate.
- d) **Expertise** - Agencies possessing a demonstrable history of successful projects in fields pertinent to export facilitation, handloom product promotion, or similar sectors are eligible to apply. Bidders must submit a detailed portfolio showcasing their experience, focusing on initiatives that have enhanced export capabilities or promoted artisanal products internationally. This portfolio should include statements of past work, highlighting their track record in delivering tangible outcomes, such as increased export volumes, establishment of export-oriented units, or effective international market penetration strategies. Surveys or research projects that demonstrate a deep understanding of export processes, international trade, and artisanal product positioning will be considered as evidence of the required expertise. **Emphasis should be placed on outcomes and achievements rather than on the mere execution of tasks.**
- e) **Start-up Encouragement:** Recognizing the unique and innovative approaches start-ups can bring to the project, the competent authority is open to considering relaxation in one or more eligibility criteria if there is a limited response from start-up entities. This gesture is aimed at promoting participation from businesses that demonstrate potential for contributing fresh perspectives and solutions to the objectives of the project.



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1. Introduction

1.1 Project Background

Government of India is encouraging states to promote exports to meet ambitious target of reaching USD 400 Bn of merchandise exports. To capture the potential, NEHHDC aims to give a holistic 'PUSH' to handloom exports from the Northeastern states of India. The PUSH framework- **Promote** value addition in exports, **Upgrade** Infrastructure and Institutions, **streamline** processes and Harnesses digital technology, to ultimately develop Northeast as a hotspot for handloom exports.

With the objective of improving the market access for handloom products from Northeast Region (NER) of India, NEHHDC is implementing Digitalization, authenticity and traceability system covering 10,000 weavers through a project **Market development by way of Digitalization, Authentication and Implementing of Traceability in Handloom Sector of Northeastern States**. The intervention will result in an increase of demand and remuneration for weavers of the state.

India has over 31.4 lakhs weaver households of which 58% (~18.3 lakhs) of the households are in Northeastern Region. NER's handloom sector has many strengths, which include being truly a handmade region with highest number of looms in the country, high women participation, skill levels and usage of diversified fiber base and being the state that offer unique fibers such as cotton, Eri and Muga.

The business landscape of the twenty-first century has seen consumers and stakeholders become more aware and responsive to environmental issues and shifting toward sustainable consumption practices for the wellbeing of future generations. The pandemic has increased demand for brands that raise environmental awareness (48%) and promote environmentally friendly products through trial packs and promotions (47 percent). As per a study by ET Brand Equity, 44 percent of Indians want to see more brands implement sustainable practices. Within the market environment, compliance to international standards is emerging as a key determinant of the competitiveness of handloom exports. Global brands and buyers in key international markets increasingly require suppliers to adhere to fair labour practices, workplace standards and environmentally sustainable production.


Through the proposed EOI, NEHHDC will focus on building few groups of weavers with a planned out and organized approach in order to create business opportunities and establish integrated handloom export hubs (IHEHs).

1.2 Goal

The goal is to empower handloom producer groups by leveraging **Integrated Handloom Export Hubs (IHEHs)** to tap into overseas market opportunities. This strategic shift toward export-led growth through IHEHs is intended to foster self-sufficiency and self-reliance within these communities, ensuring that they can sustainably benefit from the global demand for their products.

1.3 Expected Outcome

Establish the Northeastern Region as an emerging handloom export hub in the country through the development of world-class export infrastructure, promotion of high-quality product portfolios, building robust export-oriented **Integrated Handloom Export Hubs**, and creating integrated export ecosystems



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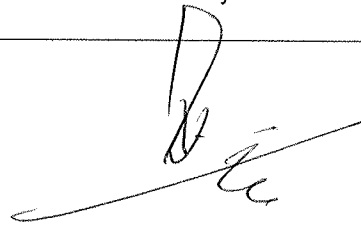
from ground zero to countries like the United States, UK , and Japan - the largest importers of Indian handloom in the world.

1.4 Rational (Need) of the project

Northeast India, comprising of eight states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura is home to the world's richest diversity of sericigenous fauna (silk producing insects). This is the only region where all four varieties of commercial silk namely mulberry, Muga, Eri and Oak Tasar are produced. The silk culture has taken deep roots in the socio-cultural milieu of the region and has significance as it is entwined with the day-to-day lives of the people especially the tribal communities and their rich and diverse weaving traditions.

As per the 4th all India Handloom census 2019-20 the count of handloom units is linked with the choice of which fabric are considered major. The count of major fabrics produced by North eastern States is significant. The production information of such fabric provides an understanding of the specialization in terms of fabrics in different states of North East Region.

Handloom Item	Rank in Top 5 States	Share of Overall Production	Remarks
Saree	4th Assam	7.8%	Silk Sarees from Assam & Tripura dominates. Together top 5 States account for 78.6% of the handloom saree production in the country.
	5th Tripura	7%	
Shawls, Mekhla Chadder, Loi, stole, scarf, muffler	1st Assam	77.4%	The single State of Assam accounts for the bulk of the production of shawls (etc.). The top 5 places are occupied by the North east States together accounting for 93% of total Shawls, Mekhla Chadder etc. production.
	2nd Manipur	4.9%	
	3rd Arunachal Pradesh	4.6%	
	4th Nagaland	3.7%	
	5th Meghalaya	2.3%	
Angavastram, dhoti, sarong, lungi	1st Assam	42.6%	Four north eastern States, led by Assam's Angavastram (an integral element in the traditional worship at the Kamakhya temple, account for 78.5% of the production of these major fabrics. The only other State with a sizeable production is Tamil Nadu which is a major Angavastram producing State.
	2nd Manipur	19.1%	
	3rd Tripura	11.1%	
	4th Arunachal Pradesh	5.7%	
Towel, napkin, duster, gamcha	1st Assam	72.4%	North East States completely dominate the production of towels, cloth napkins and dusters. Together they account for 81.7% of the production in the country.
	3rd Manipur	4.2%	
	4th Meghalaya	2.9%	
	5th Tripura	2.2%	



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Major Fabric	Rank in Top 5 States	Share of Overall Production	Remarks
Dress material (Salwar, kameez, etc.), suiting, shirting, long cloth	1st Assam	23.6%	The production of dress materials is more widely spread than most other major fabrics, even though close to 54% of the production continues to come from the north eastern States.
	2nd Manipur	17.3%	
	3rd Tripura	13.2%	
Bedsheet, furnishings, blankets	1st Assam	26.8%	Having the largest number of looms and weavers, Assam again dominates as the largest handloom-based home décor production.
	3rd Manipur	14.5%	
Allothers, including surgical bandage	1st Assam	27.5%	Top 5 States totally account for 74.3% of the all other handloom fabrics including bandages, with Assam and Manipur alone accounting for 40.6% of the country's production.
	3rd Manipur	13.1%	

Source: All India Handloom Census 2019-20 Report

Recognizing the robust potential of the handloom industry in the Northeast Region, it becomes imperative to pursue an integrated approach for catalyzing export expansion. The conception of Integrated Handloom Export Hubs (IHEHs) represents a progressive strategy in this context.

This innovative initiative is designed to boost local textile manufacturing, positioning India as a prominent export leader in the global market. By enhancing production capabilities, quality, and market access for handloom products, these hubs are expected to be instrumental in scaling up the industry to meet international demands.

Moreover, the establishment of IHEHs aligns seamlessly with the **'Act East'** policy, reinforcing India's diplomatic and economic relations with the East through trade and investment. It is a strategic move that promises to not only invigorate the local economies but also showcase the rich textile heritage of the Northeast on a global platform. The overarching goal is to create a sustainable ecosystem that supports artisans, preserves traditional skills, and ensures the handloom sector's competitive edge in the international arena.



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2. Scope of Work & Deliverables

2.1 Cluster Focus: Identification and Mobilization of Clusters

The initial phase involves a rigorous mobilization process, paving the way for the establishment of Integrated Handloom Export Hubs. A total of **six (6)** Integrated Handloom Export Hubs across six states (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, and Nagaland) of NER have been earmarked and selected for their robust potential to scale up. The criteria for this potential include the existing skill sets, production capacities, entrepreneurial spirits, and market possibilities.

A comprehensive assessment will be systematically conducted to delve into the specific skill sets possessed by the artisans within these clusters. Additionally, this assessment will pinpoint their requirements in terms of capacity building, marketing, branding, and other critical aspects essential for their growth and market reach.

Tailored project interventions for each cluster will be conceptualized based on this detailed assessment, adhering to the strategic framework of the Lean Canvas Model. This model will guide the design and implementation of interventions, ensuring that they are precisely aligned with the unique characteristics and needs of each cluster.

2.2 Establishment of Integrated Handloom Export Hubs (IHEHs)

Following the mobilization phase, Integrated Handloom Export Hubs (**300-350 weavers/IHEH**) will be established across various strategic locations in the Northeastern states. The designated areas for setting up these hubs have been meticulously selected to maximize the growth and development of the handloom sector within the region. The details of the identified locations for the establishment of the Integrated Handloom Export Hubs are as follows:

Integrated Handloom Export Hub			
SI No.	State	Proposed Location	Nos.
1	Arunachal Pradesh	Namsai/Changlang	1
2	Assam	Boko/Chhaygaon	1
3	Manipur	Imphal-West	1
4	Meghalaya	Ri-Bhoi	1
5	Mizoram	Serchhip	1
6	Nagaland	Dimapur	1
Total			6

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2.3 Justification of the Proposed Locations for the Establishment of Integrated Handloom Export Hubs (IHEH)

Arunachal Pradesh - Namsai/Changlang:

- **High Weaver Density:** These regions are distinguished by the highest concentration of weavers, providing a rich base of artisanal talent.
- **Logistics and Accessibility:** The areas offer excellent accessibility and logistical support, crucial for efficient supply chain management.
- **Network Connectivity:** Robust connectivity facilitates effective communication and digital integration, vital for modern trading practices.
- **Infrastructure for Training:** The existing infrastructure is conducive to a wide range of skill-enhancement and training programs, essential for artisan development.

Assam - Boko/Chhaygaon:

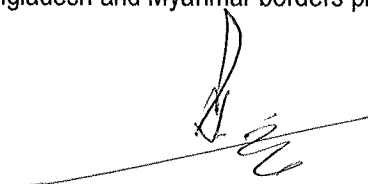
- **Accessibility and Connectivity:** These areas are strategically placed, ensuring convenient accessibility and connectivity.
- **Skilled Weavers:** The local weavers possess requisite skills and have a history of producing high-quality products.
- **Entrepreneurial Linkages:** Connections with entrepreneurs in these areas allow for tailored interventions and market-driven product development.
- **Weaver Concentration:** A high concentration of weavers underlines the potential for large-scale production.

Nagaland - Dimapur:

- **Cultural Heritage and Craftsmanship:** Known for its rich cultural heritage, Dimapur's weavers are celebrated for their unique and artistic textile designs.
- **Infrastructure:** Developed infrastructure, including transportation networks and trade facilities, makes it ideal for the smooth movement of goods.
- **Digitization Potential:** The recent survey on Handloom Digitization highlighted the significant potential of Dimapur as a center for diverse textile production.

Meghalaya - RiBhoi:

- **Natural Resource Access and Artisan Skill:** Strategically located, RiBhoi offers access to rich resources and skilled artisans known for exquisite handloom textiles.
- **Silk Village "Umden":** Umden's presence boosts RiBhoi's prospects as an international export hub, contributing to its unique product offerings.
- **Proximity to International Borders:** Its location near Bangladesh and Myanmar borders presents lucrative opportunities for cross-border trade.



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Mizoram - Serchhip:

- **Cultural Significance:** Thenzawl in Serchhip is a renowned center for traditional Mizo handloom, pivotal in women's economic empowerment.
- **Weaving Tradition:** The area is synonymous with diverse, high-quality textile production, featuring unique patterns and colors, integral to the cultural fabric of the Northeast.
- **Economic Empowerment:** Weaving, predominantly by women on loin looms, plays a significant role in the state's income generation, making it a prime location for an IHEH.

Manipur – Imphal-West:

- **Proximity to Airport and Logistic Efficiency:** Imphal-West's close proximity to the city's airport provides a strategic advantage for the handloom sector, particularly in terms of ease of logistics and swift transportation of goods. This accessibility is vital for efficient distribution and supply chain management, making it an ideal location for an Integrated Handloom Export Hub.
- **High-Quality Design and Artisanry:** Imphal-West is renowned for its exceptional handloom designs, characterized by intricate patterns and high-quality craftsmanship. The area's rich heritage in textile artistry offers a unique value proposition in the handloom market.
- **Market Accessibility:** The location's urban setting provides enhanced market accessibility, allowing for better exposure to domestic and international trends and demands. This factor is crucial in ensuring that products developed at the hub are aligned with current market preferences and styles.

Each of these proposed locations for IHEHs has been carefully selected based on a combination of cultural, economic, logistical, and infrastructural factors, ensuring they are well-equipped to contribute significantly to the handloom sector's growth and market expansion.

2.4 Key Responsibilities of the Selected agency/agencies

The agency/agencies chosen for this initiative will be charged with the following crucial duties:

- I. **Comprehensive Sector Assessment:** The agency/agencies must thoroughly analyze the handloom sector in the identified areas/clusters. This includes dissecting the industry's current condition by pinpointing the inherent strengths that can be leveraged, weaknesses that need addressing, opportunities for expansion, and potential threats that could hinder progress. In addition, there must be an evaluation of the prevailing international market conditions and trends for handloom products. This assessment will lay the groundwork for the identified strategic areas where intervention can catalyze growth and help tap into unexplored markets, thereby reinforcing the export potential of the handloom sector in the region. This in-depth analysis should serve as a blueprint for tailored strategies that address the unique challenges and harness the opportunities within the Northeastern handloom landscape, ensuring the sector's competitive presence in the global market. The agency/agencies will need to integrate this understanding into the project's overarching goals to maximize market access and increase the economic viability of handloom products from the Northeast Region on an international scale.
- II. **Strategic Thematic Intervention Development:** The agency/agencies will be tasked with crafting a well-defined strategy for thematic interventions to overcome the specific challenges


identified in the sectoral assessment while leveraging the existing opportunities. The design should incorporate culturally informed and inventive methods to augment the appeal and competitive advantage of handloom products from the Northeast. This includes pinpointing handloom items that hold high value or are in great demand within target export markets. To enhance the global appeal and marketability of these products, the agency/agencies must also focus on diversifying the product range and ensuring that the production process is aligned with the demands of international buyers. This involves identifying potential best-sellers and working with local artisans to broaden their production capabilities to meet the identified export opportunities.

The proposed interventions must respect and promote the unique cultural heritage embedded in the Northeast's handloom products while also equipping them to stand out in the global marketplace. Therefore, the strategy should amalgamate traditional artisanship with modern design sensibilities to create a product line that resonates with international trends without losing its indigenous essence. This will facilitate the establishment of the Northeast handloom sector as a source of high-quality, distinct, and sought-after products in the international market.

- III. **Capacity Enhancement and Technological Advancement:** The selected agency/agencies will be responsible for advancing the capacity of local weavers and artisans through the development and implementation of comprehensive programs. These initiatives are to focus on fostering product innovation and elevating the quality of goods produced, thereby augmenting the competitive edge of handloom products in global markets. Central to this objective is the facilitation of technological uptake among the handloom communities, ensuring that artisans are equipped with the latest tools and methods that can significantly increase productivity and market responsiveness. In parallel, product marketing and promotion strategies should be optimized, particularly through digital means such as e-commerce platforms and social media channels. This digital push will not only build awareness but also open up new avenues for market expansion.

The agency/agencies will also be responsible for engaging industry experts such as designers and business consultants who can provide valuable insights into current market trends, allowing for strategic alignment of product designs with consumer preferences. This includes the conceptualization and creation of prototypes that showcase the fusion of traditional craftsmanship with contemporary aesthetics, potentially increasing the global appeal of the products. Moreover, a strong emphasis should be placed on business development training, equipping artisans with the entrepreneurial skills required to navigate and thrive in the competitive landscape of international trade. Through these concerted efforts in capacity enhancement and technological advancement, the agency/agencies will support the transformation of the Northeastern handloom sector into a robust and flourishing component of the global handloom market.

- IV. **Institution Building – Creating Structures and Strengthening Systems:** NEHHDC underscores the critical importance of Institution Building – Creating Structures and Strengthening Systems as a cornerstone in the project aimed at enhancing the handloom sector's export potential. In the context of Institution Building for enhancing the handloom sector's export potential, the scope of work for potential bidders will encompass the establishment of robust systems and structures to streamline the export process. Here's a detailed description of the responsibilities:



- *Export Documentation:* Bidders will be responsible for ensuring that all handloom products are accompanied by the correct export documentation. This includes obtaining and managing an Importer-Exporter Code (IEC), which is mandatory for export from India. They must also maintain comprehensive records that are in compliance with both Indian and international trade laws. The bidder should be prepared to handle the full scope of export-related documentation and manage the complexities associated with various certification processes. They must stay abreast of any changes in international trade regulations that could impact the export of handloom products and ensure that all documentation is in compliance with the latest standards and requirements. Additionally, bidders should include provisions for obtaining and managing these certifications as part of their project execution strategy.
- *Point of Contact:* Establish a dedicated point of contact for all export-related queries and operations. This entity or individual(s) would coordinate between the weavers, NEHHDC, and external bodies, ensuring seamless communication and problem resolution.
- *Certification, Authenticity, and Traceability:* Bidders must guarantee that all exported handloom products are rigorously certified for authenticity and quality. For claims such as 'organic dyes' and 'handmade', obtaining certification from reputable agencies is crucial. The certification process may involve thorough inspections, product sampling, and engaging with certifying authorities to verify the claims. To enhance credibility and traceability, advanced technologies like Artificial Intelligence (AI) and blockchain should be considered.
- *Supply Chain Management:* Oversee the entire supply chain of the handloom products. This includes raw material sourcing, production, quality control, packaging, storage, and logistics. Identify and optimize the supply chain to ensure cost-effectiveness, efficiency, and reliability.
- *Identification of Ports and Routes:* Identify the nearest and most cost-effective ports for exporting the handloom products. Determine the best routes to these ports and arrange for the transportation of goods. Also, look into alternative logistics options like air cargo for time-sensitive deliveries.
- *International Standards and Compliance:* Research and comply with the country-specific international standards for handloom products. Ensure all products meet the quality, safety, and environmental standards of the destination country. Understand the trade barriers and tariffs that could impact the export of handloom products.
- *Trade Agreements and Regulations:* Stay abreast of any trade agreements between India and the destination countries that might benefit the handloom sector. Comply with all the regulatory requirements for both countries and take advantage of any concessions or incentives offered under these agreements.
- *Market Intelligence:* Continuously monitor and analyze international market trends, consumer preferences, and regulatory changes that could impact the handloom sector. Use this intelligence to adapt the supply chain and export strategy to capitalize on emerging opportunities and mitigate risks.

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- V. **Market Expansion Strategy:** The agency/agencies shall devise and implement an expansive strategy aimed at amplifying the global footprint of handloom products from the Northeast Region. This entails an in-depth exploration and identification of lucrative export opportunities within international markets while paying heed to the unique cultural intricacies and consumer preferences that could influence market penetration. To achieve this, the agency/agencies must actively collaborate with Embassies, Export Promotion Councils (EPCs), and other relevant bodies to establish a network of potential exporters and importers, fostering trade relationships that can facilitate a steady flow of handloom products to overseas markets. In addition, the agency/agencies should pursue partnerships with financial institutions to secure accessible working capital for weavers, ensuring they have the necessary financial support to scale production in line with market demand.

A critical component of this market expansion initiative is the strategic branding and marketing of Northeast handloom products under the umbrella brand "Uttar Purvi" managed by NEHHDC. By associating the handloom items with a brand that reflects the region's heritage and quality, the agency/agencies will contribute to building a strong, recognizable identity that resonates with international customers and differentiates the products in a competitive marketplace.

- VI. **Monitoring and Evaluation Framework Development:** The agency/agencies will also be responsible for constructing a comprehensive monitoring and evaluation (M&E) system that will meticulously track the efficacy and impact of the project's interventions. This framework must be designed to continuously gather, analyze, and interpret data related to project activities, outcomes, and overall progress. The M&E system should enable the agency/agencies to:

- Establish clear indicators for success at the onset of the project, against which progress can be systematically measured.
- Conduct regular assessments to capture the direct and indirect effects of the interventions on the handloom community, supply chain dynamics, and market expansion efforts.
- Utilize real-time data to make informed decisions, ensuring that the project remains agile and can adapt to changing circumstances or feedback from stakeholders.
- Prepare detailed reports that encapsulate the progress of the project against its objectives, providing transparency to all stakeholders and serving as a tool for ongoing learning and development.
- Foster a culture of accountability by holding all parties involved to their commitments, ensuring that milestones are met, and resources are used efficiently.



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2.5 Expected Deliverables

Year 1: Establishment and Foundation Building

Revenue Target: ₹30 lakhs in export revenue per IHEH.

Market Expansion: Detailed studies have to be conducted to understand the prevailing motifs, color trends, and other significant aspects in **two (2)** potential international markets.

Weavers Training: All the weavers associated with the Integrated Handloom Export Hub will undergo specialized training programs. These sessions will focus on equipping them with the skills necessary to produce export-quality goods, incorporating the identified motifs and color trends pertinent to the targeted international markets. Additionally, they will receive guidance in best business practices to ensure they can navigate the complexities of the global market effectively.

Export Partnerships: Establish **two (2)** international partnership for the IHEH.

Product Innovation and Design Rollout: As a key deliverable from the selected agency, the Integrated Handloom Export Hub is anticipated to introduce **five (5)** novel product designs. These designs must be strategically developed to align with export readiness criteria, ensuring they meet the specific tastes and preferences in the targeted export markets.

Technology Adoption: A crucial expected outcome from the agency overseeing the project is the significant adoption of digital tools among weavers. The target is for at least **50%** of the weavers affiliated with the Integrated Handloom Export Hub to effectively incorporate digital tools into their sales and marketing practices.

Customer Satisfaction: In the first year, the agency will aim to establish a strong foundation for customer satisfaction. The target is to achieve a **Net Promoter Score (NPS)** of at least **50**, reflecting positive initial customer response. Efforts will be concentrated on ensuring quality control and responsive customer service. By the end of Year 1, the agency should strive for a **repeat order rate** of around **20%**, indicating early customer loyalty and satisfaction with the handloom products.


Year 2: Growth and Market Penetration

Revenue Target: ₹50 lakhs in export revenue per IHEH.

Advanced Artisan Development: In the second year, the IHEH will broaden its educational initiatives, providing all the artisans with comprehensive training programs that extend into advanced design and innovation workshops. These sessions must be designed to ensure that artisans remain abreast of evolving market demands, emerging design patterns, and shifts in color preferences.

Export Partnerships: Recognizing the unpredictability of international trade relations, **an additional** international partnership must be established, serving as a strategic buffer and ensuring the continuity of exports in the event of market fluctuations or disruptions. This partnership will also serve as a channel for introducing the diversified product range, further strengthening the hub's export capabilities and resilience in the global market.

Innovative Product Development: The selected agency/agencies is expected to achieve a substantial milestone in product innovation. The target set for this phase is the development and launch of **ten (10)**



additional innovative handloom product designs. Furthermore, the agency is tasked with ensuring that these innovative products are successfully introduced to the market under the brand '**Uttar Purvi**'

Technology Adoption: A significant target for the selected agency in the subsequent year of the project is to expand the scope of technology adoption among weavers. Specifically, the aim is to achieve a **25% increase** in the adoption of advanced digital tools and e-commerce platforms by weavers who were not included in the first year's initiative.

Customer Satisfaction: Building on the initial year's efforts, the agency in Year 2 should aim to elevate the **NPS to 60**, signaling stronger customer satisfaction and loyalty. The focus will be on implementing the feedback received in the first year to enhance product quality and customer experience. By the end of the second year, the target is to increase the **repeat order rate to 30%**, demonstrating an upward trend in customer retention and satisfaction.

Year 3: Consolidation and Scale

Revenue Target: **₹1 crore** in export revenue per IHEH.

Number of Export-Level Products: As an integral part of the project's objectives, the agency is expected to curate and establish a collection of **fifteen (15)** distinctive export-ready handloom product lines at the Integrated Handloom Export Hub (IHEH). These product lines should be unique, aligning with both the rich traditional heritage of the region and the quality standards of the global market.

Artisan Training: Ensure **100%** weavers are proficient in producing high-quality export items and are trained in customer service and international compliance standards.

Technology Adoption: Ensure **100%** adoption of digital tools across the hub, with every weaver skilled in their use.

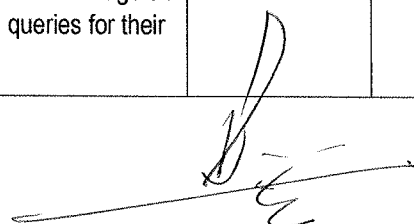
Customer Satisfaction: In the third year, the goal will be to firmly establish the brand in the international market with an exceptional level of customer satisfaction. The agency should aim for a **NPS of 70** or above, which would reflect a high level of customer endorsement and satisfaction. The repeat order rate should ideally reach **40% or higher**, indicating a strong, loyal customer base and a well-received product line.

The quantified deliverables that the selected agency/agencies are required to fulfill for the Integrated Handloom Export Hubs (IHEHs) project are comprehensively outlined in Table 1, Table 2, and Table 3, corresponding to Year 1, Year 2, and Year 3 of the project, respectively. **It is important to note that these deliverables apply to each IHEH on an individual basis.** This means that the listed tasks and objectives must be accomplished separately for each IHEH, ensuring a tailored and focused approach that caters to the specific needs and potential of each hub. **Given that there are a total of 6 IHEHs identified for this project, the selected agency/agencies will be responsible for replicating these deliverables across all six hubs**, thereby ensuring uniformity in the quality and scope of work, while also adapting to the unique characteristics of each hub.

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Table 1 Quantified deliverables for Year 1 for individual IHEH

Item No.	Component	Description of Work	Unit	Quantity
1	Revenue Targets	Achievement of ₹30 lakhs in export revenue from the IHEH in the first year	Revenue Target	1
2	Market Research	Conducting detailed studies to understand motifs, color trends, etc., in at least two international markets.	Nos.	2
3	Training Programs	Developing and delivering specialized training to 300 weavers (20/batch) for producing export-quality goods and navigating the global market.	Nos.	15
4	Export Partnership Development	Establishing two international partnerships to aid in the export of handloom products.	Nos.	2
5	Product Design Rollout	Introduction of five innovative product designs that are export-ready and meet international tastes and preferences.	Nos.	5
6	Technology Adoption	Facilitating the adoption of digital tools like e-commerce platforms, social media marketing tools, inventory management tools, etc. by 50% of the weavers (150 nos.) for enhancing sales and marketing.	Nos.	1
7	Customer Satisfaction	Setting up processes to achieve a Net Promoter Score (NPS) of at least 50 and working towards a repeat order rate of around 20%.	Nos.	1
8	Digital Infrastructure	Implementation of digital infrastructure necessary for sales, marketing, and customer service enhancements.	Nos.	1
9	Quality Control Implementation	Establishing quality control measures and systems to ensure product standards are met for customer satisfaction as per the requirement of the identified international market. Implement blockchain technology to enhance the transparency and traceability of handloom products, showcasing their authenticity.	Nos.	1
10	Customer Service Training	Providing customer service training to 30 carefully chosen individuals per IHEH in two batches (15/batch) to prepare these individuals to manage all customer service-related issues and queries for their respective IHEH	Nos.	2



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11	Product Branding and Launch	Branding and introducing the new products to the market under 'Uttar Purvi'.	Nos.	5
12	Data Collection System	Setting up systems for regular data collection on project activities, outputs, and outcomes.	Nos.	1
13	Export Documentation System	Design the system to efficiently manage all necessary export-related documentation, including the procurement of Importer-Exporter Codes (IECs) and other essential paperwork required for international trade. Five individuals from each IHEH will be meticulously selected for specialized training in managing this system.	Nos.	1

Following the achievement of the Year 1 deliverables, the selected agency/agencies will progress into the second year with an enhanced strategic approach. Building upon the foundation established in the first year, the focus will shift to not only elevating the tasks accomplished previously but also incorporating a set of additional responsibilities. This progression is designed to deepen the impact of the interventions and expand the scope of the project's activities. The detailed deliverables for Year 2, encompassing both the advanced version of Year 1 tasks and the new objectives, are comprehensively outlined in **Table 2**.

Table 2 Quantified deliverables for Year 2 for individual IHEH

Item No.	Component	Description of Work	Unit	Quantity
1	Revenue Targets	Achieving ₹50 lakhs in export revenue from the IHEH	Revenue Target	1
2	Advanced Weavers Development	Providing comprehensive training programs including advanced design and innovation workshops to the 300 weavers (20/batch)	Nos.	15
3	Additional Export Partnerships	Establishing an additional international partnership as a strategic buffer and for market diversification.	Nos.	1
4	Innovative Product Development	Development and launch of 10 additional innovative handloom product designs.	Nos.	10
5	Expanded Technology Adoption	Increasing the adoption of advanced digital tools and e-commerce platforms by an additional 25% of weavers.	Nos.	1
6	Customer Satisfaction Improvement	Aiming to elevate the Net Promoter Score (NPS) to 60 and increase the repeat order rate to 30%.	Nos.	1

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7	Market Trend Analysis	Conducting analysis to stay updated with evolving market demands, design patterns, and color preferences of the identified international markets	Nos.	1
8	Product Branding and Launch	Branding and introducing the new products to the market under 'Uttar Purvi'.	Nos.	10
9	Customer Feedback Implementation	Implementing strategies based on customer feedback to enhance product quality and customer experience.	Nos.	1

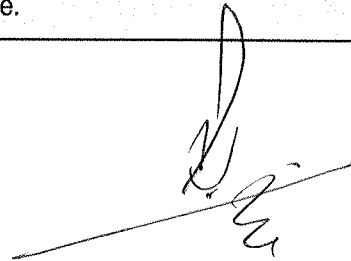
Table 3 Quantified deliverables for Year 3 for individual IHEH

Item No.	Component	Description of Work	Unit	Quantity
1	Revenue Targets	Achieving ₹1 crore in export revenue from the IHEH	Revenue Target	1
2	Export-Level Product Development	Curating and establishing a collection of fifteen distinctive export-ready handloom product lines.	Nos.	15
3	Product Branding and Launch	Branding and introducing the new products to the market under 'Uttar Purvi'.	Nos.	15
4	Comprehensive Training	Conducting training programs for 300 weavers (20/batch) to ensure all weavers are proficient in producing high-quality export items and are trained in customer service and international standards.	Nos.	15
5	Complete Technology Adoption	Achieving 100% adoption of digital tools across the hub, with training for every weaver.	Nos.	1
6	Customer Satisfaction Achievement	Aiming for a Net Promoter Score (NPS) of 70 or above and a repeat order rate of 40% or higher.	Nos.	1
7	Market Brand Establishment	Solidifying the 'Uttar Purvi' brand presence in the international markets through strategic marketing and branding efforts.	Nos.	1
8	Digital Infrastructure Enhancement	Enhancing digital infrastructure to support complete technology adoption and digital marketing efforts.	Nos.	1

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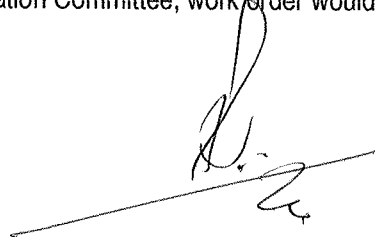
9	International Compliance Training	Providing specialized training on international compliance standards to 30 carefully chosen individuals per IHEH in two batches (15/batch) and associated staff.	Nos.	2
10	Customer Service Improvement	Implementing advanced customer service strategies to enhance the buying experience and increase customer loyalty like establishing efficient systems for handling complaints and crises, using analytics to understand service trends, customer satisfaction levels, and areas needing improvement, etc.	Nos.	1
11	Business Development Training	Execution of training programs focused on entrepreneurial skills for the artisans (20/batch) to navigate international trade.	Nos.	15
12	Impact Analysis	Analysis to evaluate the long-term impact of the project on the handloom community and the market.	Nos.	1

These projections are based on a **single IHEH with 300 weavers**, scaled to the growth over a **three-year timeline**. Adjustments should be made according to the actual on-ground progress and feedback from international markets. It is also essential that these targets align with the broader objectives of the NEHHDC and the capacity of the weavers and local infrastructure.



3. Evaluation Process

- a) Each agency/agencies shall submit an all-inclusive lump sum quotation for the work along with a write-up describing its strengths as to why it considers itself suitable and fit for award of this work. The quotation should be specific to each Integrated Handloom Export Hub (IHEH) and take into account the unique characteristics and needs of the proposed area. The Agency/agencies will also describe in detail the methodology for executing this work.
- b) The tendering process will be a double-bid system.
- c) NEHHDC will assign the tender to a Technical Member Committee for evaluation of technical bids. Technical members evaluate the technical bids submitted by agencies and mark either Technically Suitable or Technically Unsuitable against each and every agency. The technical member will assign a new date and time to tender for financial bids opening. At the time of financial bid opening only those vendors will be considered for evaluation who had submitted financial bids and found technically suitable by the technical members.
- d) Bids that are submitted with an incomplete log framework, or fail to include this crucial component, will not be eligible for evaluation.
- e) The Technical Member Committee constituted by NEHHDC shall evaluate the responses to the EOI and all supporting documents & documentary evidence. The committee may seek additional documents/presentations as it deems necessary.
- f) Each of the responses shall be evaluated to validate competence of the applicant according to the supporting documents specified in this document.
- g) The decision of the Technical Member Committee in the evaluation of responses to the Expression of Interest shall be final. No further correspondence will be entertained in this regard.
- h) The Technical Member Committee reserves the right to reject any or all proposals.
- i) Based on the recommendation of the Evaluation Committee, work order would be awarded to the selected agency/agencies



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4. Evaluation Criteria

The evaluation process will assess each EOI on a scale of **50 marks**, with each criterion having a specified weightage. Agencies scoring **60% and above** will only be considered for the next phase of selection. NEHHDC will rigorously review each application to ensure that only the most capable agencies with a strong alignment with the project's objectives are shortlisted. All the EOIs received will be assessed by NEHHDC on the basis of the following criteria-

Evaluation Criteria	Sub-Criteria	Points	Maximum Points
Legal Status and Documentation	Basic legal status such as incorporation certificates, tax registrations, etc. Submission of complete and correct documentation is essential.	2	3
	Additional relevant license/certification	1	
Past Performance and Experience	Projects of a similar nature completed	3	10
	Additional for handloom sector projects related to exports, promotion of products, livelihood generation, etc.	3	
	Digitalization/authentication/traceability projects	2	
	Case studies including impact assessment of the relevant projects previously undertaken	2	
Strategic Alliances and Partnerships	Partnerships with local artisans/weaver groups counting at least 100	2	8
	Tie-ups with export councils	3	
	Strategic alliance for project enhancement	1	
	Partnership with relevant organizations experienced in exporting goods	2	
Comprehensive Plan of Action	Market analysis	3	10
	Intervention design	2	
	Implementation strategy with milestones	3	
	Sustainability and viability planning	2	
Innovative and Unique Proposition	Use of innovative technology	2	6
	Creative marketing strategies	2	

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	Distinctive services or approaches	2	
Quality Assurance and Compliance	Defined quality assurance plan	1	5
	International compliance and standards experience related to exports	3	
	Risk management strategies	1	
Community Impact	Strategies for community impact and weaver livelihood improvement through export	3	3
Financial Stability	- Evidence of financial health	2	2
Employee Expertise and Management Team	Key team member with relevant experience to be deployed for the project	1	3
	Team diversity covering all project aspects	2	
Total Score			50

5. Payment Terms

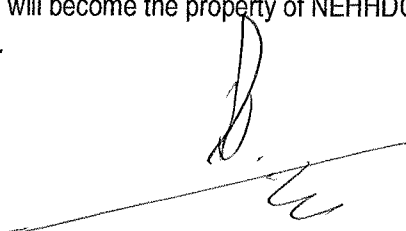
The selected Agency/agencies shall be entitled to 100% payment, as per Government norms, against a bill submitted to NEHHDC after the submission of the deliverables report.

6. Submission of EOI

The interested bidders shall submit their tenders through online mode only through the Central Public Procurement Portal (CPPP) <https://etenders.gov.in/eprocure/app>

7. EOI Proposal Preparation Costs & Related Issues

- The Applicant is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in preparation of proposal, participation in meetings / discussions. NEHHDC in no case will be responsible or liable for these costs, regardless of the conduct or outcome of the EOI process.
- This EOI does not commit NEHHDC to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this EOI.
- All materials submitted by the Applicants will become the property of NEHHDC and may be returned completely at its sole discretion.



8. Queries

- a) All enquiries / clarifications from the Applicants, related to this EOI, must be directed in writing exclusively to the contact person(s) notified. Enquiries received after the due date shall not be entertained.
- b) The mode of delivering questions is through e-mail. Telephonic responses, if sought, shall not be treated as valid responses. The queries by the applicants shall be raised in the following format:

S. No.	Page	Clause of the EOI	Clarification required


9. Responses To Pre-Submission Queries & Issue of Corrigendum

- a) Based on the response to the EOI, queries from interested parties would be taken to clarify / to amend the scope / mechanism of sampling criteria / data collection / analysis and reporting responsibilities etc. and revised scope / term shall be issued to the parties responding to the EOI. After distribution of the EOI, the contact person notified by NEHHDC will begin accepting written questions from the applicants. NEHHDC will endeavour to provide timely response to all queries. However, NEHHDC makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does NEHHDC undertake to answer all the queries that have been posed by the applicants.
- b) At any time prior to the last date for receipt of EOI, NEHHDC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the EOI document by a corrigendum.
- c) The corrigendum (if any) shall be posted only online at www.nehhdc.com.
- d) Any such corrigendum shall be deemed to be incorporated into this EOI.
- e) In order to provide prospective applicants reasonable time for taking the corrigendum into account, NEHHDC may, at its discretion, extend the last date for the receipt of EOI proposals which shall again be notified online through NEHHDC portal www.nehhdc.com



Based on the quantified deliverables, bidders should submit the following datasheet within the technical bid.

Log Framework for the Proposed IHEH						
Sl. No.	Activity	Strategy/ Interventions	Objectively Measurable Indicators	Means of verification (MOV)	Output	Outcome/ Impact
1	Year 1					
1.01	Revenue Targets					
1.02	Market Research					
1.03	Training Programs					
1.04	Export Partnership Development					
1.05	Product Design Rollout					
1.06	Technology Adoption					
1.07	Customer Satisfaction					
1.08	Digital Infrastructure					
1.09	Quality Control Implementation					
1.10	Customer Service Training					
1.11	Product Branding and Launch					
1.12	Data Collection System					



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Log Framework for the Proposed IHEH

SI. No.	Activity	Strategy/ Interventions	Objectively Measurable Indicators	Means of verification (MOV)	Output	Outcome/ Impact
1.13	Export Documentation System					
2	Year 2					
2.01	Revenue Targets					
2.02	Advanced weavers Development					
2.03	Additional Export Partnerships					
2.04	Innovative Product Development					
2.05	Expanded Technology Adoption					
2.06	Customer Satisfaction Improvement					
2.07	Market Trend Analysis					
2.08	Product Branding and Launch					
2.09	Customer Feedback Implementation					
3	Year 3					
3.01	Revenue Targets					
3.02	Export-Level Product Development					

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Log Framework for the Proposed IHEH						
Sl. No.	Activity	Strategy/ Interventions	Objectively Measurable Indicators	Means of verification (MOV)	Output	Outcome/ Impact
3.03	Product Branding and Launch					
3.04	Comprehensive Training					
3.05	Complete Technology Adoption					
3.06	Customer Satisfaction Achievement					
3.07	Market Brand Establishment					
3.08	Digital Infrastructure Enhancement					
3.09	International Compliance Training					
3.10	Customer Service Improvement					
3.11	Business Development Training					
3.12	Impact Analysis					

It is to note that for the evaluation of technical bids in the Integrated Handloom Export Hubs (IHEHs) project, the submission of the logical framework (log framework) is mandatory. Any technical bid that does not include the log framework will not be considered for evaluation and will consequently be rejected

