

NOTICE

Inviting Expression of Interest (EoIs) for engaging Textile/Fashion/Accessory/Jewellery Designers under Hastkala Setu Yojana (HSY), a Government of Gujarat Project

Last date for Submission of EoI: Monday, 28th August 2023 up to 03:00 pm

Introduction

The Entrepreneurship Development Institute of India (EDII), Ahmedabad invites Expression of Interest (EoIs) from Textile/Fashion/Accessory/Jewellery designers for developing traditional handlooms and handicrafts-based collections of Clothing/Accessories/Jewellery for the upcoming Fashion Show to be organized under the “Hastkala Setu Yojana (HSY)” a Commissionerate of Cottage and Rural Industries, Government of Gujarat sponsored project.

This Fashion Show will be organized in Mumbai in November – December 2023. The concept for the Show will be Gujarat Handloom and Handicrafts with Global Indian sensibility. The Show aims to focus on GI registered and ODOP Handlooms and Handicrafts of Gujarat.

The designers will develop a collection of Garments/Accessories/Jewellery in collaboration with the traditional Handloom and Handicrafts’ artisans of Gujarat enrolled under the HSY project. The designers will work with selected artisans of a specific cluster for creating new designs in textiles vide a short duration Design Development Workshop. The fabrics developed as an outcome of the Workshop would be subsequently converted into the clothing collection. Similarly, the Accessory/Jewellery designers will explore and develop new forms, structures, surfaces, concepts, etc. with a group of artisans of a specific cluster through the Design Development Workshop which will then be translated into a collection of accessories and/or jewellery.

The entire cost of the Design Development Workshop and developing a collection of Clothing/Accessories/Jewellery will be borne by the Hastkala Setu Yojana.

CATEGORY I

TEXTILE/FASHION DESIGNERS

PHASE I

DESIGN DEVELOPMENT WORKSHOP

Scope of Work

1. The designer will conduct a 10-12 day in-field Design Development Workshop for a group of 12-15 master/skilled artisans of the chosen handloom/ handicraft cluster. The Workshop will focus on creating new designs which will have contemporary feel and aesthetics. The design development inputs could entail innovative use of the textile techniques; explorations in motifs, patterns, textures, surfaces and colours; and a redefined use of the existing technique and craft form.
2. The new developments (approximately 10-12 designs) will be in form of designs on paper with options of colour ways. Some of the selected designs from these developments would be subsequently executed as fabric swatches using related techniques such as weaving, dyeing, printing, etc. These should be appropriate for being translated into garments.

The HSY Team will extend the necessary ground support for conducting the in-field Design Development Workshop such as arranging for the venue, identifying and inducting the artisans as participants, etc.

Deliverables

- Fabric swatches of 6-8 final designs (two sets) which would be converted into the garment collection in phase II. (One set of fabric swatches will be retained by the designer and the second set will be submitted to HSY Team for project archives as future reference).
- Specification sheets of individual textile designs developed under the collection.
- One set of artworks/paper designs to be submitted to HSY Team.
- Any other material explorations done as a part of the workshop will also be submitted to HSY after the conclusion of phase II.

Timeline

- The Design Development Workshop will commence within 2 weeks of the issuance of the work order from HSY/EDII.
- The duration of the in-field Workshop will be of 10-12 days. The dates for the Workshop will be planned in consultation with the HSY Team.

PHASE II

GARMENT COLLECTION DEVELOPMENT

Scope of Work

- Translating the newly designed fabrics into a collection of 10-12 ensembles.

This would include the following:

- i.** Sourcing the requisite quantities of fabrics from selected artisans who have participated in the in-field Design Development Workshop in the given cluster. These fabrics should be used by the designer as the primary material in their collection. The secondary fabrics/materials required for the garment collection may be sourced from the market.
 - ii.** Conceptualizing, creating and executing a garment collection – women’s wear, men’s wear or a combination of both, which has a high commercial potential.
- The designer will do a professional photo-shoot of the garment collection at their end which would be used for promotional materials for the Show and subsequent events/market tie-up initiatives by the HSY Team.
 - The designer will arrange for accessories - jewellery, footwear, bags, belts, etc. required for the ensemble.
 - The collection will be co-branded by the designer as per the guideline provided by HSY Team.
 - The designer will promote the collection on their respective website and social media platforms.

Deliverables

- Garment collection comprising 10-12 ensembles developed for the Fashion Show.
- Raw images of the garment shoot to be submitted to HSY Team a month prior to the Show.
- A short narrative relating to the developed collection to be submitted to HSY Team a month prior to the Show.

Submissions to HSY

- Entire garment collection after the conclusion of the Show in good condition
- Bills/invoices as per the guidelines and templates provided by the HSY Team
- Specification sheets of individual garments developed under the collection

Timeline

- Garment Collection - 6 to 8 weeks after the conclusion of the Design Development Workshop
- High resolution images of garment shoot - 1 month prior to the Show

- A brief narrative about the collection (250-300 words) - 1 month prior to the Show

PHASE III

POST EVENT MARKET CONNECT

The participating designers will have an opportunity to establish market connect by showcasing and selling their collection at reputed Fashion Store/s after the Show. The Fashion Store/s for the said purpose would be identified by HSY Team. The terms of reference for the designer's collection to be showcased at the Fashion Store/s would be established and shared by HSY Team. Co-branding of HSY and the designer label is mandatory for showcasing and selling the collection.

CATEGORY II

ACCESSORY/JEWELLERY DESIGNERS

PHASE I

DESIGN DEVELOPMENT WORKSHOP

Scope of Work

1. The designer will conduct a 10-12 day in-field Design Development Workshop for a group of 12-15 master/skilled artisans of the chosen accessory/jewellery cluster. The focus of the workshop would be to extend the existing craft technique/s and/or materials to new age products.
2. The designer will generate and visualize ideas/designs on paper for diversified products which align with contemporary tastes using the craft techniques and traditional materials used by the artisans of the cluster.
3. The new developments will be in form of sketches/drawings on paper which will then be translated as shape, form, structure, pattern, material manipulation and color way explorations in the materials and technique/s used in the craft. The explorations should be appropriate for further being converted into accessory/jewellery products.

The HSY Team will extend the necessary ground support for conducting the in-field Design Development Workshop such as arranging for the venue, identifying and inducting the artisans as participants, etc.

Deliverables

- Development of minimum 20-25 design ideas on paper in form of sketches/visualization drawings (two sets). One set of the design ideas on paper will be submitted to the HSY Team after the Workshop.
- 10-15 explorations in actual materials (two sets) which have strong prospect of being carried forward as accessory/jewellery collection. One set of explorations

will be retained by the designer and the second set will be submitted to the HSY Team for project archives as future reference.

Timeline

- The Design Development Workshop will commence within 2 weeks of the issuance of the work order from HSY/EDII.
- The duration of the in-field Workshop will be of 10-12 days. The dates for the Workshop will be planned in consultation with the HSY Team.

PHASE II

ACCESSORY/JEWELLERY COLLECTION DEVELOPMENT

Scope of Work

1. Translating the new ideas/designs/material explorations into a collection of accessory and/or jewellery collection.
2. Conceptualizing, creating and executing an accessory/jewellery collection for women, men or a combination of both, which has a high commercial potential. This will be done in close collaboration with the selected artisans of the craft cluster who participated in the in-field Design Development Workshop.
3. The designer can opt for either developing the whole collection in the field with the artisans trained under the Workshop or developing the collection partly in the field and partly at his/her studio with the same set of artisans.
4. The designer will arrange for the required garments and other accessories for showcasing the accessory/jewellery collection in the Fashion Show.
5. The designer will do a professional photo-shoot of the accessory/jewellery collection at their end which would be used for promotional materials for the Show and subsequent events/market tie-up initiatives by the HSY Team.
6. The collection will be co-branded by the designer as per the guideline provided by HSY Team.
7. The designer will promote the collection on his/her website and social media platforms.

Deliverables

- A collection of 24-36 individual pieces of accessory/jewellery translated into 10-12 coordinated looks for the Fashion Show.
- Raw images of the accessory/jewellery shoot to be submitted to the HSY Team a month prior to the Show.
- A short narrative relating to the developed collection to be submitted to the HSY Team a month prior to the Show.

Submissions to HSY Team

- Entire accessory/jewellery collection after the conclusion of the Show in good condition
- Bills/invoices as per the guidelines and templates provided by the HSY Team
- Specification sheets of individual pieces of accessories/jewellery developed under the collection

Timeline

- Accessory/Jewellery collection – 6 to 8 weeks after the conclusion of the Design Development Workshop
- High resolution images of accessory/jewellery shoot - 1 month prior to the Show
- A brief narrative about the collection (250-300 words) - 1 month prior to the Show

PHASE III

POST EVENT MARKET CONNECT

The participating designers will have an opportunity to establish market connect by showcasing and selling their collection at reputed Fashion Store/s after the Show. The Fashion Store/s for the said purpose would be identified by HSY Team. The terms of reference for the designer's collection to be showcased at the Fashion Store/s would be established and shared by HSY Team. Co-branding of HSY and the designer label is mandatory for showcasing and selling the collection.

2. Eligibility Criterion

The applicant needs to fulfill the following eligibility norms:

- A.** The applicant should have graduated from a Design Institute of national and/or international repute.
- B.** The applicant should have at least 1 year of work experience as Textile/Fashion Accessory/Jewellery designer.
- C.** The applicant should have at least 1-2 years' experience of working in traditional handlooms or handicrafts ideally with a track record of promotion and development of textile including handlooms and handicrafts either through academic or practice route.
- D.** The applicant with a prior experience of participation in at least 2 Fashion Shows/Fashion Weeks of high caliber such as Lakme Fashion Week, Wills Lifestyle India Fashion Week, Times of India Fashion Week, Ajio Luxe Fashion Week, etc will be prioritized.

3. Duration of the Project

The designer's engagement will be to the date of the event, which can be further extended upto 3-6 months as per the post Show demand generation.

4. Shortlisted crafts for the Design Development Workshop & Fashion Show

Sr. No.	Craft	Location	Segment
1.	Embroidery (Meghwal/Rabari)	Kutch	Apparel
2.	Embroidery (Suf)	Banaskantha	Apparel
3.	Bandhani	Jamnagar	Apparel
4.	Patola	Patan	Apparel
5.	Agate	Khambhat	Accessory/Jewellery
6.	Sujani	Bharuch	Apparel
7.	Bhujodi Weaving	Kutch	Apparel
8.	Mashroo	Patan	Apparel
9.	Ashawali	Gandhinagar	Apparel
10.	Patchwork/Applique	Banaskantha	Apparel
11.	Sadeli (Wood Inlay Work)	Surat	Accessory/Jewellery
12.	Bead Work	Bhavnagar	Apparel/ Jewellery/ Accessory
13.	Zari Zardosi	Surat	Apparel

5. Submission of Expression of Interest

The following are to be submitted in sealed cover:

- A. Designer's profile/CV in brief with details of experience in designing, promotion and product development in the handloom & handicrafts sector including awards won; and details of its creativity, works done in the past in connection to the scope of the work suggested is desirable.
- B. Please describe the USP of your Brand/ Label in 250 words.
- C. Submission of a minimum of 300 dpi resolution, 6-8 photographs of your work.
- D. Any other supporting documents relevant to the project.
- E. Presentation of 10-15 minutes. (only for shortlisted designers)
- F. Digital submission of Portfolio. (only for shortlisted designers)

6. Guidelines for EOIs submission:

Step 1: Visit the EDII website

Go to the official website of the Entrepreneurship Development Institute of India (EDII) by entering the URL www.ediindia.org in your web browser.

Step 2: Navigate to the Tender Section

Scroll down to the bottom and look for important links section. Under this section you will find Tender. Click on Tender to find EoI-related information.

Step 3: Download the EoI Document

Click onto the EoI “*Notice Inviting Expression of Interest (EoIs) for engaging Fashion Textile Designer and Accessory/ Jewellery Designer under Hastkala Setu Yojana a Government of Gujarat project*” and click on it to view the details. Download the EoI form.

Step 4: Fill out the EoI Form

Fill out the form and enter all the information accurately and completely.

Step 5: Required Documents

Check the additional documents or attachments that are needed to be submitted along with the filled EoI form. These documents include Photographs, Profile/CV, Forms etc.

Step 6: Sending the EoI to EDII, Ahmedabad

All the EoI related documents are to be submitted in a single sealed envelope with the title “**Expression of Interest (EoI) for engaging Fashion Textile Designer and Accessory/ Jewellery Designer under Hastkala Setu Yojana, a Government of Gujarat Project**”. Loose papers shall not be accepted and outright rejected.

The EoI document should be addressed to:

**Sr. Manager (Administration Department)
Entrepreneurship Development Institute of India (EDII);
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428,
Dist. Gandhinagar, Gujarat**

The submission of EoI form and related documents should be no later than, **28/08/2023 by 03:00PM**. EoI's received after the last date of submission will not be considered.

*Soft Copy of EoI and related documents is not acceptable.

7. General Conditions:

- A.** The on boarded designers will be eligible to collaborate with the artisan cluster after the Show.
- B.** The inventory of design artworks, material explorations, sample swatches, prototypes of textiles/garments/accessories/jewellery, photographs, and other material generated by the designer in course of the entire project i.e. the Design Development Workshop and the Fashion Show will be the property of EDII/HSY. These are not allowed to be used for any other purpose without prior written permission of the EDII.
- C.** The designer will hand over all the deliverables and submissions to the HSY Team.
- D.** Any effort by the designer to influence the Institute in the examination, evaluation, ranking of EOIs and recommendations of award of contract may result in the rejection of the designer's application.
- E.** Any EOI document received by EDII after the last date for bid submission will be rejected.
- F.** The designer shall bear all costs associated with the preparation, submission of its EOI document at EDII.
- G.** A copy of Goods and Services Tax Registration documents, if applicable, to be submitted along with the offer.
- H.** TDS will be deducted as per the applicable rules.
- I.** The designer should sign all the pages of the documents before submission, as a token of having read and accepted the terms and conditions.
- J.** The Committee's decision will be final and binding on the allocation of the craft cluster to the designer.
- K.** All the arrangements for outstation traveling and local conveyance will be managed by HSY/EDII. Designers will be provided economy class air fare and/or train from their location to the airport/railway station nearest to the craft cluster.
- L.** Any dispute, difference, or objection about any matter relating to this contract shall be referred to the Sole Arbitration of any person appointed by the EDII at the time of reference.
- M.** Institute shall have the right to reject EOI without assigning any reason and will have the discretion to award the work to more than one firm for the expediency of work. Therefore, EDII reserves the right to choose one or more parties or cancel the EOI process at its sole discretion.
- N.** EDII reserves the right to terminate the contract or work order if the services are not found satisfactory, by giving one months' notice and if the party wants to terminate the contract or work order, they will be required to give one months' notice in writing giving reasons thereof.
- O.** Jurisdiction for all legal matters will be at Gandhinagar, Gujarat State.

Sd/-

Authorized Signatory

Application form for the Empanelment of Designer- 2023

Hastakala Setu Yojana, a Government of Gujarat Project

S.No.	Particulars	Description
1.	Name of the Applicant	
2.	Brand/Label Name	
3.	Full Address	
4.	Contact Number	
5.	Email Address	
6.	Website link	
7.	USP of your Brand/ Label in 250 words	
8.	Your interest in being empanelled under the project in 250 words	



VENDOR REGISTRATION FORM

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA
 (Via Ahmedabad Airport & Indira Bridge),
 P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat, India.

1	Name of the Vendor/Client (Please submit valid proof for the same)	
2	Type :	<input type="radio"/> Company <input type="radio"/> Firm <input type="radio"/> Proprietorship <input type="radio"/> Trust Others Please Specify _____
3	Status of Vendor :	<input type="radio"/> Manufacturer <input type="radio"/> Authorised Dealer <input type="radio"/> Service Provider <input type="radio"/> Stockist/Traders Others Please Specify _____
4	Registered Address :	
5	State	
6	Name Of Contact Person :	
7	Designation Of Contact Person :	
8	Contact Number:	
9	Official E Mail Address :	
10	PAN (Please attach copy for the same) :	
11	Status of Vendor under GST :	<input type="radio"/> Registered <input type="radio"/> Un-registered
12	GST No./Provisional ID Number : (Please attach copy for the same)	
13	Payment Terms	
14	Are you associated or having relationship with any of the EDII employee?	<input type="radio"/> Yes <input type="radio"/> No
15	If YES, please provide the relationship details :	
16	Have you ever worked with the EDII before :	<input type="radio"/> Yes <input type="radio"/> No
17	If YES, please provide the reference of transaction done :	

18	Name of the Bank :	
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19	Address of the Branch :	
20	Beneficiary Name : (The Bank account to which any payment will be made, preferably, should not be on Individual's name. In case of proprietorship proper KYC should be submitted where name must match with the name provided in 1st row)	
21	Bank Account No. :	
22	Bank Account Type :	
23	IFSC Code for RTGS/NEFT :	
	List of Documents to be provided	
	1. Copy of PAN	
	2. Copy of GST registration Certificate (All 3 pages) - If registered under GST	
	3. Cancelled Cheque / Bank Passbook 1st page containing Bank details	
	4. If Company, Certificate of Incorporation	
	5. If Partnership firm / LLP, List of Partners	
	Date:_____	
	Prepared by	Approved by