

Empanelment of Designer

State Institute for Development of Arts & Crafts a Govt. Of Odisha organization under Handlooms, Textiles & Handicrafts Department, engaged in development of handicraft sector of the State is inviting applications to empanel designers for undertaking various design development programmes with introduction of new design in handicraft sector. The candidates having degree & diploma from reputed institute like NID/NIFT/IICD etc with experience in handicrafts sector/having empanelment with DC(H) may apply by sending their application along with resume for empanelment within 20.03.2022. The existing empanelled designers of SIDAC need not apply afresh For details of term of references, please visit our website: www.sidacodisha.org.in

Member Secretary, SIDAC



State Institute for Development of Arts & Crafts

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**TERMS OF REFERENCE FOR DESIGN/PRODUCT DEVELOPMENT
PROGRAMME FOR HANDICRAFTS.**

Objective:

To create a range of marketable products in different crafts/product categories for identified market segment in the domestic as well as international market.

Crafts to work with:

The major craft are Stone Craft, Wood Craft, Appliqué & Patch work, Brass & bell metal, Golden grass and other natural fiber craft, Pattachitra and traditional painting, Tribal jewellery, Dhokra, Silver Filigree, Terracotta, Cane & Bamboo etc. However the 50 crafts notified by Govt. in HT & H Deptt would be under taken under this programme.

Product categories:

Major product categories would be: Home furnishing, Garden accessories, Table top accessories, Gift items, Jewellery, Wall art, Tiles & Murals, Traditional framed items, Bags & purses etc. The list is only illustrative and not exhaustive.

Duration	2 months(One month for market survey, sketches development and one month for product development)
No of sample products	To develop minimum 20 nos. (2 collections of 10 items for each collection) in 2 sets.
Participants	30 nos. of skilled artisans.
Designer's Qualification	<ul style="list-style-type: none"> Should be an alumnus of NID/ NIFT/IICD or an empanelled designer of D.C. (H), GOI and with at least 2 years of experience in handicrafts product development. He/ She should have ample exposure to domestic and international market.
Mode of selection	<ul style="list-style-type: none"> A Committee will scrutinize the credential and supporting documents provided by the applicant designer. Selection will be made as per their qualification and experience in the related field.
Role of Designer	<ol style="list-style-type: none"> To report joining in the DDP before A.D.(H) office functioning in the concerned district. To conduct survey of the cluster involving availability of resources, skill & infrastructure. To conduct survey of the present market of the products and assess the consumer demand by visiting different handicrafts marketing organizations. To prepare sketches for product development basing upon the survey. Submit the survey report along with sufficient nos. of sketches (Minimum 40 nos.) to SIDAC for selection and approval. To stay at cluster for the entire period of product development.(One month/30 days). To prepare list of raw materials, tool kits with the help of MCM & submit the same to the A.D.(H) for supplying the same to the cluster.

	<ol style="list-style-type: none"> 8. To guide the MCM/Trainees during product development. 9. Responsible for smooth running of the product development. 10. Responsible for costing and coding of the products. 11. Responsible for preparation of the product brochure. 12. To submit a brief report on completion of the programme. 13. To prepare documentation of the programme as per the approved ToR. 14. Answerable to officials of A.D(H) & o/o – Director of Handicrafts ,Odisha & SIDAC. 15. To observe guideline issued by Govt. in response of COVID-19 time to time.
Designer's Fee	<ul style="list-style-type: none"> • Rs. 40,000/- per month including TA & DA • No advance will be paid. • Payment will be made on successful completion of the programme.
Raw material	Rs.40,000/-
wage compensation for the artisans	Wage compensation to the artisan's @ Rs250/- per day per artisan for 30 days.
MCM support	Rs.20,000/- per month for awardees including TA & DA Rs.15,000/- per month including TA &DA for non awardees.
Documentation & photography	A complete documentation of the programme to be made by the Designer. Rs. 15,000/- maximum will be reimbursed. (As per the approved ToR will be communicated to designers latter)
Space rent, Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of machinery, videography, etc.)	Up-to Rs.25,000/-
Market survey, intelligence gathering and test marketing, modification and participation in one marketing event.	Rs. 35,000/-