

## **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 interested to empanel designers for undertaking various design development programmes with introduction of new design in handicraft sector. The candidates having degree & diploma from reputed institutes like NID/NIFT/IICD etc with experience in handicrafts sector/having empanelment with DC(H) may apply by sending their applications along with resume to Member Secretary, SIDAC for empanelment within 15.02.2018. For details terms of reference, please visit our website: [www.sidacodisha.org.in](http://www.sidacodisha.org.in)

Member Secretary, SIDAC



**State Institute for Development of Arts & Crafts**

Handlooms, Textiles & Handicrafts Department, Government of Odisha  
Handicrafts Complex, Gandamunda, P.O- Khandagiri, Bhubaneswar - 751030  
Tel. No. +91 (0) 674 2350318, E-mail: [sidacorissa@gmail.com](mailto:sidacorissa@gmail.com)

## **Terms of Reference of 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:**

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

### **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.

## ToR in Detail

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|---|---|
| Programme applicable to   | Clusters identified by DH&CI /DICs/RICs & SIDAC   |
| Duration  | 2 Month<br>(One month for market survey and one month for training)   |
| No of sample products   | To develop minimum 20 nos. (2 collections of 10 items for each collection) in 2 sets.   |
| Raw material  | Rs. 40,000/-  |
| Participants  | 30 nos. of Skilled artisans   |
| wage loss for the artisans  | Wage compensation/ stipend for 30 participants @ Rs. 100/- per day for 1 month(For the month of training/final product development workshop period)   |
| Space rent, Contingency & Miscellaneous expenditure (Stationary, telephone, refreshments, publicity, repire of machinery, vediography etc.) | Rs.20,000/-   |
| Documentation & photography   | A complete documentation of the programme to be made by the Designer. Rs. 15,000/- maximum will be reimbursed.  |
| MCM support   | One Skilled MCM will be engaged in the programme. Maximum limit of MCM remuneration will be Rs. 15,000/- for 1 month(For the month of training)   |
| Designer's Qualification  | <ul style="list-style-type: none"> <li>• Should be an alumni of NID/ NIFT/IICD or an empanelled designer of D.C. (H), GOI and with at least 2years of experience in handicrafts product development. He/ She should have ample exposure to domestic and international market.</li> <li>• Designer has to develop products for an identified market segment.</li> </ul>  |
| Role of Designer  | <ol style="list-style-type: none"> <li>1. Selection of product line keeping in view the market demand &amp; considering the production process &amp; skill.</li> <li>2. Preparation of sketches.</li> <li>3. Selection of raw materials for product development.</li> <li>4. Development of products.</li> <li>5. Suggest technology up gradation for bulk production.</li> <li>6. Costing of the products.</li> <li>7. Market linkage /facilitation.</li> <li>8. Documentation.</li> </ol> |
| Involvement of marketing organizations  | Organization like OSCHC Ltd and other handicrafts marketing entrepreneurs will be associated in the product development process from the beginning.   |
| Market survey, intelligence gathering and test marketing, modification and participation in one marketing event.                            | Rs. 35,000/-  |
| Designer's Fee  | <ul style="list-style-type: none"> <li>• No advance will be paid.</li> <li>• Rs. 30,000/- per month including TA &amp;DA</li> </ul>   |