

# **(Jharkhand Silk, Textiles and Handicraft Development Corporation Limited)**

DIC Campus, Near Aakashwani, Ratu Road, Ranchi 834001 CIN  
U17122JH2006SGC012606

## **Engagement of Textile Designer-cum-Marketing Executive and Cluster Development Executive**

### **I. Textile Designer-cum-Marketing Executive:**

A qualified designer/agency will be engaged in the block level cluster by JHARCRAFT for producing new designs and marketable products for the cluster. Designer will develop the design portfolios, which will be further developed into sellable products by the handloom weavers who do not have much exposure to market and thus not aware of consumer preferences and other market trends.

#### **a) Objective**

- To assist the Implementing Agency in modifying the designs, colour combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staffs of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing Agency for establishing market linkages with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To document the designs and products developed.

#### **b) Eligibility Criterion**

##### **a) Textile Designer cum Marketing Expert**

- The applicant should have passed out from **Textile Design Institute of repute**.
- The applicant should have at least **2 years of experience** of working as Textile Designer, preferably in handloom sector and should have track record for promotion and development of the design and products in the handloom sector.

#### **c) Scope of Work**

##### **i. Design Development:**

- Selecting the right yarn keeping design and products in mind.
- Work on the
  - Combination of weavers.
  - Motifs and patterns.
  - Colour ways.
  - Value addition.
  - Design Concepts.
  - Colour references in the form of pantone number/thread card number to be provided along with designs, if required.
  - Prototype (sample) development.

**ii. Product Development**

- Develop various product ranges like yardage fabric, sarees, furnishing keeping in the mind the weave and patterns of cluster and how it can be modified according to buyer's need, local, national and international market.
- The designer shall identify the products before commencement of the project by visiting the cluster.
- The designer will provide only those ranges of product, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.

**iii. Train the weaver**

- To train/enrol the weavers to translate the paper designs into the fabric/end products.

**iv. Marketing of the handloom products**

- To ensure marketing of the new products developed by the designers.

**v. Documentation of the designs & products developed.**

- To document the designs and products developed by the designer.

**d) Project Work**

- Extensive field visit to the block level cluster to identify the various types of design skills of the different weaver groups.
- Assess existing design patterns and products of the cluster and suggests the product ranges.
- Each design is to be developed in two colour ways.
- Assist implementing agency in marketing the developed products.
- Designer to stay at least 12 days per month in a cluster for undertaking the designed activities,
- Weavers Service Centre (WSC) concerned will be actively involved in supervision of the work of the designer engaged.

**II) Procedure for submission of Expression of Interest (EoI)**

The following are to be submitted in a sealed cover:

- Designer's profile in brief with the details of experience in designing, promotion and product development in the handloom/textiles sector including awards won and details of its creativity, works done in past including awards won and details creativity, work done in the past in connection to the scope of work suggested.
- Proof of experience and of handling relevant activities mentioned.
- Any other supporting documents relevant to the project.
- Copy of concept of depicting and focussing on the development of handlooms by providing design inputs and promotion to the domestic and international market.

**III) Duration of the Project**

- Project duration is for 3(three) years. The designer will be engaged initially for a year which is extendable, subject to satisfactory performance.

**IV) Other Information**

Applicants may submit requests for clarification to this EoI by sending an email on our address [jharcraft@gmail.com](mailto:jharcraft@gmail.com).

The Designer has to sign an agreement with JHARCRAFT for rendering satisfactory services and completion of the projects in a time bound manner

#### **V) Pay/Perks**

The remuneration shall be paid as per the guidelines of the project sanctioned.

The EoI should be addressed to "The Managing Director (JHARCRAFT)", DIC Campus, Near Aakashwani, Ratu Road, Ranchi 834001". The envelope should clearly be marked "**Proposal for engaging Designer for the block level cluster in and around Jharkhand**".

#### **VII) Attachments to be furnished with EoI.**

- CV of the applicant.
- Documents establishing the credential of the Designer - qualification of the Designer years of experience, working experience in handloom sector, approach and methodology towards development of cluster etc, should be submitted as part of EoI.

**(Managing Director)**  
**JHARCRAFT**