

**Request for Proposals for Craft Incubation Projects for
Aatmanirbhar Bharat Centre for Design, Red Fort Delhi
Indira Gandhi National Centre for the Arts, Janpath, New Delhi**

Indira Gandhi National Centre for the Arts is inviting Proposals from organisations to incubate traditional craft forms of the country that have been GI tagged or possess requisite parameters that make it eligible for GI registration at the Aatmanirbhar Bharat Centre for Design(ABCD).

The incubation would be a collaboration between artisans, designers and ABCD. The project would support research and development of these craft forms to be able to reach a wide audience and market. The Centre would support design intervention and innovation and the training of craftspersons. The Organisation applying must have a proven track record of working with crafts.

Disclaimer

- a. All information contained in this document subsequently provided is in good faith. It is not an agreement or an offer by IGNCA/ABCD to the prospective applicants or any other person. The purpose is to provide interested parties with information that may be useful to them in the formulation and submission of their proposals.
- b. This document includes statements, which reflect various assumptions and assessments arrived at by IGNCA/ABCD in relation to the selection of partners.
- c. IGNCA accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this proposal.
- d. IGNCA/ABCD may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this document, without assigning any reason or providing any notice and without accepting any liability for the same.
- e. This document does not imply that IGNCA/ABCD is bound to select an applicant. IGNCA/ABCD reserves the right to cancel this request for proposal and/ or invite afresh with or without amendments to this request for proposal, without liability or any obligation for such request and without assigning any reason. Information provided at this stage is merely indicative.

1. Introduction

Indira Gandhi National Centre for the Arts has set up the Aatmanirbhar Bharat Centre for Design (ABCD) in the L1 Barrack of the year 1861, inside the Red Fort. Spread over an area of 20,000 square feet, the Centre has been conceived to celebrate the richly diverse handicrafts of India with particular focus on those that have received the Geographically Identified (GI) certification or have the potential to get the GI recognition.

Primary effort of the Centre is to pave the way for a self-reliant India, an idea popularised by the Honourable Prime Minister of India in relation to the economic development of the country. To keep alive the slogan of 'Vocal for Local' and 'Make in India', the Centre has been envisioned to facilitate craft development for the revival and sustenance of the indigenous communities in India and given the name Project Aatman.

Project Aatman will not only exemplify the most rare and unique crafts of India, but will also provide a collaborative space between the karigars and the designers, to enable design interventions in sync with current market trends for exclusive business ventures. These will become the success stories of a self-sufficient India, enabling global awareness and appreciation of our heritage.

As we celebrate 75 years of India's Independence, the Centre will create a rich legacy for future generations, embedded in centuries old local traditions and culture.

With the primary focus of creating an ecosystem that puts the craftsperson at its centre, Project Aatman will facilitate new product innovation of the most unique indigenous crafts of India by involving experts not only from the field of design, but also marketing and business backgrounds.

2. Instruction to applicants

Indira Gandhi National Centre for the Arts, New Delhi, invites proposals from interested reputed organisations/industry pioneers for incubating traditional craft forms of the country that have been GI tagged or have properties that make it eligible for GI registration at the Aatmanirbhar Bharat Centre for Design(ABCD).

The incubation would be a collaboration between artisans, designers, relevant stakeholders and IGNC. Through the incubation project the Centre aims to promote GI tagged crafts of the country. The project would support research and development of these craft forms to be able to reach a wide audience and market. The centre would support design innovation and product promotion, and also related training to craftspersons.

The organisation/individual interested should have a proven track record of working with crafts and craftspersons. They should carry out preliminary research on the craft they propose to work with at ABCD and submit their idea and plan of action in order to be considered for the project.

3. Objective

The objective of this proposal is for the selection of organisations/professionals to incubate traditional craft forms and work with craftspersons and designers to showcase the craft at the Aatmanirbhar Bharat Centre for Design(ABCD) at the Red Fort. The organisation is to create innovative craft products and support the craft reach a wider audience.

4. Scope of work

1. Craft Research, Analysis and documentation
 - a. Identify the craft to be taken up for product development at the center, which should be GI registered or have properties that make it eligible for GI registration.
 - b. Preliminary research on the craft, both primary and secondary.
 - c. Thorough analysis and documentation of the craft, its materials, techniques, community, traditional uses and current usage patterns.
 - d. Document the journey of the craft.
 - e. Study the crafts and understand the weaknesses of the craft and the threats facing it and chart out an action plan on how being a part of ABCD can mitigate it.
 - f. SWOT and market analysis of the craft, understanding of the demand and supply.
 - g. Create and document new product prototypes with inputs from artisans.
 - h. Work at the cluster level with artisans to strengthen the craft.
2. At ABCD, Red Fort
 - a. Conceptualize the project, curate, lend artworks if necessary, support in the installation process.
 - b. Create a coherent design story that runs across the space assigned for the project.
 - c. Showcase work-in-process related to the craft through collaboration with the curator, designer, product , marketing professionals, other stakeholders and the ABCD team.
 - d. Provide all the relevant content for the project, including audio-visual, textual content, publicity material in time for installation.
 - e. Provide all the craftsmen and project-related content to ABCD for publicity and social media.
 - f. Inform the Centre of the details of the people associated with the project (facilitator, designer, interns, master and assistant craftsmen).
 - g. Organise project related outreach activities in consultation with ABCD. Performances, workshops, and demonstrations will be scheduled mutually.
 - h. Work closely with the exhibition designer and the curator for installation, and keep ABCD informed of any development in this regard.
 - i. Work closely with project designers, product marketing professionals, craftsmen and other experts hired for this project, keeping ABCD in the loop of all decision making.

3. Work with artisans and other personnel
 - a. Coordinate the selection and travel of the craftsmen, designer and other staff proposed for the project and inform ABCD of their schedule and arrival/departure dates.
 - b. Provide logistic support to the artisans and other personnel in Delhi.
 - c. Work at the cluster level with other artisans to propagate the work being done at ABCD.
4. Marketing plan
 - a. Work closely with product marketing professionals and ABCD team to prepare a plan for design intervention and decide how the products can fit into the current market dynamics.
 - b. Support ABCD in preparation of products list, their market placement and help in marketing and business generation for the artisans products.
 - c. Create a pricing strategy for the products being created at the Red Fort in consultation with the product marketing professionals and ABCD team.
5. Project Impact
 - a. Study the location of the craft and the number of people directly associated with and the number impacted by being at ABCD.
 - b. Create new design ideas that can percolate till the cluster level.
 - c. Study the target audience and how it will create a positive impact.
 - d. Carry out an impact assessment at the end of the project.
6. Administrative
 - a. Prepare a budget and submit for approval beforehand.
 - b. Be available for all discussions/consultations regarding the project. All decisions on the project will be taken in consultation with the Centre's team.
 - c. Submit work reports, utilisation certificates, bills and any required documents in a timely manner.
 - d. Support in uninstallation after the end of the exhibition.

5. Time frame:

A commitment of 3-6 months would be required from the applicants, this may be extended based on requirements.

6 . Eligibility criteria

- f. The organisation/individual must have experience of working with traditional crafts/intangible cultural heritage in the past and relevant experience in product development and design.
- g. The organisation/individual should reflect credibility in the field of craft and design.
- h. The organisation/individual must engage with experts with relevant expertise in the craft sector

7. Preparation of proposal

The proposal needs to be submitted as per point 14 and Annexure-1. The proposal document along with all supporting documents and certificates shall be submitted in a single sealed cover, which shall be superscribed as "PROPOSAL FOR INCUBATION OF TRADITIONAL CRAFTS FOR PROJECT AATMAN". Proposals via Email will also be acceptable.

- 1. The proposal shall be supported by the documents as listed in point 14.
- 2. While preparing the proposal, the applicant is expected to examine this document in detail. Material deficiencies in providing the information requested in the document may result in rejection of the proposal.
- 3. The applicants shall bear all costs associated with the preparation and submission of their proposals and IGNC A shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.
- 4. IGNC A is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to the selection.
- 5. The proposal shall be signed in original and stamped on each page.
- 6. If the envelopes and packages with the proposal are not sealed and marked as required, IGNC A shall assume no responsibility for the misplacement, loss or premature opening of the proposal. Emails are also acceptable.
- 7. The document or its modifications must be sent to Project Aatmanirbhar Bharat Centre for Design, Kala Darshana Division, Indira Gandhi National Centre for the Arts, Hotel Janpath Building, Janpath, New Delhi-110001. Email submission can be sent to abcd.ignca@gmail.com.

8. Disqualification

The proposal would be disqualified at any time during the evaluation process at the sole discretion of the IGNCA for the following reasons:

- a) Made misleading or false representations or suppressed relevant information in the proposal (including documents, forms, statements, attachments, presentations, etc.) submitted as proof of the eligibility requirements or as part of the proposal;
- b) Failure to meet any of the eligibility criteria as mentioned in the document;
- c) Failure to provide clarifications, non-responsive and/or substantive responses, when sought;
- d) Debarred/ Blacklisted by any Government/ Semi Government/ Government owned Agency including Quasi-Government Sector Organization for corrupt, fraudulent practices or reasons related to nonperformance in an engagement on the date of opening of proposal.
- e) On any other ground as may be deemed fit by IGNCA.

9. Timeline of submission of applications

- a) For consideration for upcoming cycle- by April 5, 2022
- b) For consideration for future cycle- by July 30, 2022

10. Right to accept or reject

IGNCA reserves the right to accept or reject any proposal and to annul the evaluation process and reject all proposals at any time prior to award of contract, without liability or any obligation and without assigning any reason or any obligation to inform the affected proposal or applicants of the grounds for IGNCA action.

11. Method of selection

Steering committee constituted by the IGNCA shall carry out a detailed evaluation of the proposals received by it in order to determine whether they are substantially responsive to the requirements set forth in the document. In order to reach such a determination, the committee shall examine the information supplied by the applicants and shall evaluate the same as per the eligibility criteria specified in this document.

12. Signing of Agreement

Upon selection, an agreement shall be executed between IGNCA/Project Aatman and the Partner as per mutually agreed terms.

13. Submission of proposal

The interested are requested to submit the proposals through Email/Registered Post/Speed Post/ Courier at the address given below–

To

Aatmanirbhar Bharat Centre for Design
Kala Darshana Division
Indira Gandhi National Centre for the Arts
Hotel Janpath, Janpath,
New Delhi- 110001

Or

Email; abcd.ignca@gmail.com

Please specifically write “Proposal for Incubation of Traditional Crafts for Project Aatman” in the subject line/ on the envelope.

13. Submit your Queries

You are requested to ask for any query related to this proposal through e-mail to abcd.ignca@gmail.com

14. Required submissions

1. Project proposal with details of the craft, proposed intervention, plan of action, budget and other details.
2. CVs and profiles of all personnel- designer, coordinator, artisans.
3. Organisation/individual information and brief.
4. Achievements and past projects of the organisation/individual.
5. Brief on why this project should be a part of ABCD and its impact on the craft.

Annexure -1

Project Proposal format

Date of submission of application:

1) Name and address of the agency/ institution/ organisation along with contact No., fax, e-mail id & website:

2) Date of incorporation/ registration:

3) Legal Status: Society/ Company/ Others- please specify (Not Applicable for individual applicants)

4) Area of Working:

5) Core Area of Competency:

6) Name & designation of the contact person along with address, e-mail id and Contact No.:

7) Proposed brief methodology for need assessment and conducting training

a. Background (Maximum 250 words)

b. Thematic Areas of Training & Capacity Need Assessment (Maximum 500 words)

c. Tools & Methodology (Maximum 1,000 words)

d. Time Plan (Maximum 250 words)

e. Team Composition (Maximum 250 words)

f. Deliverables

I hereby further declare that our company has not been debarred/ blacklisted by any Government/ Semi Government/ Government owned Agency including Quasi-Government Sector Organization.

I certify that I am the competent authority in my company authorized to make this declaration.

Yours sincerely,

Authorized Signatory [In full and initials]:

Name and Title of Signatory:

Company/ Organization Seal

Date:

Place