



इन्दिरा गांधी राष्ट्रीय कला केन्द्र
कला दर्शन

16th June 2022
INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS

Kala Darshana

Janpath, New Delhi-110 001

Tel.: 91-11-23388155

Website : www.ignca.nic.in

CORRIGENDUM 2.0

Subject: Changes for receipt of applications for craft incubation projects for ABCD Project, particularly describing the Scope of Work, Timeline of Submission of Applications and Required Submissions.

With reference to the RFP titled 'Request for Proposals for Craft Incubation Projects for Aatmanirbhar Bharat Centre for Design, Red Fort Delhi, Indira Gandhi National Centre for the Arts' uploaded on 3rd March 2022, the following amendments are hereby authorized in the document-

A. Scope of Work

Page no. & Clause	Existing Clause	Revised Clause
Page 5- Scope of Work	<p>1. Craft Research, Analysis and documentation</p> <p>a. Identify the craft to be taken up for product development at the centre, which should be GI registered or have properties that make it eligible for GI registration.</p> <p>b. Preliminary research on the craft, both primary and secondary.</p> <p>c. Thorough analysis and documentation of the craft, its materials, techniques, community, traditional uses and current usage patterns.</p> <p>d. Document the journey of the craft.</p> <p>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.</p> <p>f. SWOT and market analysis of the craft, understanding of the demand and supply.</p> <p>g. Create and document new product prototypes with inputs from artisans.</p> <p>h. Work at the cluster level with artisans to strengthen the craft.</p>	<p>1. Craft Research, Analysis and documentation</p> <p>a. Identify the craft to be taken up for product development at the centre.</p> <p>b. Preliminary research on the craft, both primary and secondary.</p> <p>c. Thorough analysis and documentation of the craft, its materials, techniques, process detail, community, traditional and current applications of craft.</p> <p>d. Document the journey of evolution of craft.</p> <p>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.</p> <p>f. SWOT and market analysis of the craft, understanding of the demand and supply.</p> <p>g. Work at the cluster level with artisans to strengthen the craft.</p>

<p>Page 5- Scope of Work</p>	<p>2. At ABCD, Red Fort</p> <ol style="list-style-type: none"> 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. 	<p>2. At ABCD, Red Fort</p> <ol style="list-style-type: none"> a. 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. <p><u>Product Design and Development</u></p> <ol style="list-style-type: none"> a. Conduct market research and develop a range of marketable products for the brand Project Aatman in alignment with the brand language and other guidelines. b. Create and document product prototypes with inputs from artisans. The design brief along with relevant deliverables will be shared by ABCD in advance. c. Educate artisans towards achieving top notch quality for Aatman products. <p><u>Exhibition Curation</u></p> <ol style="list-style-type: none"> 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. Work closely with the exhibition designer and the curator for installation, and keep ABCD informed of any development in this regard. <p><u>Information and content sharing</u></p> <ol style="list-style-type: none"> a. Provide all the relevant content for the project, including audio-visual, textual content, publicity material in time for installation. b. Provide all the artisan and project-related content to ABCD for publicity and social media. c. Inform the Centre of the details of the people associated with the project (facilitator, designer, interns, master and assistant craftsmen). d. Assist in collecting required information related to GI registration of craft and the artisans. <p><u>Craft Demonstrations & workshops</u></p>
------------------------------	--	--

		a. Organise and participate in execution of project related outreach activities in consultation with ABCD. Performances, workshops, and demonstrations will be scheduled mutually.
Page 6- Scope of Work	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.	4. Product Planning 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. c. Share benchmark pricing for the products being created at the Red Fort.
Page 6- Scope of Work	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.	6. Administrative a. Prepare a budget and utilisation plan. Submit the same 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.

All other entries in Scope of work shall remain unaltered.

B. Timeline of Submission of Applications

Page no. & Clause	Existing Clause	Revised Clause
Page 8-Timeline of Submission of Applications	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	9. Timeline of submission of applications a. For consideration for upcoming cycle- by June 30, 2022 b. For consideration for future cycle- by August 30, 2022


C. Required Submissions

Page no. & Clause	Existing Clause	Revised Clause
<p>Pages 9- Required Submissions</p>	<p>14. Required submissions</p> <ol style="list-style-type: none"> 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. 	<p>14. Required Submissions Project proposal covering information below:</p> <p><u>1. Craft Details (to be filled by all potential partners):-</u></p> <ul style="list-style-type: none"> • Background with History and details of the craft, uniqueness of the craft • Challenges faced by artisan community, existing buyers or relevant stakeholders (specific to craft under consideration) • Social and environmental importance of the craft <p><u>2. Proposed intervention (to be filled by all potential partners):-</u></p> <ul style="list-style-type: none"> • Process/technical intervention with supporting reference images and description, any other area identified for intervention or research, • Tools and methodology to be implemented for achieving proposed interventions • New Product ideas (supported with reference images) • Expected impact of the project • Team composition along with a brief about role of each personnel involved. CVs and profiles of all personnel- designer, coordinator, artisans. • Plan of action with week wise timeline • Proposed budget and utilisation plan • Brief on why this project should be a part of ABCD and its impact on the craft and artisan community including social inclusion, environment sustainability and connection with market. <p><u>3. Information (to be filled by partner organisation, designer):-</u></p> <ul style="list-style-type: none"> • For organisation: vision, mission and objectives • Achievements and past projects of the organisation. • Specific processes and best practices adopted to maintain highest standards of quality. • Number of artisans engaged with; kindly share suitable metrics to measure the impact (for example: increase in sales,

		<p>efficiency, adoption of technology, access to credit etc.)</p> <ul style="list-style-type: none"> • How do you plan to manage the attendance criterion on project site (the Red Fort) <p>4. Information- (to be filled by Artisan, Artisan Family, Artisan Entrepreneur):-</p> <ul style="list-style-type: none"> • Achievements, awards and past projects • Specific processes followed to maintain quality standards • Aspirations about business and craft • Future of his business within family, if next generation practices the craft. • Proposed availability on project site in number of days per month • Expectations from the program (mention 3 expectations in the order of priority) <p>5. Economic Potential - (to be filled by all potential partners):</p> <ul style="list-style-type: none"> • Current product mix with minimum 10 supporting images along with price brackets of these products • Record of sales for past 3 years with a list of channels where these products were sold
--	--	---

CIL may kindly upload this corrigendum on the website of IGNC.

CIL


 16/6/22
 Supriya Consul
 Programme Director
 Kaladarsana
 IGNC