

INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS
JANPATH, NEW DELHI

**EXPRESSION OF INTEREST FOR CRAFT INCUBATION PROJECTS
FOR
AATMANIRBHAR BHARAT CENTRE FOR DESIGN – AATMAN
L1 BARRACK, RED FORT, DELHI**

Ref. No.: I-11012/01/2022-ABCD

Dated:

Email: abcd.ignca@gmail.com

Website: www.ignca.gov.in

IMPORTANT DATES:

Date of inviting expression of interest:

(uploading on CPP Portal & website of IGNCA):	24-01-2023
Queries if any through e-mail upto:	27-01-2023 (upto 5:00 p.m.)
Last date of submission:	10-02-2023 (upto 3:00 p.m.)
Date of opening of EoI:	13-02-2023 (11:00 a.m.)

(The above mentioned dates are tentative)

Indira Gandhi National Centre for the Arts is inviting EoI from Educational Institutions to incubate Indian indigenous craft forms that are unique, rare, or languishing OR those that possess requisite parameters for GI (Geographical Indication) registration.

The incubation will be a collaboration between artisans, designers, senior faculty members, students, and Project Aatman. The project will support development of selected crafts into a diverse products range that reach wide and profitable markets. The Centre will facilitate design innovation and the training of crafts persons in design, marketing, and entrepreneurship. The project will entail research and documentation of the identified craft, leading to new innovations, product diversification, packaging, branding, and marketing for a period of three to six months. The educational institutions applying must have a proven research and documentation 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, 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 popularized by the Honorable 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 to empower them through continuous income generation.

Project Aatman will not only exemplifies the most rare and unique crafts of India, but will also provide a collaborative space to enable design interventions compatible with current market trends for exclusive business ventures. With the primary focus of creating an ecosystem that puts the craftsperson at its Centre, Project Aatman will facilitate new product innovation by involving experts not only from the field of craft and design, but also marketing and business backgrounds.

The projects undertaken at such a historic site of national importance such as the Red Fort will become the success stories of a self-reliant India, contributing to the cultural economy of our country. In the year of celebrating 75 years of India's Independence, Project Aatman will create a rich legacy for future generations, embedded in local traditions and culture.

2. Instructions to applicants:

Indira Gandhi National Centre for the Arts, New Delhi, invites EoI from interested reputed Educational Institutions for incubating a traditional craft form that is rare, unique, or languishing from any one region in India.

The incubation would be a collaboration between the institution, artisans/craftsmen, designers, relevant stakeholders, marketing professionals and IGNCA for a period of three to six months depending upon the nature of the craft and terms agreed upon by the two parties. The engagement period at the Centre in the Red fort will be for three months entailing dedicated in-person involvement of the design institute, master and assistant artisans. The IGNCA for Project Aatman will provide logistic support to artisans at the Centre including boarding, lodging and honorarium.

The Educational Institutions interested should have a proven track record of working with crafts and crafts persons. 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. Objectives:

- a. Select educational institutions based on the proposed craft for incubation at the Centre. The craft should be unique to deserve a platform of national importance towards a larger goal of safeguarding the indigenous processes, empowering indigenous craft persons through new innovations that are market friendly, and finding eco-friendly solutions for retail industry rooted in Indian traditional practices.
- b. Facilitate a collaboration space for like-minded academicians and institutions to come together for creating a self-reliant cultural economy.
- c. Encourage current and future generations primarily students of premier educational institutions to appreciate, participate and adopt crafts and create far reaching impact to generate livelihood and benefit the local communities.
- d. Disseminate the importance of our inherited traditions and create respect and ownership for them to people in India and worldwide.

4. Scope of work:

1. Craft Research, Analysis, and documentation

- a. Identify one craft to be taken up for product development at the center, which can also 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 ecosystem in terms of its materials, techniques, community, traditional uses, and current usage patterns.
- d. SWOT analysis of the craft to chart out an action plan on how being a part of ABCD can mitigate it.
- e. Market analysis of the craft, understanding of demand and supply, and the way forward.

2. At ABCD, Red Fort

Work closely with craftsmen/artisans, product marketing professionals, craftsmen and other experts hired for this project related to:

2.1 Product Design and Development

- a. Develop a range of niche products (5 to 10 prototypes) for the brand Project Aatman in alignment with the brand language and other guidelines that will be shared later.
- b. Create products in collaboration with craftsmen at the Red Fort. The design brief along with relevant deliverables will be shared later.
- c. Educate artisans towards achieving top notch quality for Aatman products.

2.2 Exhibition Curation

- a. Conceptualize the project, curate, lend artworks, if necessary, support in the installation process of the exhibition.
- 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 designer, senior faculty members, students, product, marketing professionals, other stakeholders and the ABCD team.

2.3 Information and Content sharing

- a. Provide all the relevant content for the project, including audio-visual and textual content in time for installation.
- b. Provide all the craftsmen 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 (faculty, students, designer, master, and assistant craftsmen).
- d. Assist in collecting required information related to GI registration of craft and the artisans.

2.4 Craft Demonstrations & Workshops

- a. Organize project related outreach activities in consultation with ABCD.
- b. Facilitate cluster level visits with ABCD team.

2.5 Work with artisans and other personnel

- a. Coordinate the selection and travel of the craftsmen, designer, Faculty members, students and other staff proposed for the project and inform ABCD of their schedule and arrival/departure dates.

2.6 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.

2.7 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.

2.8 Administrative:

- a. Prepare a budget and utilization plan and 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, utilization certificates, bills, and any required documents in a timely manner.
- d. Support in dismantling the show at the end of the Project.

5. Time frame:

- A commitment of 3-6 months would be required from the applicants, this may be extended based on requirements.
- The Lead faculty members will report at the Red Fort for 8 days in a month.
- The students will report at the Red Fort for a minimum period of 15 days monthly.

6. Eligibility Criteria:

- a. The institute must have experience of working with traditional crafts/intangible cultural heritage in the past and relevant experience in product development and design.
- b. The institute should reflect credibility in the field of craft and design.
- c. The institute must engage senior faculty members with relevant expertise of working in the craft proposed as Lead designer, under whose mentorship the students will work.

7. Preparation of proposal:

The EoI needs to be submitted as per **para 13 and Annexure-1**. The proposal document along with all supporting documents and certificates shall be submitted in a single sealed cover, which shall be super scribed as "EXPRESSION OF INTEREST FOR INCUBATION OF TRADITIONAL CRAFTS FOR PROJECT AATMAN".

1. The EoI shall be supported by the documents as listed in para 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 IGNCA shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.
4. IGNCA 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, IGNCA shall assume no responsibility for the misplacement, loss or premature opening of the proposal.

8. Disqualification:

The EoI 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. 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.

10. Method of selection:

Project Academic Advisory 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.

11. Signing of Agreement:

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

12. Submission of Expression of Interest:

- a. The interested institutions are requested to submit the Expression of Interest through Registered Post/Speed Post/ Courier at the address given below–

**Aatmanirbhar Bharat Centre for Design,
Room No. 105, First Floor, A Wing
Kala Darshana Division
Indira Gandhi National Centre for the Arts,
Hotel Janpath Building
Janpath Road, New Delhi- 110001**

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

Or

Through CPP Portal

13. Timeline of submission and Opening of Eol:

- a. For consideration for upcoming cycle-

- | | | |
|---------------------------------|-----------------------------|---|
| i) Last date of Eol submission: | 10-02-2023 (upto 3:00 p.m.) | 8 |
| ii) Date of opening of Eol: | 13-02-2023 (11:00 a.m.) | |

14. Submit your Queries:

You are requested to ask for any query related to this proposal through e-mail to abcd.ignca@gmail.com upto **27th January, 2023 (upto 5:00 p.m.)**.

15. Required Submissions:

Project proposal covering information below:

1. Craft Details (to be filled by all potential partners)

- 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.

2. Proposed Intervention (to be filled by all potential partners)

- 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 the roles of each personnel involved. CVs and profiles of all personnel- faculty members, students, designer, master, and assistant artisans.
- Plan of action with week wise timeline
- Brief on why this project should be part of ABCD and its impact on the craft and artisan community including social inclusion, environment sustainability and connection with market.

3. Information- (To be filled by Lead faculty, Designer)

- Institution: vision, mission, objectives and achievements
- Achievements and past project of the Lead Designer
- Specific process and best practices adopted to maintain highest standards of quality.
- Number of craftsmen and artisans engaged with as faculty or otherwise; kindly share suitable metrics to measure the impact.

4. Information- (To be filled by artisan, artisan family, artisan entrepreneur)

- Achievements, awards, and past projects
- Specific process 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 order of priority)

5. Economic Potential- (to be filled by all potential partners)

- Current product mix with minimum 10 supporting images along with price brackets of these products

16. Award of Work:

IGNCA will award the work to the successful applicant. The successful applicant needs to enter in a separate agreement with IGNCA on award of work.

17. ARBITRATION:

Any claim, dispute or difference relating to or arising out of this agreement shall be referred to the arbitration, of a sole arbitrator. The arbitration shall be subject to the Arbitration and Conciliation Act, 1996 as may be amended from time to time. The Delhi International Arbitration Centre will appoint the Sole Arbitrator and will conduct the Arbitration in accordance with its rules for the conduct of Arbitration proceedings then in force and applicable to the proceeding. The seat and venue of arbitration shall be New Delhi. The proceedings shall be undertaken in English. The arbitration award shall be final and binding on the parties.

18. DISPUTE RESOLUTION:

In case of dispute in relation to this agreement or with respect to the further related contracts all disputes are to be resolved in the Courts within the Jurisdiction of Delhi State.

Annexure -1
Project Proposal format

Date of submission of Expression of Interest:

- 1) Name and address of the agency/ institution/ organization along with contact No., fax, e-mail id & website:
- 2) Date of incorporation/ registration:
- 3) Area of Working:
- 4) Core Area of Competency:
- 5) Name & designation of the contact person along with address, e-mail id and ContactNo.:
- 6) GST No. (Copy to be enclosed)
- 7) PAN No. (Copy to be enclosed)
- 8) Summary of proposed intervention (max 500 words)
- 9) Any other details:

I hereby further declare that our institute 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 institute authorized to make this declaration.

Yours sincerely,

Authorized Signatory [In full and initials]: Name and Title of Signatory:

Institution/Company/Organization seal:

Date: Place