

NATIONAL DESIGN CENTRE

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Baba Kharak Singh Marg, Connaught Place, New Delhi-110001
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EXPRESSION OF INTEREST

NDC invites EOI from reputed / experienced agencies for project for empowerment of artisans.

Interested agencies having experience in similar job may submit their EOI. The detailed TOR for the same can be downloaded from www.nationaldesigncentre.org or collect from the above address. The last date for submission of EOI shall be within 3 days from this publication.

A: INTRODUCTION

In today's digital age, the shift towards online commerce is undeniable. Government also has recognized the need to modernize the SHG (Self Help Group) to keep pace with the evolving landscape. The SHG groups have fostered collective action and mutual support, while also serving as conduits for crucial financial literacy, skill development, and livelihood assistance. Notably, the focus has shifted beyond mere social and financial inclusion, now aiming to empower SHG members to pursue entrepreneurial ventures. Their inherent skills and potential position them well to move towards higher income brackets.

Govt. has launched The Lakhpati Didi program, aims to catalyse economic empowerment and financial independence among women in rural areas. Women entrepreneurs face unique challenges ranging from limited access to capital and markets to cultural and societal barriers. Despite these challenges, women-owned businesses have shown remarkable resilience and innovation.

NDC is going execute a comprehensive plan to support the digitization of women entrepreneurs, enabling them to leverage technology to enhance their businesses' efficiency, reach, and competitiveness. Through training, capacity building, access to digital resources, and mentorship, we aim to empower women entrepreneurs to embrace digital transformation and thrive in the digital economy.

Didis represent a vibrant and dynamic segment of our entrepreneurial ecosystem, but they often lack the resources and knowledge needed to establish and grow compliant businesses. The plan will provide Didis with the necessary support and guidance to navigate regulatory requirements and leverage digital platforms effectively. By implementing this comprehensive e-commerce enablement plan for women entrepreneurs, we aim to create a conducive environment for women to thrive in the digital economy

B: INDICATIVE SCOPE OF WORK

- **Business enablement:** Helping the Didis to make them business ready i.e. all the prerequisite requirements to run a compliant business are to be taken care including getting the GST registration to setting up account across multiple platforms.
 - **Skill assessment:** Conduct a skill assessment to understand the current status of pre-requisite for business set up, digital know how and requirements of women entrepreneurs interested in e-commerce.
 - Identify areas of support needed, such as technical skills, business knowledge, and access to resources
 - **KYC completion:** Assist Didis in completing Know Your Customer (KYC) requirements, including GST registration. The cost of documentation will be borne by the Didi, depending on the number of documents required.
 - **Product selection:** Offer guidance on product selection, pricing strategies, and inventory management & provide support for product quality assurance, and packaging solutions.
 - **Content creation:** Develop compelling content for 10 selected products to enhance their online visibility and appeal to potential customers.
 - **Onboarding on different platform:** Facilitate the onboarding process of Didis onto e-commerce marketplaces: IndiaHandmade.com, Flipkart.com, Amazon and make feed searchable on ONDC (Open Network for Digital Commerce).
 - **Social media alignment:** Creation of Instagram page for each Didi and putting the complete product selection along with other product related videos and helping them create posts for 90 days
 - **Listing activation:** Activate product listings on the designated e-commerce portals to make them available for purchase by customers.

- **Digital Training:** Providing women entrepreneurs with training programs and workshop on digital literacy is essential for enabling them to effectively utilize digital tools and platforms.
 - **Operational Training:** Provide comprehensive training to Didis on essential operational aspects, including order processing, inventory management, and customer service protocols.
 - **Order Processing:** Train Didis to efficiently process incoming orders, including order confirmation, packaging, and dispatch.
 - **Inventory management:** Educate Didis on value of effective inventory management techniques to optimize stock levels, minimize wastage, and ensure timely replenishment.
 - **Fulfilment:** Guide Didis in fulfilling orders promptly and accurately, maintaining high standards of product quality and customer satisfaction.
 - **Cancellation, returns & refunds:** Equip Didis with the necessary knowledge and procedures to handle order cancellations, product returns, and refunds in a timely and customer-friendly manner.

- **Ecommerce Enablement:** Empowering women entrepreneurs to embrace e-commerce can significantly expand their market reach and sales opportunities. Our program will provide support and resources to help women set up and manage online stores, navigate e-commerce platforms, and optimize their online presence for maximum visibility and sales.
 - Track the performance matrix & implement various tool to ensure growth & sustainability.
 - Reporting & MIS: Regular business tracking & various market trends to understand the progress against milestones and removing blockers to business & publishing the outcome on a weekly/monthly basis.

- **Mentorship:** Women entrepreneurs with experienced mentors from ecommerce who can provide guidance, advice, and support on navigating the challenges of digitization and entrepreneurship can be invaluable. Our program will establish mentorship networks and support groups where women entrepreneurs can connect with mentors and peers for inspiration, encouragement, and practical advice.
 - Foster a supportive community of women entrepreneurs through forums, events, and online communities
 - Encourage knowledge sharing, collaboration, and mutual support among women entrepreneurs to foster a culture of empowerment and solidarity.

- A Two Days Physical Workshop to be conducted to assess skills, raise awareness & empower Didis to run Online business.

Case Study:

- Building the case studies of Didis of different crafts to motivate the peers & build the mentor mentee relationship
- Utilize social media, email marketing, and search engine optimization (SEO) techniques to drive traffic to the online store
- Collaborate with influencers and online communities to increase brand visibility and reach.
- Publish the analysis report to NDC on the current status of online business awareness and skillset of Shilp Didis
- Ensure Shilp Didis are prepared for formal business activities, including obtaining a GST number.
- Get the Didis' product catalogues up and live on Indiahandmade, Flipkart, ONDC, and other major marketplaces.
- Establish a social media presence for each Shilp Didi by showcasing their products on dedicated landing pages.
- Optimize Didis' products to appear in relevant searches on marketplaces and search engine platforms.
- Align business strategies to support Didis in achieving the goal of becoming Lakhpati Didis
- Regular tracking of the business progress to ensure smooth achievement of target business number

C: ELIGIBILITY CRITERIA OF THE APPLICANT

- The applicant should be a registered company / entity of repute with sound experience in performing the above mentioned services.
- Joint Venture / Consortiums are not allowed.
- The applicant must have at least 5 years of experience of doing similar works. Documentary proof must be enclosed with documents, work orders and list of reputed clients.
- Cumulative Financial turnover of applicant should be Rs.30 Lakhs or above during last 3 financial years i.e. F.Y. 2020-21, 2022-23 & 2023-24.
- The applicant must comply with all government and regulatory norms viz. Pan No., GST etc. Copies to be furnished with technical bid.
- The applicant should not have been blacklisted / banned / debarred / under investigation by any State Government or Central Government entity / PSU. Please attach the self-undertaking.

D: SUBMISSION OF EOI

1) TECHNICAL

EOI should be submitted in two sealed envelope, **TECHNICAL BID** (Envelope –I) to contain following documents:

i) Details of the EOI

- a) Concept note for conducting the plan.
- b) Profile of the Agency / Company
- c) Track record – details of involvement in similar works
List of clients and other as mentioned in Eligibility criteria.

ii) All applicants should submit a self-undertaking that they have never been blacklisted by any Government of India Ministry / Department / Authority / Organization / Agency.

iii) Statement signed by a statutory auditor / Chartered Accountant, indicating turnover of the company.

iv) EMD for Rs.50,000/- (Rupees Fifty Thousands only), in the form of Demand Draft / Account Payee Cheque drawn in favour of **National Design Centre** to be submitted. EMD will be returned to the unsuccessful applicants at the earliest.

2) **FINANCIALS** (Envelope – II) should contain the financial offer for the project and should be inclusive of all cost and taxes.

- The applicants should quote in figures as well as in the words the rates and amount offered by them in the financials. The rates quoted in the financials shall be inclusive of all taxes, levies etc.
- Nothing extra shall be payable in addition to the accepted rate as per the Price Schedule. The applicant must quote separately for both places.
- EOI placed in sealed covers (in two envelopes duly marked as TECHNICAL (Envelope-I) and FINANCIALS (Envelope-II) with the name of the project written on each envelope should be placed in the outer envelope and marked on top as “EOI for Project for Empowerment of Artisans”.

E) EVALUATION / SELECTION PROCESS

- The evaluation would be on both Technical and Financial Bids
- The technical bids shall be scrutinized by the committee constituted for the purpose. The Committee will assess the ability of the agencies to carry out the requisite work and quality of profile and experience of the agency in the field.
- The bid would be evaluated as per the Eligibility Criteria in Para-C & technically as specified in Para-D.
- The applicants who will be shortlisted in Technical Evaluation will be eligible for opening of financial quotes.
- The applicant with the lowest financial Quote (L1) will be awarded work.

F: Project Duration

- The period for this work plan shall be 3 months (90 days)

G: Payment Terms

1. No advance payment to made for the work.
2. Only running payment to be made on the progress of the work.

H: RIGHTS

NDC reserves the right to accept or reject any offer based on technical / financial evaluation without assigning any reason.

I: LAST DATE FOR SUBMISSION OF EOI

The last date for submission of EOI is 21st June, 2024 (upto 5.00 p.m). The EOI received after due date shall not be accepted. The EOI should be addressed to Executive Director, National Design Centre, Hall No.1 (3rd Fl.), Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi-110001.
