

Call for expressions of interest from Local Producers and NGOS for executing e-marketing of rural artisans product

The proposed new programme :

The Directorate of Industries, Government of Meghalaya, Shillong is calling for expressions of interest from local producers and NGO's who are interested in running an e-marketing portal for rural artisan products.

Meghalaya has an immense potential for rural artisan products. However the constraints that shackle the marketing of these products are well known – weak infrastructure, numerous intermediaries, lack of information, inability to find buyers etc. The unfortunate result is inconsistent and uncompetitive prices, making it difficult for artisans to sell his produce in the world market. In order to help the artisans discover the best price for their quality at the village itself and provide the artisans with specialized knowledge for customizing their produce to the right consumer segments, it is necessary to set up e-marketing of rural artisans products. This would create direct marketing channel, eliminating wasteful intermediation and multiple handling, thus reducing transaction costs and making logistics efficient. The scope of project would be to have service provider for carrying out the following works:

Interested Party should:

1. Have a strong local presence i.e a good knowledge of products and producers
2. Use the Rural Bazaar Software provided hosted by NIC
3. Have sufficient knowledge of Handloom & Handicraft of the State and should have vast experience in dealing similar items
4. Provide design Assistance/Skill up-gradation of producers for enhancements to produce a wide range of local products.
5. Have sufficient space for storing products.
6. Be responsible for shipment of products.
7. Have mechanism for product profile management, storing, packaging and delivery of ordered products
8. be able to ensure the sustainability and expansion of the network of local producers and NGO's
9. Have the capacity to launch the programme within a maximum of 4 months from receiving the award.

Application procedure

Step 1

Interested party should submit an expression of interest **by 15th May, 2009** to the Directorate of Industries, Government of Meghalaya, Administrative Building, Lower Lachumiere, Shillong – 793001.

The expression of interest should outline the mechanism for execution of e-marketing, including:

1. A competency based course description, clearly demonstrating that the above mentioned criteria can be met;
2. A provisional descriptive list of Local producers /NGOs who will be the suppliers;
3. Expected items to be exported in terms of quality
4. A description of the proposed functioning mechanism for running the e-marketing service;

Step 2

Short listed applicants will be contacted by the Directorate of Industries, Government of Meghalaya within a month of the submission deadline. The expressions of interest and subsequent detailed proposals will be reviewed by an expert panel. They will be evaluated considering size of its network of local producers/NGOs, coherence of the proposal; and the feasibility of sustaining the proposed service.

Terms and Conditions

- ❖ The Directorate of Industries, Government of Meghalaya reserves the right not to select any expression of interest for inclusion in the shortlist. Expressions of interest will be evaluated by the Directorate of Industries, Government of Meghalaya in its sole discretion, taking into account the criteria outlined above.
- ❖ The Directorate of Industries, Government of Meghalaya may request applicants to submit complementary information. Any possible requests to submit complementary information and/or to submit a more detailed proposal, as well as any discussions ensuing there from, will be exploratory only, and do not mean that the institution(s) concerned will actually be selected and/or receive any support from the Directorate of Industries, Government of Meghalaya.
- ❖ Incomplete applications and applications submitted after the deadline will, in principle, be disregarded (unless the Directorate of Industries, Government of Meghalaya, in its sole discretion, decides otherwise in respect of any such incomplete or late application).
- ❖ The Directorate of Industries, Government of Meghalaya has the right to reject or cancel the EOI submitted by the party without any further explanation.
- ❖ Any and all costs and expenses incurred in relation to, or ensuing from, the submission of an expression of interest (including the possible complementary information and/or a more detailed proposal, if so requested by the Directorate of Industries, Government of Meghalaya) will exclusively be borne by the applicant. The application and selection process set forth in this document will not be subject to claims for financial compensation of any kind whatsoever.

(D.K. Areng)

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