



## Uttarakhand Handloom & Handicraft Development Council

उत्तराखण्ड हथकरधा एवं हस्तशिल्प विकास परिषद्

उद्योग निदेशालय, उत्तराखण्ड

औद्योगिक आस्थान, पटेल नगर, देहरादून।

दूरभाष:- 0135-2728227, 2520604 फ़ैक्स:-0135-278226 ई-मेल: mpr@doiuk.org



### **APPLICATION FOR DESIGNER**

Applications are invited for designers from Uttarakhand Handloom & Handicraft Development Council on contractual basis in Uttarakhand State.

Last date for submission of application is 18<sup>th</sup> July, 2019 upto 05:00 p.m. Job profile, Scope of work, Terms & conditions and other details can be obtained from **[www.doiuk.org](http://www.doiuk.org)** & **[www.uttarakhandcrafts.com](http://www.uttarakhandcrafts.com)**.

UHHDC reserves the right to accept or reject any application or all applications without assigning any reason.

**Chief Executive Officer,  
UHHDC.**



### **Notice inviting applications for engaging Designer**

Uttarakhand Handloom & Handicraft Development Council(UHHDC) is registered council constituted by the Government of Uttarakhand. The Council acts as a facilitator to motivate, guide and organize artisans and provide common platforms for direct interactions between creators and connoisseurs, producers and buyers. The State specializes in production of woollen handlooms, cotton handlooms, silk products, products of other natural fibres, ringal, copperware, aipan and also many other innovative combinations.

(1) **Objective:-**

The objectives of engagement of designer in Uttarakhand State are as follows:-

- To assist the UHHDC in modifying the designs, color scheme and product samples.
- To develop a variety range of handloom and handicraft products as per market requirements.
- To train weavers and artisans associate with UHHDC to convert paper designs/ graphs into fabrics/end products.
- To co-ordinate with the Marketing Consultant and the UHHDC for establishing Market Linkage with the importers/buying agents/overseas buyers for marketing of the products.
- To document the designs and product developed.
- Design development activities include designer input towards textile techniques, motifs, design and color trend and redefined usage of fabrics, usage of existing garment styles, product development using new techniques.

(2) **Eligibility norms:-**

- The applicant should have graduate degree from NID, NIFT, IICD & any other prominent institution.
- The applicant should have atleast 3 years experience as a designer after required qualification.

(3) **Duration of the assignment:-**

The designer will be engaged initially for a year which is extendable subject to satisfactory yearly performance.



(4) **Scope of work:-**

(A) **Design Development :-**

- Selecting the right yarn and hard raw material keeping design and products in mind.
- Work on the
  - Designing of mementos/souvenirs
  - Prototype (Sample) development
  - Combinations of weaves
  - Motifs and patterns
  - Colour ways
  - Value addition
  - Design concepts.

(B) **Product Development :-**

- Designer will co-ordinate with the master craftsman/artisans to prepare the product in accordance to Rugmark, Copperware, Natural fibre, Aipan folk art, Ringal, Silk work, Wool work keeping in mind India Handloom Mark, Silk Mark, Wool Mark and other specification/certification.
- The designer will provide only those ranges of product, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.
- Development of mementos/souvenir.

(C) **Train the weavers/artisans :-**

- To train the weavers and artisans to translate the paper design onto the product.

(D) **Marketing of the crafts product :-**

- To ensure marketing of new products developed by the designers.

(E) **Documentation of the designs and products developed :-**

- To document the designs and products developed by the designers.



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## (5) **Project work:-**

- Extensive field visit to the different Handloom and Handicraft Cluster to identify the various types of designs, skills of the different weavers and artisan group.
- Assess existing design patterns and products of the cluster and suggest the product range.
- Designer to stay as per requirement in a cluster for undertaking the assign activity.
- UHHDC concerned will be actively involved in supervision of the work of the designer engaged.

## (6) **Honorarium/Fees:-**

- Designer shall be paid a consolidated amount of Rs. 70,000/- per month (Rs. Seventy Thousand Only). Travelling allowances and lodging & boarding allowance will be paid separately as per government norms.

## (7) **Designer Selection Criteria:-**

- The designer shall be selected by a committee.
- Selection will be made on the assessment of the profile of the designer.
- The committee reserves the right to recommend amendments in the proposed assignment. The selection in that case will be subject to incorporation of those amendments.
- The decision of the committee shall be final and binding on all the applicants.

## (8) **Marking criterion:-**

- Qualification (20%)
- Years of experience (20%)
- Experience of working in Handloom & Handicraft sector in Uttarakhand(30%)
- Approach and methodology towards development of proposed assignments etc.(30%).

## (9) **Procedure for submission of application:-**

The following are to be submitted in sealed cover :-

- Designer's profile in brief with details of experience in designing, promotion and product development in the handloom and handicraft sector including



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awards won and details of its creativity, work done in the past in connection to the scope of the work suggested.

- Proof of experience and of handling relevant activities mentioned.
- Any other supporting documents relevant to the assignment.
- Copy of concept of depicting and focusing on development of crafts sector by providing design inputs and promotion to the domestic and international market.

(10) **Other informations :-**

- Applicants will submit the application in hard copy to “**Chief Executive Officer**”, **Uttarakhand Handloom and Handicraft Development Council, Industrial Area, Patel Nagar, Dehradun by registered post.** The envelope should clearly be marked **Proposal for Engagement as Designer.**

(11) **Last date for submission of application:-**

- Last date for submission of application is 18<sup>th</sup> July, 2019 upto 05:00 p.m. The application received after due date shall not be accepted.

(12) **Rights of UHHDC:-**

- UHHDC reserves the right to accept or reject any application or all applications without assigning any reason.

(13) **Court Jurisdiction :-**

- This shall be subject to the executive jurisdiction at local courts.

(14) **Attachment to be furnished :-**

- Application in prescribed format.
- Self-attested copy of ID proof (Aadhar Card, Voter ID, Driving licence etc).
- Self-attested copy in support of Educational Qualification.
- Self-attested copy in support of Experience Certificate.

