

**Andhra Pradesh State Development and Planning Society,
Planning Department, Government of Andhra Pradesh,
Vijayawada, Andhra Pradesh.**

1. INVITATION FOR EXPRESSION OF INTEREST

Andhra Pradesh State Development and Planning Society (APSDPS) invites sealed Expression of Interest (EOI) from Indian designers/design companies for designing the products for launch of the brand "Amaravati Ethnics" under '500 Made in AP' Project.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can also be downloaded from the website <http://apvision.ap.gov.in>.

Last date for submission of EOI is **25th July 2018 up to 1800 hrs**. The candidates may choose to submit the Expression of Interest (EOI) through one of the channels as mentioned below:

- a. Sealed envelope marked to the below mentioned address, containing EOI may be submitted mentioning "Expression of Interest (EOI) from Indian designers/design companies for designing the products for launch of the brand "Amaravati Ethnics" under '500 Made in AP' Project" on the top cover:

**"CEO, Andhra Pradesh State Development and Planning Society (APSDPS),
5th Floor, Ravindra Corporate,
Labbipet, MG Road, Vijayawada. Pin code: 520010"**

- b. The candidates may choose to submit the EOI electronically by emailing to the email id **directorap2017@gmail.com** with subject as "Expression of Interest (EOI) from Indian designers/design companies for designing the products for launch of the brand "Amaravati Ethnics" under '500 Made in AP' Project".

Applicants meeting the qualification criteria may be empaneled by the selection committee of APSDPS for the above mentioned work.

Chief Executive Officer,
Andhra Pradesh State Development and Planning Society (APSDPS)
Government of Andhra Pradesh
Vijaywada, Andhra Pradesh

Note:

- i) APSDPS or any of its designates reserves the right to cancel this request for EOI and/or invite afresh with or without amendments, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and APSDPS reserves the right to amend/add further details in the EOI.
- ii) The designer or the design companies from here shall be referred as designer.

2. LETTER OF INVITATION

**Andhra Pradesh State Development and Planning Society,
Planning Department, Government of Andhra Pradesh,
Vijayawada, Andhra Pradesh.**

Dated: 9th July 2018

Dear Sir/Madam,

Andhra Pradesh State Development and Planning Society (APSDPS) invites sealed Expression of Interest (EOI) from Indian designers/design companies for designing the products for launch of the brand "Amaravati Ethnics" under '500 Made in AP' Project.

The EOI Document containing the details of eligibility criteria, submission requirements, project background and method of evaluation etc. is enclosed.

The EOI Document is also available on the website www.apvision.ap.gov.in.

You may choose to submit the Expression of Interest (EOI) through one of the channels as mentioned below:

- a. Sealed envelope marked to the captioned address, containing EOI may be submitted mentioning "Expression of Interest (EOI) from Indian designers/design companies for designing the products for launch of the brand "Amaravati Ethnics" under '500 Made in AP' Project" on the top cover:

**"CEO, Andhra Pradesh State Development and Planning Society (APSDPS),
5th Floor, Ravindra Corporate, Labbipet, MG Road,
Vijayawada. Pin code: 520010"**

- b. The candidates may choose to submit the EoI electronically by emailing to the email id directorap2017@gmail.com with subject as "Expression of Interest (EOI) from Indian designers/design companies for designing the products for launch of the brand "Amaravati Ethnics" under '500 Made in AP' Project".

Queries if any may be referred in writing or to Director, Andhra Pradesh State Development and Planning Society (APSDPS) at the above mentioned address or Telephone No. 0866-2484810 or at E-mail: **directorap2017@gmail.com**.

Yours faithfully,

Chief Executive Officer,

**Andhra Pradesh State Development and Planning Society (APSDPS)
Government of Andhra Pradesh,
Vijayawada, Andhra Pradesh.**

Encl.: EOI Document.

3. PROJECT BACKGROUND:

The Government of Andhra Pradesh envisions to create a brand 'Amaravati Ethnics' under which the products manufactured by SHG women, artisans, weavers, backward classes, tribals and especially rural households will be retailed in India and globally. A team of designers, sectoral experts and material engineers will be hired to modernize the design of products and packaging, and to innovate the raw-materials used. Also, trainings will be conducted for the producers mentioned by the designers and sectoral experts for design and raw-materials innovation and implementation of the same. The aim is to bring the products to world-class quality and certification level so that it can be marketed globally at premium prices.

We are looking to hire experienced designers in the below categories/specializations on project basis for Andhra Pradesh State Development Society, Planning Department, Government of Andhra Pradesh (GoAP):

1. Textile Design (only handlooms)
2. Apparel - Indian Ethnic wear for women
3. Apparel – Western wear for women
4. Accessories - Jewelry
5. Home Decor – Wood carvings, stone carvings, other wood work, metal crafts, ceramics, pottery, other crafts of Andhra Pradesh
6. Tableware – Ceramics and Pottery
7. Soft Home Furnishings
8. Leather Products etc.

The projects will involve innovating the designs and/or raw-materials used by the artisans working on different crafts in the Handloom and Handicrafts sector in the state. The designers will have to train the artisans for implementation of these designs. This will require visit to the respective location/cluster anywhere in AP. The stay and travel arrangements will be made by GoAP.

4. Eligibility Criteria for Designers:

- a. Minimum qualification required is Bachelors in Design or Fashion Technology. Candidates with Masters/Ph.D. can apply, the remuneration shall increase accordingly.
- b. Minimum three years of experience in the required field as mentioned in Table 1 of Section 5 of this document.

Responses not meeting the minimum eligibility criteria will be rejected and will not be evaluated.

5. Designers Specialization Requirements and Vacancies:

List of designers with specialization required:

Table 1

Sr. No.	Specialisation	Requirement (no. of designers)
1	Bachelor or Master of Design - Ceramic and Glass Design	1
2	Bachelor or Master of Design - Graphic Design, Fashion Communication	1
3	Bachelor or Master of Design - Product Design, Toy and Game Design, Universal Design	1
4	Bachelor or Master of Design - Textile Design	1
5	Bachelor or Masters of Design - Apparel Design (Ethnicwear)	1
6	Bachelor or Masters of Design - Apparel Design (Westernwear)	1
7	Bachelor or Masters of Design – Leather Products	1
8	Bachelor or Master of Design - Accessory Design	1

6. Duration and Location of Project:

1. The duration of projects will be three months.
2. The work for the project will be spread geographically across the state in various handloom and handicrafts clusters and other locations.
3. The designer will have to work on the sites (any of the locations in Andhra Pradesh) for at least 40 days.
4. The designer is also required to provide trainings to artisans, weavers, SHG women and other producers in adoption of new designs, technology upgradation etc. The locations for trainings shall be anywhere in Andhra Pradesh as decided by APSDPS.

7. Key Deliverables by the designers for the Project:

- a. Each selected designer will have deliverables as per the specialization or product category for which the designers has been hired for as per Table 1 in the Section 5 of this document.
- b. The deliverables will be mutually decided by the designer and APSDPS while signing of the contract or terms of reference post the empanelment of the designer with APSDPS.

8. Deadline for submission of Expression of Interest

- a. Last date for submission of EOI is **25th July 2018 up to 1800 hrs.**
- b. Each page of the EoI submitted should be signed by the consultant and company stamped if submitted by a firm for either case of electronic or physical submission.

9. Validity of Offer:

The selected designers will be empaneled with APSDPS. The offer for EoI as per this document shall be valid until the deadline mentioned in Section 6 of this document initially which may be extended further if required by APSDPS.

10. Method of Evaluation

The designers will be selected on following basis:

1. Years of relevant work experience (30%)
2. Quality of work experience, relevant projects taken and other key projects as per Resume or CV of the designer (40%)
3. Portfolio received from the designer (30%)

11. Remuneration

- a. The remuneration of the designer may vary depending on qualification, work experience, work output in terms of no. of designs, artisans trained and other factors. The remuneration shall be mutually decided by the designer and APSDPS while signing the contract or terms of reference (TOR).
- b. APSDPS shall reimburse travelling and lodging charges for the work days on site in Andhra Pradesh.

12. Ownership of Copyright :

- a. All designs, materials and any other process or documents will be the intellectual property of APSDPS. The drawings, specifications, documents, materials and models as instruments of service are the property of APSDPS whether the project, for which they are made, is executed or not. APSDPS shall retain copies of the designs, models, drawings, specifications and any other documents for its information and use in connection with the project. These shall not be used for any other project by the designer or any other person.

- b. The architect has to sign the non-disclosure agreement as mentioned in the Format 2 of this document.

13. Conflict of Interest:

- a. Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the designer to inform APSDPS, detailing the conflict in writing as an attachment to this EOI.
- b. APSDPS will be the final arbiter in cases of potential conflicts of interest. Failure to notify APSDPS of any potential conflict of interest will invalidate any verbal or written agreement.
- c. A Conflict of Interest is where a person who is involved in the procurement has or as may be perceived to have a personal interest in ensuring that a particular consultant is successful. Actual and potential conflicts of interest must be declared by a person involved in the selection process.

14. Condition under which EOI is issued:

The EOI is not an offer and is issued with no commitment. APSDPS reserves the right to withdraw EOI and or vary any part thereof at any stage. APSDPS further reserves the right to disqualify any designer, should it be so necessary at any stage.

15. FORMATS FOR SUBMISSION:

FORMAT - 1 APPLICANT'S EXPRESSION OF INTEREST

To,
Chief Executive Officer,
Andhra Pradesh State Development and Planning Society (APSDPS),
5th Floor, Ravindra Corporate,
Labbipet, MG Road, Vijayawada.
Pin code: 520010"

Sub: Submission of Expression of Interest (EOI) from Indian designers/design companies for designing the products for launch of the brand "Amaravati Ethnics" under '500 Made in AP' Project.

Dear

In response to the Invitation for Expressions of Interest (EOI) published on 9th July 2018 for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents in separately sealed envelopes and one soft copy:

1. One-Page Resume/CV
2. Portfolio of the designer
3. Applying for the Specialisation as per **Table 1 of Section 5** of this document

Sincerely Yours,
Signature of the applicant
[Full name of applicant]
Date:

Encl.: As above.

FORMAT - 2
NON-DISCLOSURE AGREEMENT

A.P. STATE DEVELOPMENT PLANNING SOCIETY (APSDPS)
Planning Department, Govt. of A.P.
5th Floor, Ravindra Corporate, Opp.PVP Square, M.G.Road, Labbipet,
Vijayawada - 520 010
Tel: 0866-2484820

NON-DISCLOSURE AGREEMENT

This is an agreement made on XXX July, 2018 amongst _____
_____ and Andhra Pradesh State Development Planning Society
(APSDPS) that all maps, information shared by APSDPS, Planning Department, Government of
Andhra Pradesh, are to be kept strictly confidential and not shared with any individual, entity or
organization without the prior permission and consent of CEO, APSDPS, Planning Department,
Government of Andhra Pradesh.

On behalf of CEO, APSDPS, Planning Department, Government of Andhra Pradesh:

Signature:

Name:

Date:

Place:

On behalf of _____:

Signature:

Name:

Date:

Place: