

THE RAJASTHAN SMALL INDUSTRIES CORPORATION LTD.

(A Government of Rajasthan Undertaking)

Udyog Bhawan, Tilak Marg, C-Scheme, Jaipur-302005

Phone: 2227824 (O) 0141- 5115766 (Fax)

website: www.rajsico.gov.in ; email: rajsico@rajasthan.gov.in

CIN: U91110RJ1961SGC001118

RSIC /HC/RHE- Jpr/2017-18/ 5570

Dated: 26/9/17

Director,  
Indian Institute of Crafts & Design (IICD),  
J-8, Jhalana Institutional Area,  
Jhalana Doongari,  
Jaipur-302004

**Sub: Proposal for providing Professional Services relating to consultation, implementation, coordination and monitoring of works related to revamping of Rajasthali Emporium, Jaipur**

Madam,

As you are aware, The Rajasthan Small Industries Corporation Limited (RSIC) is a Govt. of Rajasthan undertaking. As part of its mandate, RSIC is regularly marketing products of the handicraft artisans through its marketing outlets.

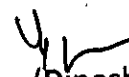
RSIC intends to revamp its Rajasthali Emporium located near Ajmeri Gate, M.I. Road, Jaipur for providing better marketing platform to the artisans of the State. In pursuance to the decision taken during the meeting of its Board of Directors held on 19.09.2017, RSIC intends to engage your institute for providing professional services relating to consultation, implementation, coordination and monitoring of the works related to revamping of Rajasthali Emporium, Jaipur. The terms of reference and other conditions are enclosed.

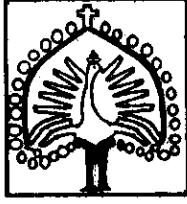
You are requested to submit your financial proposals for the same to the office of Managing Director, The Rajasthan Small Industries Corporation Limited, Udyog Bhawan, Tilak Marg, Jaipur-302005 latest by 12.30 PM of 05.10.2017.

Thanking you

Encl: As above

Yours sincerely,

  
(Dinesh Sethi)  
OSD (Handicrafts)



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**TERMS OF REFERENCE (ToR)**

**1. Introduction & Objectives of assignment:-**

- 1.1 The Rajasthan Small Industries Corporation Limited (RSIC), hereinafter referred to as the "Corporation", is an undertaking of the Government of Rajasthan.
- 1.2 As part of its mandate, the Corporation is providing marketing support to the handicraft to the artisans of the State through its various emporiums located at Jaipur, New Delhi, Kolkata, Udaipur etc. under the brand name of "Rajasthali".
- 1.3 The corporation intends to revamp its Rajasthali Emporium located near Ajmeri Gate, M.I. Road, Jaipur (hereinafter referred to as the "Emporium") for making it a better platform for marketing of the artisans products.
- 1.4 RSIC intends to engage professional services of a professional institute relating to consultation, implementation, co-ordination and monitoring of the works related to revamping of the Emporium.

**2. Scope of Work:-**

The work is to be undertaken for the entire area of Rajasthali Emporium located near Ajmeri Gate, M.I. Road, Jaipur, in two phases as mentioned hereunder:-

**First Phase:-**

- 2.1 To arrange category-wise thematic display of entire product range for making efficient and optimum use of the available space including staircases, wall areas etc.

- 2.2 To design product tags and display material with a brief description about the craft etc.
- 2.3 To make proper use of the natural light and arrange display of products accordingly.
- 2.4 To train emporium staff on visual merchandising
- 2.5 To develop and implement branding ideas for the blank spaces on wall and outer façade of windows
- 2.6 To give inputs on packing and packaging to the staff.
- 2.7 To design and display proper signage at various points in the store
- 2.8 To arrange digital display of craft process through slides/ films/ documentaries etc.
- 2.9 To identify display material (including props) required for the aforesaid tasks and prepare tender document with specifications for the same (Tender will be floated by RSIC and cost for the same will be borne by RSIC)
- 2.10 To supervise, co-ordinate and monitor the works executed by the contractor. Payment for the works will be made by RSIC after verification by IICD official.

**Second Phase:-**

- 2.11 To identify civil works (including furniture, lighting material, display material & Props, wall finishes, etc.) required for revamping of Rajasthali Emporium, Jaipur and prepare tender document (with specifications) for the same. Tender will be floated and processed by RSIC for these works and cost of these works will be borne by RSIC.
- 2.12 To supervise, co-ordinate, monitor works executed by the contractor. Payment for the works will be made by RSIC after verification by IICD official.
- 2.13 To arrange and maintain category-wise thematic display of entire product range.
- 2.14 To select products as per quality and market requirements for their promotion.
- 2.15 To undertake brand promotion activities.

**3. Commencement and Time period of Services:-**

The professional institute engaged will commence its services with date of receipt of work order and shall complete the entire work (both phases) within a period of seven months.

**4. Responsibilities and Duties of the Professional Institute:-**

The professional institute will undertake all the assignments within the given time period as per approvals of the Corporation.

**5. Financial Proposal:-**

In preparing the financial proposal, the professional institute is expected to take into account the requirements, scope of work, and the terms & conditions of the ToR. The professional institute will include all costs associated with the assignment (except cost of the infrastructural/civil works for which tenders will be floated and payment will be made by RSIC directly).

**6. Payment Schedule:-**

Payment will be made by RSIC within 15 days period on successful completion of each phase and submission of the bill along with report of the works undertaken by the professional institute.

**7. Conflict of Interest:-**

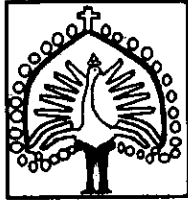
The Corporation requires that the professional institute must provide its services with a professional objective and in a impartial manner, and at all times hold the Corporation's interests paramount, avoid conflicts with his other assignments or interests, and act without any consideration for future work. The professional institute shall not engage, either directly or indirectly, during the term of this assignment in any business or professional activities which would conflict with the activities assigned to it by RSIC.

**8. Termination of Assignment:-**

Managing Director, RSIC reserves his absolute right to terminate the work order at any time by giving written notice of not less than one week, if professional institute fails to perform the work, duties or responsibilities substantially or otherwise without assigning any reason. The Corporation after termination of the work order shall have the right to deploy another professional for the assignment.

Signature & Name with Seal  
of Authorised Signatory  
of Professional Institute

Signature & Name with Seal  
of Authorised Signatory  
of RSIC



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**Format of Financial Offer**

<b>S. No.</b>	<b>Work</b>	<b>Offer Price (in Rs.)</b>
1.	Professional Services relating to consultation, implementation, coordination and monitoring of works related to revamping of Rajasthali Emporium, Jaipur (First Phase of the Scope of Work)	
2.	Add GST	
3.	Total Amount	
4.	Professional Services relating to consultation, implementation, coordination and monitoring of works related to revamping of Rajasthali Emporium, Jaipur (Second Phase of the Scope of Work)	
5.	Add GST	
6.	Total Amount	
7.	<b>Grand Total Amount</b>	

**Signature & Name with  
Seal of Authorised  
Signatory of  
the Professional  
Institute**