

**Terms of Reference (ToR) for
Appointing a Consultant under CISCO CSR**

Tender No. FMC/CISCO/23-24/001

The Tender is available at <https://fmc.org.in/tender/> Please apply by **15th May, 2023 (till 5.30 PM)**. Please note that the financial quote (password protected) and technical quote must be electronically submitted at accounts@msmefoundation.org & nirbhay@msmefoundation.org in mail with self-attested clearly mentioning "For Appointing a Consultant under FNF'2023 Initiative". FMC shall open the financial quote, once the technical evaluation stage is completed. The Technical Bid will provide (i) Credentials of the bidder (CV, Brochures, website link, projects completed)

Date of Publication: 08.05.2023

Last Date of Application: 15.05.2023

Award of Contract:

The proposal soft copies are to be mailed.

Foundation for MSME Clusters (FMC)

**USO House, 2nd Floor, USO Road, Off Shaheed Jeet Singh Marg,
6, Special Institutional Area, New Delhi – 110067**

Tel No. 011-40563323-24

Project Background

Foundation for MSME Clusters is implementing “**Empowering Rural Women Enterprises through Digital Technology**” in collaboration with **CISCO India Pvt. Ltd** as a **CSR activity** which aims to promote and support textile-based women enterprises for enhancing skills.

Role: Sr. Consultant for Design upgradation training and sample creation as per Contemporary Market Designs for Textile Based Artisans of Assam, Orissa & West Bengal

Project Duration- 15th May 2023- 21st March 2024

Location- Assam, West Bengal and Orissa.

Brief About the Project Empowering Rural Women Enterprises Through Digital Technology

While pandemic has provided the organised business/customers (majorly tech-savvy and large industry) with one of the biggest disruption opportunities in doing business through digitalisation and adoption of the same, however, it is impacted the unorganised micro-enterprises (household enterprises) in a completely opposite manner. More than the connect, it has created a Digital Divide at the national level and major sufferer are the

unorganised poorer artisan/micro enterprise community as neither they have technology access nor the digital technology is vernacular language enabled.

Thus, the proposed intervention intends to address 2 problems, i) enhancing capacity of the artisans in critical skill area in supply chain through digital mode enabled in local language and ii) empower the artisan community by digitally connecting them with various eco-system stakeholders.

Scope of Work & Deliverables

Responsibilities	<ol style="list-style-type: none"> 1. Create Content for A-V Manual on Design Training which will include process for new sample creations and basic nuances of design like ideation as contemporary market, colour combination etc. 2. Undertake training and guidance (Physical + Online) to 4,400 Household Women Textile Based Artisans of Assam, West Bengal and Odisha through Junior Textile Trainer 3. Creations of 1000 sample products through lead artisans across clusters by creating 250 marketable unique designs for textile-based crafts 4. Handhold, guide Junior Textile Trainers in implementation 5. Travel to clusters 6. Provide Monthly Reports and present during internal meetings and meetings with client
Preferable Qualifications	<ol style="list-style-type: none"> 1. Having approx. 6-10 years of experience in product design for rural based Textiles Artisans 2. Experience of working with brands/company/institutions dealing in artisanal products is preferable. 3. Experience in providing training to rural women artisans on new sample creation and design thinking.