

**Tender for appointing firm/agency/individual/Consultant for the Drawing Expert under the project “Digitalisation to Employment (D2E)”, supported by CISCO**

**Tender No. FMC/CISCO/26-27/001**

The Tender are available at <https://www.fmc.org.in/tenders>. Please apply by 30<sup>th</sup> April, 2026 (latest by 11pm). The tender submission by Electronically and the Technical and Financial Quotation should be password protected. For any query, please email at [procurement@msmefoundation.org](mailto:procurement@msmefoundation.org) CC to [accounts@msmefoundation.org](mailto:accounts@msmefoundation.org), [hr@msmefoundation.org](mailto:hr@msmefoundation.org)

**Date of Publication:** 21.04.2026

**Last Date of Application:** 30.04.2026

**Award of Contract:** The proposal soft copies are to be mailed on the above email IDs.

**Terms of Reference (ToR) for Drawing Expert**

**Brief About Foundation for MSME Clusters**

Established in June 2005, the **Foundation for MSME Clusters (FMC)** [www.fmc.org.in](http://www.fmc.org.in) specializes in the promotion of MSMEs through cluster and value chain led development. FMC was promoted as a Registered Public Charitable Trust with the technical support of a then UNIDO Cluster Development Programme, in June 2005. It is governed by a very eminent Board of Trustees from the Government, Banks, Academia, Donor institutions and NGOs, ably led Mr. Ajay Shankar, IAS (ex-Secretary Department of Industrial Policy & Promotion, Govt. of India). FMC undertakes all its operations in line with its vision and mission that are given as under:

**Vision:** FMC' s initiatives are guided by our Vision for “An economically progressive, socially connected, environmentally sustainable world that is spiritually rooted and composed of interconnected yet diverse local socio-economic systems.”

**Mission:** Our mission is to “Assist institutions undertake effective and inclusive cluster based local area development in developing and transition economies.

In India, FMC has worked with around 200 MSME clusters, undertaken studies/research in another 150 MSME clusters and worked with 250 Business Membership Organizations (BMOs) thus benefiting more than 100,000 MSMEs across different sectors and sizes. FMC and its experts have also provided training, handholding, and research on cluster development in 16 other countries across the globe.

**We are calling out for an Individual -Drawing Expert, (Hereafter referred as consultant) for 10 months assignment (May 2026 to Feb 2027).**

**Project Brief:**

The project, "Digitalization to Employment (D2E): Empowering Women Artisans of India" aims to enhance the livelihoods of women artisans through a multi-faceted intervention targeting 25,000 women in FY 2026-27. Under the project in 1 year, 3000 embroidery-based women artisans need to be capacitated in drawing, idea creation and colour theory and 200 designs need to be developed from them.

**Scope of work**

1. Design Development & Incubation

- Incubate 200 original drawing-based designs, each developed in 4 colorways, resulting in a total of 800 design samples.
  - Translate artisan drawings into refined, market-ready designs.
  - Support the adaptation of these designs in: Painting-based clusters & Embroidery-based clusters in 5 states – Assam, Uttar Pradesh, Madhya Pradesh, Assam & West Bengal.
2. Capacity Building & Quality Assessment
    - Evaluate drawing training programs conducted by Junior Trainers.
    - Assess and review artisan drawings on a periodic basis for 3500 artisans.
    - Provide feedback and recommendations to improve: Drawing quality, Design sensibility & Market alignment
  3. Mentorship & Technical Support
    - Guide Junior Trainers on improving training methodologies.
    - Support artisans in understanding design application and color usage.
    - Ensure consistency and quality across developed design outputs.
  4. Participate in internal meetings or with the Client as per requirement
  5. Provide achievement report on number of artisans trained during raising of consultancy invoices
  6. Travel and internet support will be provided and reimbursed by FMC as per organizational policy in the cadre of GM & above.

## Selection Criteria

### A) Technical Score: Highest Score: 50 Marks

#### Undertaken Design/Drawing Skill Training to number of artisans/young aspirant artistes (Highest Marks: 10)

**Scoring:** > 8,000: 10 marks, 8,000-5,000: 8 marks, 4,999-3,000: 5 marks, 2,999-1,000: 3 marks <1000: 0 marks

#### Undertaken drawing training of textile-based women artisans (Highest Marks: 10)

**Scoring:** > 5,000 women artisans: 10 marks, 3,000-5,000 women artisans: 7 marks, 1,000-2,999 women artisans: 5 marks, 500-999 women artisans: 2 marks, <500 women artisans: 0 marks

#### Experience of working in number of textiles based artisanal clusters (Highest Marks: 10)

**Scoring:** > 10 artisanal clusters: 10 marks, 5-10 clusters: 7 marks, 3-4 clusters: 5 marks, 1-2 clusters: 3 marks, 0 clusters: 0 marks

#### Undertaken drawing-based design creation with artisans from different textile clusters (Highest Marks: 10)

**Scoring:** > 10 artisanal clusters: 10 marks, 5-10 clusters: 7 marks, 3-4 clusters: 5 marks, 1-2 clusters: 3 marks, 0 clusters: 0 marks

#### Overall experience: (Highest Marks: 5)

**Scoring:** > 20 Years: 5 marks, 15-20 years: 3 marks, 10-14 years: 2 marks, 5-9 years: 1 mark, < 5 years: 0 mark

### B) Qualification: (Highest Marks: 5)



P.G./M.A. in Design or Fine Arts: 5 marks, Diploma in Design or Fine Arts: 3 marks, Certificate course in Design or Fine Arts: 2 marks, no specific qualification related to Design/Fine Arts 0 mark

### **C) Financial Score: Highest Score: 50 Marks**

#### **Payment Terms**

- 10% of the total amount on signing of the contract inclusive all taxes
- For remaining 9 invoices, each payment will be done as 10% of the total amount inclusive all taxes on achieving 10% of the total design target

#### **Important Dates related to Bid**

- Date of issuing: 21<sup>st</sup> April 2026
- Final Date of any clarification: 27<sup>th</sup> April 2026
- Final Date of submission: 30<sup>th</sup> April 2026
- Bid Opening: 1<sup>st</sup> May 2026
- Result Announcement: 4<sup>th</sup> May, 2025
- Selection of Bidder: 5<sup>th</sup> May 2026

#### **Submission of Proposals**

You are requested to submit your proposal along with profile and cost for the assignment to FMC by **30<sup>th</sup> April 2026** to [procurement@msmefoundation.org](mailto:procurement@msmefoundation.org) Cost for the assignment should include GST, if applicable. Only the final selected individuals will be contacted. For any query, you may write at [hr@msmefoundation.org](mailto:hr@msmefoundation.org)

#### **Technical Profile and Financial cost to be submitted with the subject line: Drawing Expert**

EOI will be screened by the screening committee formed by the FMC. Final selection, out of those individuals meeting the eligibility and qualification criteria as per the committee, will be done on the basis of Technical & Financial selection.

Decision of the Screening Committee of FMC will be final. FMC will inform the shortlisted consultants after the decision of the screening committee. Personal canvassing is strictly prohibited.