

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

Tender No. FMC/CISCO/26-27/003

The Tender are available at <https://www.fmc.org.in/tenders>. Please apply by 12th May, 2026. The tender submission by Electronically and the Technical and Financial Quotation should be protected by passwords. For any query, please email at procurement@msmefoundation.org CC to hr@msmefoundation.org

Date of Publication: 30.04.2026

Last Date of Application: 12.05.2026

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

Terms of Reference (ToR) for Embroidery Expert

Brief About Foundation for MSME Clusters

Established in June 2005, the **Foundation for MSME Clusters (FMC)** 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 – Sr. Embroidery 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

Consultant will help FMC to create new designs as per contemporary market requirement in textile based artisanal products, sample development as per new designs created, provide handholding support/training to artisans in development of new samples and execution of production order generated-as per new designs created. Guide, follow up with production team for timely execution of these business orders from the selected artisanal clusters along with visit to these clusters to understand the design skill and production.

1. 100 market led new contemporary designs created for textile based artisanal products.
2. Develop 300 new sample products out of the new contemporary designs created.
3. Handhold, guide Junior Textile Trainers/Design Executives and Master Artisans in sample development
4. Assess capacity of artisans at the cluster including master artisans in creation of new samples and for follow up production as per order
5. Visit to clusters for handholding artisans/master artisans and observing sample creation and production
6. Undertake on the job trainings of lead artisans/artisans in new sample development and production
7. Discussion with buyers and receiving feedback on new designs/samples and production execution
8. Coordination with sales & marketing person and participate in buyers' meetings for the linkage created by the marketing person
9. Provide Monthly Reports and present during internal meetings and meetings with clients
10. Provide suggestions for participation in leading artisanal exhibitions in India
11. Visit to cluster during sample development as per requirement
12. Coordination with Project Manager, Design Coordinator, Marketing Expert and Junior Designers.
13. Available internal/client meeting as per mutual availability
14. Travel and internet support will be provided and reimbursed by FMC as per organizational policy in the cadre of Manager & above.

Selection Criteria

A) Technical Score: Highest Score: 70 Marks

Undertaken design development in number of textiles based artisanal clusters with focus on embroidery (Highest Marks: 20)

Scoring: > 5 artisanal clusters: 10 marks, 3 clusters: 7 marks, 2 clusters: 5 marks, 1 cluster: 3 marks, 0 clusters: 0 marks

Undertaken design creation/training/production with artisans directly from different textile clusters (Highest Marks: 20)

Scoring: > 5 artisanal clusters: 10 marks, 3 clusters: 7 marks, 2 clusters: 5 marks, 1 cluster: 3 marks, 0 clusters: 0 marks

Experience with design house, boutiques, B2B buyers, retailers for textile based artisanal products in design role (Highest Marks: 20)

Scoring: > 5 buyers: 10 marks, 3 buyers: 7 marks, 2 buyers: 5 marks, 1 buyer: 3 marks, 0 buyers: 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: 5 marks, Diploma in Design: 3 marks, Certificate course in Design: 2 marks, no specific qualification related to Design 0 mark

C) Financial Score: Highest Score: 30 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: 30th April 2026
- Final Date of any clarification: 5th May 2026
- Final Date of submission: 12th May 2026
- Bid Opening: 14th May 2026
- Result Announcement: 16th May, 2025
- Selection of Bidder: 16th May 2026

Submission of Proposals

You are requested to submit your proposal along with profile and cost for the assignment to FMC by **12th May 2026** to 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

Technical Profile and Financial cost to be submitted with the subject line: Sr. Embroidery 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.