

TERM OF REFERENCE (Art and Craft Consultant)

Background of the project

Bihar Rural livelihoods Promotion Society is an autonomous society working under Government of Bihar with an objective of addressing rural poverty in Bihar. Developing community owned business model for members with common skill base could be one way of addressing rural poverty. Through its non-farm interventions, the Bihar Rural Livelihoods Promotion Society (BRLPS) has linked approximately 15,000 poor rural households. Out of which more than 2000HHs are linked to Art & Craft intervention.

Bihar Transformative Development Project aims to improve the rural livelihood opportunities and works towards social and economic empowerment of the rural poor and women by promoting self-managed community institutions and further strengthening their livelihoods. BTDP intervenes with the community in the four themes or programmes: Institution and Capacity Building, Social Development, Microfinance and Livelihoods. Under the Non-farm sector of Livelihoods theme, BRLPS aims to create an ecosystem that can act as a catalyst for entrepreneurial activities and strengthen MSME (Micro, Small, & Medium Enterprises) in rural Bihar.

Now, when the new project the “Bihar Transformative Development Project” (BTDP) has been launched, and linking of 10000 people through Art and Craft intervention is aimed at a target of providing them 200 days of employment in one year with wage of rs.200/day. To achieve this target, we need a dedicated technical person with specialization in this sector who can support artisan through conducting research in the area of craft cluster, manage the resources and raw materials to achieve production, grading of artisans, skill enhancement of artisans, develop new designs based on the skill sets of artisans, devise quality control mechanism, develop market linkages, and manage human resources with the help of external as well as internal consultants as and when required and ensure adherence to quality parameters in the end product. He would be also support piloting of Art & Craft Shop at Patna. This will be a common platform for artisans to sell their products and get direct linkage with the market.

A. Job description and Responsibilities

1. Training and Hand-holding of PG office bearers and master artisans

a) Capacity building of artisans:-

- I. Train artisans about the importance of the quality of finished product.
- II. Grading of artisans for skill assessment of each members of PGs
- III. To develop skill in packaging of finished goods
- IV. To develop skill in product display
- V. Develop skill of Costing among the members

b) Capacity building of VRPs:

- I. Product quality management
- II. Raw materials quality checking
- III. Product Costing
- IV. Product display
- V. Maintaining Book of records (Minute book, Financial books, Stock registers etc.)
- VI. Management of different pre and post production processes and activities
- VII. Product Coding

c) New Product Development and Quality Management

- I. Work with all kinds of R & D, anthropological and social, economic, statistical, historical, design oriented with other professional across discipline.
- II. New and contemporary market-friendly product design for various Art & Craft Producer Groups.
- III. Develop products for semi-skilled artisans
- IV. Co-ordinate and conduct workshops to develop new range of products with the help of other designers if required.
- V. Develop guidelines for quality check for each product that goes into production.
- VI. Ensure that the products are certified under valid intellectual Property Rights, Trade Mark, Craft Marks and Such others.

d) Market linkages

- I. Regular monitoring and facilitation to develop a business plan for Producer groups/CFCs
- II. Create linkage with the existing market and platform towards effective marketing.
- III. Identify new markets and develop linkage with them

Tasks and Responsibilities

1. To support in establishment of Retail/Wholesale Shop/Sale point at Patna for the products of our producer groups.
2. To provide complete handholding support to the PGs in management of Shop including Sales, design, pricing, product stock management, finishing etc.
3. Develop appropriate training module for the capacity building of the Artisans and VRPs with support of JEEViKA team and also provide training based on these training modules with the support of district team.
4. Handholding in procurement of raw materials for product development at PG level
5. Support PGs in developing their market base and expanding their existing linkages with the agencies.
6. Provide regular reports and inputs to the SPMU on the status of implementation of assigned tasks.

Major Deliverables to be reached at output (Month wise):

1. To operationalize one Shop at Patna.
2. By the First month, Advance Skill Enhancement Training and Design Development module should be developed, which will include all IEC materials.
3. Handholding support to BPIU and DPCU team in organising Advance skill and design development training of artisans
4. Develop Master trainers of Art and Craft on different art forms.
5. Develop at-least one new range(at least 10 products in a range) of products in all existing as well as new identified art forms, after getting prior approval of designs from NF Team.
6. A minimum of 100 pieces of each developed products should be sold or atleast order generated.

Major Tasks	1st month	2nd Month	3rd Month	4th Month	5th Month	6th Month
Village Resource Person Training	Training module development along with all IEC Material		1 st batch		2 nd batch	
Advance Skill Enhancement Training of artisan	Training module development along with all IEC Material	100	200	200	100	
Product Range Development with approval from NF Team		1	1	1	1	1
Design development training of artisans for all new developed product range	Training module development along with all IEC Material	1 batch	1 batch	1 batch	1 batch	1 batch

Note: Each Craft cluster must be situated in different district among these (Darbhanga, East Champaran, Patna, Samastipur, Sitamarhi etc.) and must have atleast 100 artisans.

Consultant’s Qualification and Experience:

Qualification of consultant is described below:

- At least PG or higher degree with minimum 3 years of experience in relevant field with reputed state or national level institutions/assignment.
- Individuals having previous work experience with Govt. Departments/Women Producer groups will be preferred.
- Individuals working on specific arts like-Madhubani painting, Sikki Art, Sujani craft etc, will also get an edge over others.

Reporting and Payment:

1. Consultant would report to the State Project Manager - Non Farm (SPM-NF)/Project Manager-Non Farm (PM-NF) and consultant will co-ordinate with them along with the team.
2. Terms of Payment of remuneration, TA/DA etc. would be governed by the provisions prescribed for consultants in BRLPS.
3. Consultant have to provide a monthly tour plan and submit it to the SPM-NF before the start of month with specific Input/Issues
4. Consultant also have to provide a month wise progress report and submit it to the SPM-NF in the first week of following month.
5. Depending upon the progress report, monthly payment will be made to them in proportion of their monthly target achievement.

Period of Consultancy

In the beginning the services will be hired for a period of six months, however, there is a possibility of extension of contract upon satisfactory performance. The performance evaluation criteria would be agreed with the consultants before signing of the contract.

Review Committee to Monitor Consultants Work

The Chief Executive Officer, BRLPS in association with State Project Manager (Non Farm) and Project Manager (Non Farm) shall be responsible for reviewing and monitoring the work of consultants. S/he may constitute a review committee to monitor the progress and interact with the Consultant. The Committee may also seek comments and inputs on the Consultants work from the World Bank officials and from the other Project units.

THANK YOU