



Odisha Livelihoods Mission

Department of Mission Shakti, Government of Odisha

SIRD & PR Campus, Unit - VIII, Bhubaneswar, 751012, Odisha

Tel : (0674) 2560166/126, E-mail : smmu.olm@gmail.com



EOI No: 619/26

Date: 09/06/2026

Request for Expression of Interest

1. The Odisha Livelihoods Mission under Department of Mission Shakti now invites eligible candidates For **“Empanelment of Master Designers Under Odisha Livelihoods Mission (OLM), Department of Mission Shakti”**.

2. Interested candidates should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services in the prescribed format at Annexure-I (ToR).

3. Further information can be obtained at the address below during office hours i.e. 10.00 to 17.30 hours and the details ToR can be seen and downloaded in website <https://missionshakti.odisha.gov.in/>.

4. In case of any Addendum/Clarification/Corrigendum/Extension regarding this EOI, the same will be published in the above websites only.

5. Expressions of interest in sealed envelope Superscribed as **“Empanelment of Master Designers Under Odisha Livelihoods Mission (OLM), Department of Mission Shakti”** must be delivered in a written form to the State Mission Director-cum CEO, Odisha Livelihoods Mission, SIRD & PR Campus, Unit-VIII, Bhubaneswar, 751012, (post/courier) latest by Dt. **02 / 07 / 2026, 5.30 pm.**

6. Authority reserves the right to accept or reject any application, and to cancel the procurement process and reject all application, at any time prior to the selection, without assigning any reason thereof.

Contact Person: Shri Rabi Prasad Mishra, Dy CEO (Admin & Procurement), OLM

Contact No:9937462008

Momica

**State Mission Director
Odisha Livelihoods Mission**

Memo No: 620

Date: 09/06/2026

Copy to Additional Secretary, Department of Mission Shakti, for kind information of Commissioner cum Secretary, Department of Mission Shakti. Further, it is requested to publish the advertisement in the website of Department of Mission Shakti for wide publicity.

Momica

**State Mission Director
Odisha Livelihoods Mission**

Terms of Reference (ToR)

FOR EMPANELMENT OF MASTER DESIGNERS UNDER ODISHA LIVELIHOODS MISSION (OLM), DEPARTMENT OF MISSION SHAKTI

1. INTRODUCTION:

Odisha is known for its rich cultural heritage, deeply rooted in traditional crafts, handlooms, tribal arts and local food products. These are not just economic activities but also a reflection of our old skills, customs and identity. Odisha's non-farm sector products carry cultural meaning, local beliefs, tribal lifestyle etc. Many of these products have received the Geographical Indication (GI) tag, which showcase their uniqueness. Some of them are Kotpad Handloom fabric, Sambalpuri Bandha saree and Odisha Ikat, Pipili Applique work, Konark stone carving, Pattachitra Painting, Lanjia Saura painting etc.

The Odisha Livelihoods Mission, a society under the Department of Mission Shakti has been working in improving the income & quality of rural lives of women through sustainable livelihood interventions. The non-farm livelihoods such as handlooms, handicrafts, food processing, tailoring and other micro-enterprises play a crucial role in generating year-round income, parallelly strengthening the local economics.

The SHGs under OLM are engaged in traditional crafts. These products, rooted in rich cultural heritage and craftsmanship, have been regularly showcased and sold during festive seasons and in events like Saras Melas across different states, where they have received good response and sales.

However, in the present market scenario, consumer preferences are changing. There is an increasing demand for products that combine traditional art with modern designs, along with better utility such as home décor and lifestyle products. Due to limited innovation and product diversification, many traditional products cannot fully meet these evolving market demands.

Design development is therefore key in the non-farm sector. It will help in improving product quality, introducing new market relevant designs and align with current customer needs/preferences. The proper design can bring better pricing; greater market reaches as well as strong identity. Therefore, there is a clear need to engage Master Designers, who can work closely to upgrade the existing products and develop new product lines. They should not only preserve the traditional skills; but also make them infused with modern need-based designs to make these products more economically viable in today's competitive market. In view of this Odisha Livelihoods Mission is planning to keep a pool of Master Designers in handloom and handicraft to provide continuous design development support to artisans in selected pockets, by upgrading existing products and developing new product lines aligned with market demand.

2. OBJECTIVE:

The objective of this ToR is to create a pool of Master Designers for design development support in non-farm sector. The empaneled designers will provide support to improve product quality, introduce new designs and enhance marketability while preserving traditional skills, thereby improving artisans' livelihoods.

Specific Objectives:

- To develop new and improved designs based on market demand

- To provide hands-on guidance and training to artisans and producers groups
- To use the local products and traditional skills in modern designs
- To align products with current trends and buyer preferences

3. SCOPE OF WORK:

- I. Conduct field visits and understand products: the Master Designers will visit assigned clusters and interact with artisans, SHGs, and Producer Groups to understand the existing products, production processes, skill levels, and identify gaps in design and quality.
- II. Develop new designs and improve existing products: they will create new design concepts based on market demand and upgrade existing products by improving design, functionality, and overall appeal to make them more competitive.
- III. Provide training and guidance to artisans: the Master Designers will conduct hands-on training sessions and provide practical guidance to artisans on design techniques, finishing, and product development to improve their skills.
- IV. Support diversification and packaging: they will help introduce new product lines and suggest better packaging, labeling, and presentation to enhance the market value of the products.
- V. The Master Designer shall ensure production of at least 100 marketable products against each approved prototype through continuous handholding support.
- VI. Submit progress reports on monthly/ periodic basis.

4. AREA OF EMPANELMENT:

The empaneled Master Designers shall provide technical and design development support in following area

- i. Handloom (Textile Design, Apparel Design, Product Diversification, Home Furnishing, Fashion Accessories, etc.)
- ii. Handicraft. (Terracotta, Brass & Bell Metal, Silver Filigree, Pattachitra, Applique, Stone Carving, Dhokra, Tribal Arts, Packaging & Product Development, etc.)

5. ESSENTIAL QUALIFICATIONS AND WORK EXPERIENCE:

- i. The applicant should be between 25 and 50 years of age as on the last date of submission of application.
- ii. Degree/Diploma in Design development or relevant field, preferably from NIFT, NID and similar institutions of repute.
- iii. At least five years of experience in providing design development support in handloom or handicraft / engaged as a faculty in institutes for similar nature of job.
- iv. Preference will be given to those, empaneled by the govt. departments, to provide design development/ training support.
- v. Knowledge of market trends and local context.

6. DELIVERABLES (45 WORKING DAYS IN A YEAR):

Sl. No.	Deliverables	No. of Working Days	Proposed Timeline
1	Organise a quick scoping study to understand market demand, input sourcing, existing artisan skills and identify gaps for design development and market support. Preparation of roadmap for interventions and submission of an inception report to OLM.	5 days	Month 1

2	Identification of 4–5 clusters for design development, product diversification and innovation support		
3	Development of minimum 10 new prototypes in each cluster (40-50 prototypes in total)	12 Days	Month 2 to 6
4	Organizing and conducting artisan training programmes in different batches	20 Days	Month 3 to 10
5	Market linkage support and identification of potential buyers/markets for developed products and development of supply chain	5 Days	Month 8 to 11
6	Development of minimum 5 case studies/success stories	2 Days	Month 10 to 11
7	Final report preparation, outcome documentation and submission to OLM	1 Days	Month 12
Total		45 Days	1 year

7. SELECTION PROCESS:

The selection of Master Designers will be carried out through a transparent and merit-based process as follows:

- I. Screening of Applications: All applications received will be screened based on eligibility criteria, qualification, and relevant experience.
- II. Shortlisting: Master Designers will be shortlisted based on their work experience, portfolio, and suitability for the assignment.
- III. Evaluation Criteria (Marks Distribution): The selection will be based on a total of 100 marks, distributed as follows:
 - Qualification, Experience & CV Evaluation – 50 Marks
 - Testimony of similar works like new designs / prototypes etc.-20 marks

Sl. No.	Criteria	Sub-Criteria	Maximum Marks
A	Educational Qualification	Degree/Diploma and specialization in design-related field: i. Postgraduate Degree in Design from NID/NIFT or equivalent National Institute=10 Marks ii. Graduate Degree in Design from NID/NIFT or equivalent National Institute=8 Marks iii. Postgraduate Degree/ Postgraduate Diploma in Design from other recognized	10

		institution=6 Marks Iv. Diploma in Design from recognized institution=4 Marks v. Other relevant qualification=2 Marks	
B	Relevant Professional Experience	Experience in product design/artisan training/market linkage etc in handloom/handicraft. i. 13-15 Years =20 Marks ii. 9-12 Years=15 Marks iii. 5-8 Years=10 Marks iv. Less than 5 not eligible	20
C	Similar Assignments Completed	Experience in Govt./Development Sector projects and demonstrated outcomes i. 10 or more *similar assignments completed=20 Marks ii. 7-9 assignments=16 Marks iii. 4-6 assignments=12 Marks iv. 2-3 assignments= 8 Marks v. 1 assignment=4 Marks (I. *Similar assignment: Development of New Product, Product Design, Product diversification, product prototype etc: ii. Document required=Work Order, Completion Certificate, Client testimonials, assignment reports)	20
D	Portfolio of Similar Works (New Designs/Prototypes Developed)	Assessment of new designs/prototypes developed by the applicant based on innovation, product quality and market potential. Up to 5 marks per product/prototype , subject to a maximum of 4 products/prototypes . The committee shall evaluate each product based on: Innovation (2 marks), Product Development & Utility (1 mark), Market/Commercial Viability (1 mark), Documentary Evidence (1 mark).	20
	Total		70

IV. Presentation / Interaction: Shortlisted candidates will be called for a presentation or interaction to assess their design capability, understanding of market trends, and practical approach (**30 marks**).

Technical understanding, methodology and communication skills

- i. Understanding of Handloom/Handicraft Ecosystem=5 Marks
- ii. Understanding of Market Trends & Consumer Demand=5 Marks
- iii. Approach for design & development and product diversification=10 Marks
- iv. Training & Capacity Building Methodology=5 Marks
- v. Communication Skills and Overall Suitability=5 marks

V. Final Selection: A merit list will be prepared based on total marks obtained (CV + prototypes + presentation). Candidates securing higher marks will be selected.

VI. Empanelment: A maximum of 10 Master Designers from different fields

(Handicraft/Handloom) shall be empanelled based on merit. The cut-off mark for empanelment shall be 60 marks. Candidates securing the minimum qualifying cut-off mark but not selected within the empanelled panel of 10 Master Designers shall be placed on a waiting list. Their services may be engaged subsequently, as and when required under the project.

8. DOCUMENTS TO BE SUBMITTED:

Applicants shall submit the following documents:

- Duly filled Application/CV Format (Annexure-II)
- Educational Qualification Certificates
- Experience Certificates
- Updated Curriculum Vitae
- Portfolio of Designs/Prototypes
- Photographs of Products Developed
- Training/Workshop Documentation
- Work Orders/Completion Certificates
- Awards/Recognition Certificates (if any)
- Identity Proof

9. DURATION OF EMPANELMENT:

The empanelment shall remain valid for a period of one (01) Years from the date of approval by OLM. OLM reserves the right to extend the validity period based on project requirements and performance. Empanelment does not guarantee assignment of work. Assignments shall be awarded on requirement basis.

10. LOCATION OF ASSIGNMENT:

- i. OLM will assign the Master Designers in districts and blocks of Odisha based on project requirements. They will be assigned to specific clusters or production units such as handloom and handicraft groups.
- ii. The assignment will involve periodic field visits to rural areas for working closely with artisans, SHGs, and producer groups. The exact location, duration of deployment, and travel plan will be decided by OLM from time to time.
- iii. Master Designers should be willing to travel within and across districts as required for effective implementation of the assignment.

11. TERMS AND CONDITIONS:

- i. The empanelment of Master Designers will be purely on a requirement basis and is not full-time employment.
- ii. The total number of working days will be up to 45 days in a year, depending on project needs.
- iii. The assigned designers will be informed in advance about assignments, location, and duration of work.
- iv. Master Designers must follow timelines, quality standards, and instructions given by OLM.
- v. Payments will be made based on actual work done and submission of required deliverables/reports.
- vi. Travel, accommodation, and other expenses will be reimbursed as per approved norms.
- vii. The performance of the designers will be regularly reviewed based on field work, output, and feedback from stakeholders.
- viii. In case of unsatisfactory performance, non-compliance, or misconduct, OLM reserves the right to terminate the engagement at any time.

practices.

- x. The Master Designers should not engage in any activity that may conflict with the interest of the project during the assignment period.

12. COORDINATION AND REVIEW:

Odisha Livelihoods Mission (OLM) shall provide necessary support to the Master Designers to carry out the assignment. The review of the work shall be done by OLM at regular intervals. A committee shall be constituted at the state level under the Chairpersonship of the SMD-cum-CEO and consist of Additional CEO (PS), Additional CEO (operation), SPM- non-farm and any other member as decided by the Chairperson to review the performance of the Master Designers. This committee shall also be responsible for effective guidance and support to the Master Designers.

13. PAYMENT MODALITIES:

Considering their qualification, work experience etc., the Maset Designers will be categorized as 'A', 'B' category, in line with the gradation done by NIRD & PR under NRLM. The suggested fee structure is as follows:

Grade	Desired Experience and Qualification	Resource Fee per Diem (in Rs.)	Boarding & Lodging per Diem (Rs.)	Travel
'A'	<p>Postgraduate from NIFT /NID or other National Level Institute</p> <p>10+ years of experience as a trainer/ faculty member/ designer in handloom/handicrafts</p> <p>OR</p> <p>Graduate/ Postgraduate in any discipline from institution other than NIFT/NID.</p> <p>15+ years of experience as a trainer/ faculty member/ designer in handloom/ handicraft.</p>	10,000/-	500/- and 2500	<p>Air Fair - Economic Class/ 2nd AC train</p> <p>Local travel as per actuals</p>
'B'	<p>Postgraduate from NIFT /NID or other National Level Institute.</p> <p>Minimum 5 to 9 years of experience as a trainer/ faculty member/ designer in handloom/handicraft</p> <p>Or</p> <p>Graduate from NIFT /NID</p>	7,500/-	400/- and 2000/-	<p>Air Fair - Economic Class/ 2nd AC train</p> <p>Local travel as per actuals</p>

<p>or other National Level Institute.</p> <p>10+ years of experience as a trainer/ faculty member/ designer in handloom/handicrafts</p> <p>Or Postgraduate in any discipline from institution other than NIFT/NID.</p> <p>10+ years of experience as a trainer/ faculty member/ designer in handloom/handicrafts</p> <p>Or Postgraduate from any discipline from institution other than NIFT/NID.</p> <p>10+ years of experience as a trainer/faculty member/ designer in handloom/handicraft.</p>			
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N:B:

- I. The Resource fee for Forty-Five (45) days will be released against deliverables as mentioned at Para-5 of the ToR.
- II. The Boarding and Lodging cost will be reimbursed maximum for 45 days or less, as per actual and on submission of the related bills/invoices. Any additional requirement will be allowed with due approval of the Competent Authority.
- III. The Master Designer shall be eligible for 1% profit on sales of newly developed products, over and above the approved remuneration for 45 working days, subject to verification by OLM.

Interested Candidate shall submit their CV in the Format Enclosed at Annexure-II and any other relevant information in the following Address:

To

The State Mission Director-cum-CEO
Odisha Livelihoods Mission
SIRD & PR Campus
Unit-VIII, Bhubaneswar, Odisha
Pin-751012

CV Format for Empanelment of Master Designers**1. Area of Expertise:****2. Personal Details**

Sl. No.	Particulars	Details
1	Name of Applicant	
2	Father's / Spouse Name	
3	Age as on last date of submission of application	
4	Full Address	
5	Mobile Number/s	
6	Email ID	

3. Educational Qualification (Graduation and onward)

Sl. No.	Degree/Diploma	Year of Passing	Name of the Institution
1			
2			
3			
4			

4. Professional Experience

Sl. No.	Organization/ Institution	Designation	Year of Experience	Month/ Year From-To	*Key Responsibilities/ Assignments

1					
2					
3					
4					
5					
6					
7					

* Relevant experience in design development, product development, supply chain management, market linkage etc. in handicrafts/ handloom should be focused

Please enclose additional information / document as per list mentioned above

- A. Educational Certificates
- B. Experience Certificates
- C. **Portfolio of Designs / Prototypes**
- D. Photographs of Products Developed
- E. Training / Workshop Photographs
- F. Work Orders / Completion Certificates
- G. Awards / Recognition (if any)

Declaration

I hereby declare that all information furnished above is true and correct to the best of my knowledge and belief. If any information is found incorrect, my candidature may be cancelled by OLM.

Signature of Applicant: _____

Place: _____

Date: _____