

# HCLFoundation

**Request for Proposal  
For  
NGOs working in Arts and Craft Sector  
(Code: HCLF/RfP/My E-Haat/26122024)**

***HCLFoundation Invites Proposals from NGOs/ CSR Implementing Agencies for 'My E-Haat' under the Special Initiative by HCLFoundation***

<b>RFP released by</b>	HCLFoundation
<b>RFP Code</b>	<b>HCLF/RfP/My E-Haat/ 26122024</b>
<b>Programme Name</b>	My E-Haat (under Special Initiative by HCLFoundation)
<b>Date of RFP</b>	<b>26<sup>th</sup> Dec 2024</b>
<b>Last date for submission</b>	<b>25<sup>th</sup> Jan 2025</b>
<b>Location</b>	<b>Madhya Pradesh, Rajasthan, Tamil Nadu, Telangana, Gujarat, Assam and Odisha</b>

HCLFoundation delivers the corporate social responsibility agenda of HCLTech in India through its flagship programs and special initiatives. As a not-for-profit organization, it strives to contribute towards national and international development goals, bringing about positive impact in the lives of people through long-term sustainable programs.

HCLFoundation aims to alleviate poverty and achieve inclusive growth and development through life cycle-based, integrated community development approach that focuses on Education, Health, Skill Development and Livelihoods, Environment, and Disaster Risk Reduction and Response. At present, it is implementing five flagship programs, Samuday and HCLTech Grant (Rural Development); Uday and My Clean City (Urban Development); Harit - (Environment Action) and 4 special initiatives of Power of One, Sports for Change, Academy and My E-Haat.

For more details, please visit our website – <https://www.hclfoundation.org>

## **Vision**

To be the source code for sustainable socio-economic and environmental development.

## **Mission**

Nurture clean, green and healthy communities where everyone is empowered and equipped to reach their full potential in partnership with its employees, communities and stakeholders, while promoting volunteerism and establishing international standards of strategic planning, implementation and measuring impact.

## **Links**

HCLFoundation: <https://youtu.be/EkxVM856rHk>

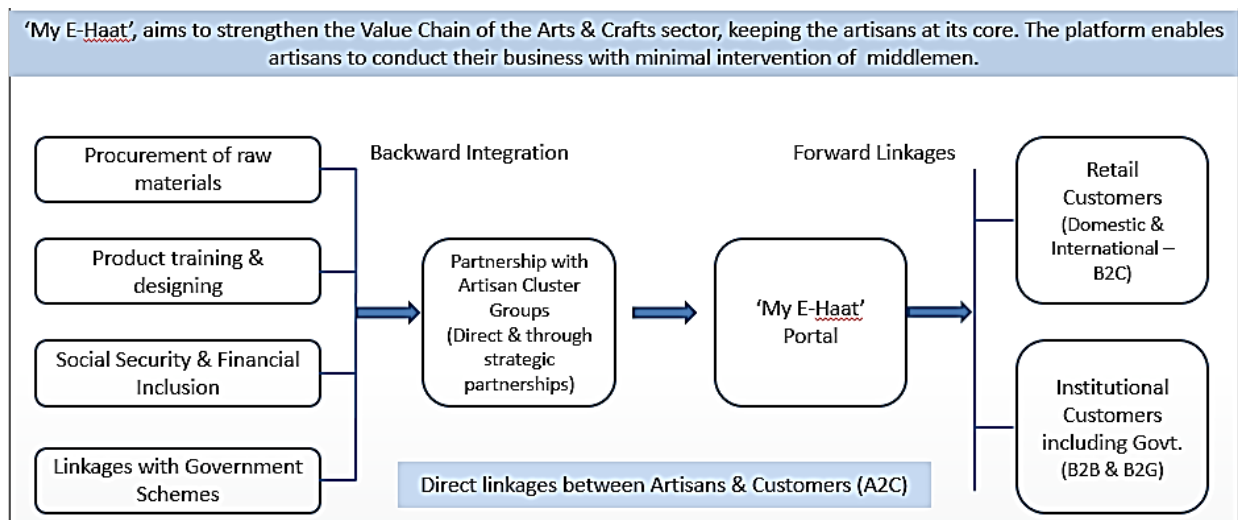
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Uday: <https://youtu.be/eMRYLnEun4s>

## About “My E-Haat”

‘My E-Haat’, an HCLFoundation initiative is to strengthen the Value Chain of the Handicraft sector keeping the Artisans/ primary producers at its core. A holistic approach is taken involving the backward integration (or the supply side) as well as forward linkages (or the demand side). My E-Haat portal enabling the Artisans/ primary producers to list and showcase their products in order to conduct their business thereby minimizing the informal intermediaries and often exploitative contractors.

Below is the overall project design of ‘My E-Haat’ initiative.



<https://www.myehaat.in/>

## What Comprises ‘My E-Haat’?

With the objective of strengthening the Handicraft Supply Chain and providing greater say of the Artisans/ primary producers in the entire value chain, ‘My E-Haat’ initiative is broadly categorized into Backward Integration and Forward Linkages.

Backward Integration comprises of:

- **Procurement of Raw Materials:** Artisans/ primary producers will be trained on collectivization of raw materials demand and conducting bulk procurement. Focus will be on eco-friendly materials at discounted deals.
- **Product designing & training:** Training and skill upgradation of Artisans/ primary producers group in order to make the products more market ready with high uptake. Collaboration with Institutions like National Institute of Design (NID), National Institute of Fashion Technology (NIFT) and other institutions.
- **Social Security & Financial Inclusion:** Collectivization of Artisan/ primary producer groups and bringing them into formal sector. Formation of Joint Liability Groups.
- **Linkages with Government Schemes:** Handholding and facilitating them with various Government Linkages and Entitlements like Artisan Cards, bank linkage, setting up of MSME clusters etc.

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HCLFoundation will be partnering with organizations (Not for Profits) with expertise in Handicraft space and working closely with Artisans/ primary producer groups.

Forward Linkages comprises of:

- **My E-Haat Portal:** an online platform specially designed for Artisans/ primary producers around the country. The Artisans/ primary producer's/ Partner organizations are allowed to list the products along with necessary specifications. The platform will allow the sellers connect to potential buyers and will also facilitate a seamless experience. The portal will have a backend team performing vital operations such as:
  - Product customization,
  - Quality check mechanisms in place,
  - Inventory Management/ stock keeping and warehousing,
  - Integration with online merchants,
  - Logistics (packaging) and Shipping support etc.
- **Market connect:** Separate channel of communications depending on the Target segment. It includes Retail as well as Institutional Customers.

## **Objectives of the RfP**

The purpose of this document is to invite proposals from reputable and qualified NGOs (Trusts, Societies, Section 08 companies) with a strong **record of accomplishment of success in implementing project, which is directly related to Artisans/Self Help Groups/Producer Groups. The partner should have at least 5-7 years of relevant work experience in the Handloom and Handicraft sector and must be able to demonstrate their work or proof of concept in the proposal. The partner should have strong experience of working with Artisans/Self Help Groups/Producer Groups across products/ portfolio and able to showcase products national/international market . The partner should have relevant experience of working with the Artisans/Self Help Groups/Producer Groups to improve the quality, design and innovation across the products.**

## **Scope of Work**

The selected partner will work with the HCLFoundation to implement the project on the below key objectives but not limited to:

- Ensure working with Artisans/Self Help Groups/Producer Groups in establishing market linkages.
- Able to demonstrate working with Micro- Entrepreneurs.
- Able to connect the micro-entrepreneurs with the funding support, mentorship and incubation.
- Ensure products made by the artisans are able to reach to the national/international market.
- Have some relevant experience working with MSME clusters.

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- Participate in regional/national exhibition to showcase the products.
- Able to upload all the products on [www.myehaat.in](http://www.myehaat.in) and other e-commerce platforms for forward market linkage.
- Ensure leveraging Govt. schemes which are directly related for the benefit of Artisans/Self Help Groups/Primary producers.
- Provide training and capacity building to Artisans/Self Help Groups/Primary producers/Self-Help-Groups on product quality, improvement on value chain, backward linkage and other features.
- Provide hand holding support directly to artisans across the country. Willing to travel outside the state/cities to give technical support to the Artisan/Self Help Groups/Producer groups.
- Develop training modules on Govt. schemes which are related to handicraft department and similar industries.
- Develop linkages with Govt. Department in establishing platform to artisans on National/Regional fairs.
- Facilitating and educating the Artisan/Self Help Groups/Primary producers to list their products on digital platform.
- Facilitating and educating the Artisan/Self Help Groups/Primary producers on digital literacy and financial literacy.
- Ensure the final products made by Artisans/Self Help Groups/Primary producers to be in their field office/project locations.

Preference would be given to those organizations who worked on the below areas:

- Having direct implementation experience in Arts and crafts and Handicraft sector with the Artisans/Self Help Groups/Producer Groups would be given preference.
- Having worked with Master Craftsmen who are National or State Awardee.
- Having women who are part of the Artisans/Self Help Groups/Producer Groups who prepare the Handloom and Handicraft Products.
- Having worked on several handicraft projects with several artisans/primary producers.
- Participated National/Regional handicraft fairs in the country.
- Having prior experience working with incubation setups
- Dedicated team of experienced project implementation team to roll out the project.

## **Location Details**

HCL Uday has its presence in 11 cities of India. At present HCLFoundation is inviting proposals for the following clusters where NGOs has strong connect/presence in the Handloom and Handicraft clusters and have some prior experience in working in the below regions:

1. Madhya Pradesh
2. Rajasthan
3. Tamil Nadu

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4. Telangana
5. Gujarat
6. Assam
7. Odisha

**The role of NGOs is to ensure quality of the products, due diligence of the products, bringing innovation in the product making, scouting of the artisans, convergence with the Government Departments, social and financial inclusion of the Artisans/Self Help Groups/Producer Groups, maintaining inventory of the products, training and strengthening of the Artisans/Self Help Groups/Producer Groups and other activities which is mentioned in the scope of work but not limited to.**

## **Submission Details**

Reputed NGOs/agencies may submit proposals as per their strength and area of expertise.

All proposals must be submitted as per the prescribed **Proposal Format** along with **Annexure A (Budget)** and **Annexure B (Gantt Chart)**. All 3 formats can be downloaded from the link below: [HCL F - Proposal Formats](#)

**Budget:** Budget must be submitted as per the attached template. Please provide detailed break-up of each line item and all sub-line item costs with clear budget explanatory notes. Any taxes including Service Tax, Sales Tax, Value Added Tax or any other applicable tax, duty, cess or levies, must be quoted separately from the price of goods and services. The terms of payment along with a tentative timeline must also be attached.

**Gantt Chart:** The Gantt Chart must detail the comprehensive list of activities proposed in the proposal along with a tentative timeline. A sample Gantt Chart can be downloaded from the link above. NGOs/Implementation Agencies may make the required changes in the Gantt Chart as per the activities proposed by them.

## [Submission Details & Deadlines](#)

**Please submit proposals by 25<sup>th</sup> Jan 2025 to [gaurav.majumdar@hcl.com](mailto:gaurav.majumdar@hcl.com) and [sweta.chakraborty@hcltech.com](mailto:sweta.chakraborty@hcltech.com).**

Please send in your submissions with **Subject Line** in the given format:

**HCLF/RfP/My E-Haat /26122024/<Name of Organization or IA>**

**Proposals must be submitted along with Budget and Gantt Chart ONLY in the formats shared on the link.** Proposals not shared in the given format are liable for rejection. Proposals received after the due date and time will not be considered.

All enquiries regarding this RFP should be made by **20<sup>th</sup> Jan 2025** via email to [sweta.chakraborty@hcltech.com](mailto:sweta.chakraborty@hcltech.com).

## **Terms & Conditions**

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**Duration of the project:** Duration of the project will be one year (12) months.

**Deadline:** Proposals received after the designated deadline may be subject to rejection by HCLFoundation.

**Validity:** Your proposal must remain valid for a minimum of six (6) months from the date of receipt by HCLFoundation.

**Negotiations:** The most competitive proposal is requested. It is anticipated that the contract will be awarded on the basis of merit of proposal. However, HCLFoundation reserves the right to request responses to questions and conduct negotiations with any potential agency/consultant prior to awarding a contract.

**Rejection of proposal:** This document is a request for proposals only, and in no way binds HCLFoundation to make an award. HCLFoundation reserves the right to reject any and all offers received and/or to cancel the RFP. HCLFoundation will not be obliged to either inform or provide a justification for rejection of proposals.

**Incurring costs:** HCLFoundation will not be liable for any cost incurred during preparation, submission, or negotiation of an award for this RfP.

**Financial responsibility:** Proposals must certify the financial viability and adequacy of resources of the agency/organization to complete the proposed assignment within the agreed time frame and in conformity with the agreed terms of payment. HCLFoundation reserves the right to request and review up to the last three financial statements and audit reports including schedules and annexures, as part of the basis of the award if required.

**Branding aligned:** HCLFoundation has set brand guidelines that should be incorporated and followed while demonstrating the Foundation's brand.

**Copyright and Patents:** HCLFoundation shall be entitled to all copyrights, patents and other proprietary rights and trademarks with regard to the products or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequences of or in the course of the execution of the contract. All plans, reports, recommendations, estimates, documents and data compiled by the service providers under the contract shall be the property of HCLFoundation and shall be treated as confidential. All confidential documents should be delivered to the relevant people within HCLFoundation during the project duration and upon completion.