

**RE - ADVERTISEMENT**

**SHORT TERM ENGAGEMENT OF TECHNICAL EXPERTS TO UNDERTAKE THE**

**RESEARCH PROJECT SUPPORTED BY OMBADC**


NO 976 dt 31/03/2021  
SCSRTI intends to engage technical experts in various capacities for smooth accomplishment of the tasks underlined in the Research Project supported by OMBADC as mentioned below:

<b>Title of the Project: Identification of potential clusters of tribal art/craft in 4 OMBADC districts and develop sustainable livelihood enterprise model</b>		
<b>Sl</b>	<b>Designation</b>	<b>No. of Positions</b>
1	Programme Officer- Marketing & Business Operations	01
2	Programme Officer - Product Branding & Communications	01
3	Field Coordinators	03
	<b>TOTAL</b>	<b>05</b>

For this, SCSTRI invites applications from interested eligible persons with the required qualification and experience for the contractual engagement to conduct the project activities. The engagements are purely project specific, temporary, and contractual and are not regular engagement.

The interested candidates may submit their applications enclosing copies of their bio-data and documents in support of their qualification and experience along with requisite detailed address for correspondence, contact telephone number and email address in a sealed envelope super scribing the name of the study/project and post for which applied, addressed to the **Director, SCSTRI and Special Secretary to Government, CRPF Square, Nayapalli, Bhubaneswar-03.**

Interested applicants are to download the **Terms of Reference (ToR)** from the Govt. website [www.odisha.gov.in](http://www.odisha.gov.in) and website of SCSTRI [www.scstri.in](http://www.scstri.in) to know details about the positions. They are to submit their applications in the prescribed application format posted in the website indicated above so as to reach the undersigned on or before **10<sup>th</sup> April 2021** by speed post or in person during office hours (10:00 A.M to 5:00 PM). Any application received after the due date and time or in incomplete form are liable to be rejected. Canvassing in any form will be treated as disqualification. Shortlisted Candidates will be called for Personal Interview by a panel of Expert Committee at SCSTRI, Campus. The date and time of the Interview shall be intimated to the shortlisted candidates well in advance.

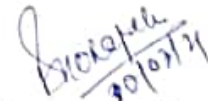
 30-3-21

Director, SCSTRI and Spl. Secy. to Govt.

Memo No. 977 dt 31/03/2021

Date

Copy to the Head Portal Group Secretariat IT Centre, Bhubaneswar and M/s Luminous for wide circulation of the notice through Govt. website.

 30/03/21

Asst. Director (Admn.)

**TERMS OF REFERENCE**  
**IDENTIFICATION OF POTENTIAL CLUSTERS OF TRIBAL ART/CRAFT IN 4 OMBADC**  
**DISTRICTS AND DEVELOP SUSTAINABLE LIVELIHOOD ENTERPRISE MODEL.**

<b>Title of the Project</b>	Identification of potential clusters of tribal art/craft in 4 OMBADC districts and develop sustainable livelihood enterprise model
<b>No. of Personnel</b>	5
<b>Position Title</b>	Programme Officer- Marketing & Business Operations - 01 Programme Officer – Product Branding & Communications - 01 Field Coordinators- 03

**1. Background:**

Odisha is regarded as the homeland of the tribal people and is the third most populated tribal states in the entire country. It inhabits 62 culturally vibrant tribal communities and 13 Particularly Vulnerable Tribal Groups which is the highest number among the states and union territories of the country.

The tribal communities of Odisha have been producing exquisite art and craft of various kinds, both utilitarian and decorative over centuries. There is a broad range of crafts and artefacts produced by tribal artisans of Odisha largely based on locally available raw materials and indigenous technology. Exclusive designs of crafts made out of wood, grass, leaves, lac, plant and animal materials, stone, metals, earthen wares and textiles provide a panorama of tribal crafts.

The tribal handicrafts are specialized skills which are passed on from one generation to another and these handicrafts are means of livelihood of the artisans, although the artisans make a small minority. However, the future is bleak for these artisans and their families, as they are grappling with problems of access to customers and a limited ability to make high-quality, market-driven artefacts and sundry products.

The rich culture of the tribal communities of the State is disintegrating and languishing very fast. Although the tribal handicrafts have a very good market potential but in absence of any organized activity in this sector and lack of promotion of these exquisite crafts & arts, there is a possible likelihood of the artisans taking up alternate livelihood options. In such a case this age-old activity will not only die its own death but the tribal artisan families will also suffer from livelihood loss and get trapped into distress migration in search of alternate livelihood options.

In OMBADC areas, where tribal lives and livelihoods are adversely affected due to mining operations, tribal handicrafts need to be identified and promoted as suitable non-farm livelihood enterprise which will not only augment the income of the artisans but also preserve the dying art, skills and culture of the tribals. At this stage it is imperative to understand the problems faced by this sector and suggest the strategies for development of tribal handicraft based on which certain policy level interventions need to be taken by the government to sustain the traditional tribal handicrafts.

Hence, it is proposed to promote and establish livelihood enterprise model for the tribal art/crafts in 4 priority OMBADC districts (Mayurbhanj, Keonjhar, Sundargarh and Jajpur).

**2. Justification for Livelihood Enterprise Development Model**

As discussed, the rich heritage of the tribal art and crafts of the State is fast disintegrating. Due to lack of appropriate technology and marketing support the artisans are not able to earn a reasonable income. In order to conserve this intangible cultural heritage, it is important to develop the tribal art/crafts as a livelihood enterprise for the tribal artisans so that they get a sustained income all throughout the year. Stock taking of existing status of the tribal crafts, art and artefacts, analysing the current gaps and challenges at producer, infrastructure and institutional level needs to be done and strategies and mechanisms needs to be explored for reviving the languishing crafts. It is realized that such issues may

be addressed through skill development and up-gradation of the artisans, quality control, use of technology and linking of artisans with domestic and export markets.

Hence, an appropriate livelihood enterprise model needs to be developed to revive and upgrade the exquisite skill of the artisans, allure the younger generation to take it up as an aspiring and gainful enterprise and ensure a sustained source of income for the tribal artisans.

It is proposed that SCSTRTI, Bhubaneswar will conduct the study on the status of the tribal artisans in the 4 intervention districts, identify the potential clusters and develop the roadmap to promote tribal art and crafts as a livelihood enterprise.

SCSTRTI will also function as the nodal agency to impart the required skill trainings to enhance the skills of existing tribal artisans and young members of the community and develop their entrepreneurship skills. Further, it will also facilitate in setting up integrated units/clusters for production, establish linkages with different actors and with external markets for profitable enterprise.

### 3. Objectives

The key objective of the study is to explore the potential tribal handicraft clusters and design business development model for each of the tribal crafts in the 4 intervention districts (Mayurbhanj, Keonjhar, Sundargarh and Jajpur).

The specific objectives of the study are

- To map the potential tribal handicraft/artefact clusters which can be promoted as livelihood enterprise
- To ensure skill upgradation and capacity building of the tribal artisans
- To promote tribal art/craft as sustainable livelihood model

### 4. Target Area and Population

The project will be implemented in 4 districts viz Mayurbhanj, Keonjhar, Sundargarh and Jajpur.

- Purposive sampling will be done to identify the clusters where traditional art & crafts are produced and marketed by the tribal communities and stratified random sampling method will be used to select the tribal artisan households for the study.
- 4 potential tribal art/crafts clusters will be identified in each district with minimum 200 tribal artisan families in each cluster will be covered for the purpose of the livelihood intervention. (Total 3200 tribal families will be covered in 4 districts).

### 5. Human Resource Required

Following will be the structure of the consolidated monthly remuneration for the Contractual Research Personnel subject to satisfactory performance

Sl No	Designation	Tenure in Months	Monthly Remuneration (In INR)
1	Programme Officer- Marketing & Business Operations (1)	30 months	60,000
2	Programme Officer – Product design/branding/communications (1)	24 months	40,000
3	Field Coordinators (3)	24 months	20,000

## TERMS OF REFERENCE

### 1. Name of the Position: Programme Officer- Marketing & Business Operations

Number of Position: 01

Place of Posting: SCSTRTI, Bhubaneswar

#### A. Qualification:

Post Graduate Diploma/Master's Degree in Agribusiness management/Rural marketing/general marketing/Social Sciences/MBA/MSW/Rural Development/or any other discipline relevant to the roles and responsibilities of the job from recognized university

#### B. Work Experience:

- Candidate should have minimum 10 years of experience in sales and marketing or supply chain management of rural/ tribal/ artisanal handicraft/ handloom/ natural resource products/ produce (preferably the products of tribal origin). Experience in organic, fair trade or similar certification will also be preferred.
- Adequate work experience in rural livelihoods promotion/ value chain development/ market linkage for income enhancement and livelihood generation. Preferably, the expert should have experience of working in the selected state or tribal areas
- Applicants having adequate work experience in the National flagship programmes on livelihood promotion/ any such state sponsored development programmes with exposure to tribal development/ welfare will be given preference.
- Applicants having experience of marketing of rural/tribal products, agri/NTFP marketing and business in government/private agencies of national repute will be given preference. Candidate with knowledge and managing digital marketing system will be given preference
- Age: 35 years and above but below 50 years on 01.03.2021

#### C. Remuneration/ Compensation: Gross remuneration of Rs. 60, 000/- per month

#### D. Duration and terms of Engagement:

- The position is purely contractual in nature;
- The selected candidate will be given annual contract of 1 year and subsequent renewal will be based on satisfactory performance;
- The candidate will work under the direct supervision of Director and Special Secretary to Govt, SCSTRTI and will be placed in the SCSTRTI office. However, the candidate has to take regular field trips to the project districts

#### E. Expected Service Deliverables:

The candidate, as Programme Officer- Marketing & Business Operations, is expected to perform the following duties:

1. Common interest group mobilization, capacity building and group strengthening
2. Value chain analysis and design business development model for each of the tribal art/craft in the identified clusters
3. Prepare Business Development Plan for each of the identified tribal arts and craft. Explore new business scopes, backward and forward linkages for the livelihood enterprise
4. Formation, Registration and Operationalization of Tribal Artisans Producer Groups/ collectives
5. Assisting and facilitating the groups in preparation of bye-laws, rules of business &
6. memorandum of association, initiation of group activities, with particular emphasis on group marketing and bulk purchase of tribal art and crafts etc.

7. Assist in the opening of a bank account, with signatories as per the bye-laws of the organization; Assisting and facilitating the group about finance transactions, importance of accounting an initiation of account keeping
8. Identification of new markets, product development or service opportunities which will help the business to grow will be done in consultation with expert groups and establishing linkages with government and private agencies
9. Establish Digital Marketing System to bridge the gap between tribal artisans and the market
10. Create business networks (Establish connections with government as well as private agencies on marketing of tribal arts and crafts)
11. Critical management support in the operation of the business enterprises of the entire producer's companies/organization
12. Liaison with agencies like TRIFED/NABAARD, other government and private agencies for financial linkage, empanelment of the tribal artisan clusters and marketing of the tribal arts and crafts
13. Field visit to project locations, different districts, States etc. to facilitate market linkage of the tribal art and crafts;
14. Any other suitable task assigned by Director, SCSTRTI

**F. Desired Skills:**

- Working Knowledge of Computer in MS Office.
- Skills on Official writing and drafting.
- Expertise in project development and management
- Good understanding of Development sector Projects, Programmes and schemes
- Language proficiency: Speaking, Writing and Reading of English and Hindi and Preferable for Odia.
- Capacity to work in a multitasking environment.

**2. Name of the Position: Programme Officer- Product Design & Branding**

**Number of Position: 01**

**Place of Posting: SCSTRTI, Bhubaneswar**

**A. Qualification:**

Graduation in relevant field with appropriate qualification in graphic design & visual art from recognized institute/university

**B. Work Experience:**

- Candidate should have 6 years of work experience in the area of design and development of Handloom/ Handicraft/ Natural Products. Candidate having experience of working in govt. agencies on rural marketing and trade will be given preference
- Candidate should have knowledge and experience in marketing and public relations with Adequate experience in advertising, marketing, or media buying is also required
- Candidate having experience of working in govt./private marketing agencies with national repute with experience of handling digital marketing system will be given preference
- Age: 30 years and above but below 50 years on 01.03.2021

**C. Remuneration/ Compensation: Gross remuneration of Rs. 40, 000/- per month**

**D. Duration and terms of Engagement:**

- The position is purely contractual in nature;

- The selected candidate will be given annual contract of 1 year and subsequent renewal will be based on satisfactory performance;
- The candidate will work under the direct supervision of Director and Special Secretary to Govt, SCSTRTI and will be placed in the SCSTRTI office. However, the candidate has to take regular field trips to the project districts

**E. Expected Service Deliverables:**

**The candidate, as Programme Officer- Product Design and Branding, is expected to perform the following duties:**

1. Facilitate empanelment/ hiring of qualified designer(s)/ design agency to engage with tribal SHGs/Master Artisans for improving the existing product and designing high-value/utility product ranges and concepts that suit the tastes and preferences of contemporary market
2. Initiate collaborations between the tribal artisans and the urban designer and brands to explore the opportunities together
3. Facilitate engagement with expert agencies for Production Protocols and Standardization of the Products
4. Engage with technical/expert agencies for Quality Control, Certification & Branding of the products
5. Facilitate craft certification for handmade and ethnic value of products, creating artisan stories, videos etc
6. Development of creatives for campaign and marketing of the tribal art and crafts
7. Develop the overall layout and production design for advertisements, websites, brochures, magazines, department's reports and other campaign materials
8. Working with a wide range of media and using graphic design software
9. Assist in developing communication and IEC modules in local language for the skill development programme (Includes Interactive Audio-Visual Modules)
10. Field visit to project locations, different districts, States etc. for product design, innovation and branding and certification of the products
11. Any other suitable task assigned by Director, SCSTRTI

**F. Desired Skills:**

- Working Knowledge of Computer in MS Office.
- Skills on Official writing and drafting.
- Expertise in Imparting community level trainings/training
- Good understanding of Development sector Projects, Programmes and schemes
- Language proficiency: Speaking, Writing and Reading of Odia and English.
- Capacity to work in a multitasking environment.

**3. Name of the Position: Field Coordinators**

**Number of Positions: 03**

**Place of Posting: At Project Districts**

**A. Qualification:**

Graduation in relevant field

**B. Work Experience:**

- Candidate should have at least 5 years of work experience in community engagement and mobilization activities in tribal regions in selected region/ state. Preferably, the resource should be familiar with local conditions and language.

- Candidate should be well aware of the local conditions, tribal art and craft of the region and preferably should belong to the locality/district
- Candidate should have experience of working with SHG/cooperative mobilization and handled community/SHG/Federation meetings etc.
- Age: 25 years and above but below 50 years on 01.03.2021

**C. Remuneration/ Compensation: Gross remuneration of Rs. 20,000/- per month**

**D. Duration and terms of Engagement:**

- The position is purely contractual in nature;
- The selected candidate will be given annual contract of 1 year and subsequent renewal will be based on satisfactory performance;
- The candidate will work under the direct supervision of Director and Special Secretary to Govt, SCSTRTI and will be placed in the SCSTRTI office. However, the candidate has to take regular field trips to the project districts

**E. Expected Service Deliverables:**

The candidate, as Field Coordinator, is expected to perform the following duties:

- Identify and prepare detailed database of all local tribal artisans for selected tribal art and crafts (handicraft, handloom and natural resource products/produce) specific to the selected region along with the contact details of suppliers, number of associated tribal families, products made, existing supply capacity, credit & market linkages, current sales & turnover
- Sensitization of tribal artisans, mobilizing the tribal artisan groups for formation of Self-Help Groups (SHGs)/ tribal artisan collectives/ producer organization etc
- Organize meetings/training programmes etc at the field level and ensure participation of the tribal artisan groups/other community members/stakeholders
- Facilitate and extend handholding support to the tribal artisan in carrying out various business interventions and production of the tribal artefacts
- Any other suitable task assigned by Director, SCSTRTI

**F. Desired Skills:**

- Working Knowledge of Computer in MS Office.
- Working with tribal communities and community mobilization
- Language proficiency: Speaking, Writing and Reading of Odia
- Capacity to work in a multitasking environment.