



(CIN: U17122JH2006SGC012606)

Jharkhand Silk Textile & Handicraft Development Corporation Ltd.

Advertisement

Ref No:- 905

Date:- 25/07/2024

Jharkhand Silk, Textile and Handicraft Development Corporation (JHARCRAFT), a Govt. of Jharkhand Undertaking is looking for bright, young, hardworking and experienced professionals for the position of **Chief Designer, Sr. Associate Designers and Associate Designers**, at Deoghar for Mega Handloom Cluster Project under the Comprehensive Handloom Cluster Development Scheme (CHCDS). He/she shall be responsible for Design & Sampling related works of the company. The detailed requirements are as follows:

Sl. No.	Designation	Number of Opening	Requirement	Remuneration (CTC)
1.	Chief Designer	1	Essential: <ul style="list-style-type: none">● Master Degree in Textile designing / art & graphics from a reputed institute (preferably NIFT/NID) with minimum 5 years post qualification experience of the field. Desired: <ul style="list-style-type: none">● Excellent knowledge of Adobe Photoshop, Illustrator & other designing software(s) (including textile design).● Should have good communication and writing skills in Hindi & English.● Knowledge of ad designing, content writing, photography.● Social Media management.	1,00,000/- INR per month
2.	Sr. Associate Designer (Textile)	1	Essential: <ul style="list-style-type: none">● Bachelor's Degree with specialisation in textile (preferably NIFT/NID) with minimum 3 years post qualification experience of the field.	60,000/- INR per month

			Desired: <ul style="list-style-type: none"> ● Excellent knowledge of Adobe Photoshop, Illustrator & other textile design software(s). ● Knowledge of increasing brand awareness. 	
3.	Sr. Associate Designer (Fashion Communication)	1	Essential: <ul style="list-style-type: none"> ● Bachelor's Degree with specialisation in fashion communication (preferably NIFT/NID) with minimum 3 years post qualification experience of the field. Desired: <ul style="list-style-type: none"> ● Excellent knowledge of Adobe Photoshop, Illustrator & other designing software(s). ● Knowledge of increasing brand awareness. ● Experience of overseeing branding, advertising and promotional campaigns. ● Social media management. 	60,000/- INR per month
4.	Associate Designer (Textile)	2	Essential: <ul style="list-style-type: none"> ● Bachelor's Degree with specialization in Textile Design (preferably NIFT/NID), freshers may apply. Desired: <ul style="list-style-type: none"> ● Knowledge of Adobe Photoshop, Illustrator & other textile design software(s). 	40,000/- INR per month
5.	Associate Designer	2	Essential: <ul style="list-style-type: none"> ● Bachelor's Degree with specialization in Textile Design (preferably NIFT/NID), freshers may apply. Desired: <p>Knowledge of Adobe Photoshop, Illustrator & other design software(s).</p>	40,000/- INR per month

Sd/-
Managing Director
Jharcraft

Advertisement Inviting Application for the post of Chief Designer, Sr. Associate Designers and Associate Designers, Mega Handloom cluster project under Comprehensive Handloom Cluster Development Scheme (CHCDS) at Deoghar, implemented by JHARCRAFT.

Last date to submit the application is **12th August 2024**.

Introduction

In the Mega Handloom Cluster Project under the Comprehensive Handloom Cluster Development Scheme (CHCDS), a qualified Designer will be engaged by Jharcraft for developing innovative designs and marketable products for the project mentioned. Designer will develop the design into sellable products which will further be sold at Jharcraft's selling outlets.

Once the design portfolio is developed, the process of product development will begin with the support of Jharcraft. Products will be developed by the weavers or artisans of Jharcraft at their clusters. The total cost of designs and sample development will be borne from the funds provided under Product Development intervention by the GoI to Jharcraft.

1. Objective

The objectives of engagement of Designer in Mega Handloom Cluster Project are as follows:

- To assist Jharcraft in modifying the designs, color combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staff of Jharcraft to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing agency for establishing market linkages with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To document the designs and products developed.
- Design development activities include designer input towards textile techniques, motifs, design & color trend and redefined usage of fabrics, usage of existing garment styles, product development using new techniques.

2. Eligibility Norms:

The applicant should have passed out from a reputed Design Institute. The applicant should have experience of working as Textile / Product / Fashion Communications Designer, as mentioned in annexure and should have track record for promotion and development of handlooms and handicraft products.

3. Duration of the Project

Project duration is for 3 years. The designer will be engaged initially for one year which is extendable for two more years, subject to satisfactory performance. If the performance of the designer is not found satisfactory, his/her services shall be discontinued at any time, even before completing 3 years.

4. Scope of Work

a) Design Development

Selecting the right yarn keeping design and products in mind. Work on the combination of weaves/motifs and patterns/colourways/value addition/design concepts/color references in the form of pantone number or thread card number to be provided along with designs (if required)/prototype (sample) development.

b) Product Development (Handloom and Handicraft)

Develop various product ranges like yardages, sarees, furnishing articles keeping in mind the weave and patterns of cluster and how it can be modified according to need of local, national and international market. The designer shall identify the products before commencement of the project by visiting the cluster. The designer will provide only those ranges of products, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.

c) Train the weavers

To train/enrol the weavers to translate the paper designs onto the fabric.

d) Marketing of the handloom products

To ensure marketing of the new products developed by the designer.

e) Documentation of the Designs & Products developed

To document the designs and products developed by the designer.

5. Project Work

a) Extensive field visits to the cluster to identify the various types of design skills of the different weaver groups.

b) Assess existing design patterns and products of the cluster and suggest the product Range.

c) Each design is to be developed at least in two colourways.

d) Assist Jharcraft in marketing the developed products.

6. Project Fees

Designer shall be paid fixed remuneration as follows for:

Sl. No.	Designation	Remuneration (CTC)
1.	Chief Designer	1,00,000/- INR per month
2.	Sr. Associate Designer (Textile)	60,000/- INR per month
3.	Sr. Associate Designer (Fashion Communication)	60,000/- INR per month
4.	Associate Designers (Textile)	40,000/- INR per month

Table 1: Monthly targets/deliverables for Designer:

S. No.	Minimum targets / deliverables	Quantity
1	Number of new designs to be developed (each design to be in minimum 2 colourways)	30
2	*Number of products to be developed, including sampling/ prototypes	10
3	Number of designs/products to be marketed/obtaining production orders	10

Note: The designer has to ensure marketing, promotion and support for sales of the new product/ samples developed. The designers may also be evaluated quarterly on the basis of the above parameters. The emphasis however must be on the quality of designs, design intervention and increase in sales/orders.

7. Designer Selection Criteria

- The designer shall be selected based on the interview.
- Selection will be made on the assessment of the profile of the designer, qualifications and the relevant experience for handling similar projects.
- The designer has to present the PPT about the previous designs developed with minimum 3 samples of their work.
- The committee reserves the right to recommend amendments in the proposed project.
- The selection in that case will be subject to incorporation of those amendments.
- Decision of the committee shall be final and binding on all the applicants

7.1 Procedure for Submission of Application form

The following are to be submitted in sealed cover:

- Designer's profile in brief with details of experience in designing, promotion and product development in the handloom/textiles/handicraft sector including awards won and details of its creativity, works done in the past in connection to the scope of the work suggested.
- Proof of Experience and of handling relevant activities mentioned.
- Any other supporting documents relevant to the project.

8. Other Information

Applicants may submit requests for clarification to this advertisement by sending an email on our address jharcraft@gmail.com Clarification requests must be received by scheme.jharcraft@gmail.com.

The selected Agency/individual has to sign an Agreement with the Implementing Agency for rendering satisfactory services and completion of the projects in a time bound manner.

9. Last Date for Submission of Application

The last date for submission of application is 12th August, 2024 (till 5.00 p.m.). The application received after the due date shall not be accepted. The application should be addressed to the **Managing Director, Jharcraft, Udyog Bhawan, Near Akashwani, Ratu Road, Ranchi - 834001**. The envelope should clearly be marked '**Application for the post of Chief Designer/Sr. Associate Designer/Associate Designer Mega Handloom Cluster**'. Eligible candidates will be called for an interview on 14th August, 2024.

10. Rights of Implementing Agency

Jharcraft reserves the right to accept / reject the applications received without assigning any reasons whatsoever, or may call for any additional information / clarification, if so required.

11. Court Jurisdiction

This shall be subject to the exclusive jurisdiction of local courts.

12. Miscellaneous

In case any further clarification or information is required, following may be contacted: Shri. Manoj Kumar, Contact number – 9313343008

13. Attachments to be furnished with Application

a) CV of the applicant

b) Documents establishing the credential of the Designer- qualification of the designer, year of experience, working experience in handloom sector, approach and methodology towards development of cluster etc. should be submitted as part of the application.