

Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)
Tender No. K-12012/4/62/2015-16/R&D

- 1.1 **Notice Inviting Tenders (NIT)** for evaluation of Marketing Support and Service Scheme and Research & Development Scheme under National Handicrafts Development Project (NHDP) for 12th five year plan of Office of the Development Commissioner (Handicrafts), Ministry of Textiles.
- 1.2 Online bids are invited under Two Bid Systems for evaluation of Marketing Support and Service Scheme and Research & Development Scheme under National Handicrafts Development Project (NHDP) for 12th five year plan of Office of the Development Commissioner (Handicrafts), Ministry of Textiles.
- 1.3 Tender documents may be downloaded from website of Office of the Development Commissioner (Handicrafts) www.handicrafts.nic.in (for reference only) and CPPP site <http://eprocure.gov.in/eprocure/app> as per the schedule as given in CRITICAL DATE SHEET as under.

Published Date	19.05.2017
Bid Document Download Start Date	19.05.2017
Bid Submission Start Date	19.05.2017
Bid Document Download End Date	09.06.2017
Bid Submission End Date	09.06.2017
Bid Opening Date	12.06.2017

- 1.4 Bids shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>. Tenderer/bidders are advised to follow the instructions provided in the 'Instructions to the Tenderer/bidders for the e-submission of the bids online through the Central Public Procurement Portal for e Procurement at <https://eprocure.gov.in/eprocure/app>'.
- 1.5 Tenderer who has downloaded the tender from the website of Office of the Development Commissioner (Handicrafts) www.handicrafts.nic.in and Central Public Procurement Portal (CPPP) website <https://eprocure.gov.in/eprocure/app>, <https://eprocure.gov.in/epublish/app> shall not tamper/modify the tender form including downloaded price bid template in any manner.
- 1.6 EMD Payment: Earnest Money Deposit of Rs. 50,000/- (Rupees Fifty Thousand only) is to be deposited in the form of Demand Draft/ Pay Order in favour of the Accounts Officer at Office of the Development Commissioner Handicrafts West Block -7 R.K Puram Sector -1 New Delhi. The EMD received from the tenderers will be returned without interest immediately after the process of award of contract is over. Bidders are required to submit the details of EMD payment at the time of Bid Preparation. EMD should be reached by 10.06.2017 (preferably by hand).

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Tender No. K-12012/4/62/2015-16/R&D

1. Online bids are invited under two bid systems for evaluation of Marketing Support and Service Scheme and Research & Development Scheme under National Handicrafts Development Project (NHDP) for 12th five year plan of Office of the Development Commissioner (Handicrafts), Ministry of Textiles.

2. Eligibility Criteria

- i. Agency should have minimum annual turnover of more than Rs. one crore in last three years.
- ii. Agency should have under taken and completed at least 10 (ten) evaluation study of at least five different Ministry/Department of Government in last five years.
- iii. Out of total ten completed studies 3 evaluation studies should be for more than Rs.10 lakhs as consultancy fee in last 5 years.
- iv. Agency should have worked in at least 10 States in last 5 years.
- v. Agency must be in existence for last 10 years.

3. Submission of Tender

The tender shall be submitted online in Two part, viz., Technical bid and Financial bid as detailed in para 1.4 to 1.6. All the pages of bid being submitted must be sequentially numbered by the bidder irrespective of nature of content of the documents before uploading. The offers submitted by Telegram/Fax/email shall not be considered. No correspondence will be entertained in this matter.

4. Technical bid: The following documents are to be furnished by the bidders along with the Technical Bid as per Annexure-I of the tender documents.

- I. The annual turnover of the bidder for the past 3 years should not be less than Rs. 1 crore per annum and proof of the same should be submitted in the form of Audited Balance Sheet.
- II. List of at least 10 clients with the copy of the work order for evaluation study of at least 5 different Ministry/Department of Government in last 5 years.
- III. The proof of conducting 3 studies of more than Rs. 10 Lakh as consultancy fee in last 5 year.
- IV. The proof of providing consultancy in 10 States in last 5 year.
- V. The proof of existence of last 10 years.
- VI. The firm should be having PAN (Permanent Account Number) allotted by the Income Tax Department, document proof of the same has to be enclosed.

- VII. There should be no legal suit/ criminal case pending or contemplated or legal notice having been served to this effect against the Proprietor of the Agency or any of its Directors (in case of Pvt. Ltd. Company) on grounds of moral turpitude or for violation of any of the laws in-force and should not be black listed by the any Government organization. The self-certification as per annexure-II should be enclosed.

5. Financial BID:

Financial bid is to be submitted as per format given in Annexure-III. Bidder shall not tamper/modify downloaded financial bid template in any manner.

- 6. Terms of reference (TOR)/ Scope of work for the bidders:-** The bidders has to evaluate Marketing Support and Service Scheme and Research & Development Scheme under National Handicrafts Development Project (NHDP) for 12th five year plan of Office of the Development Commissioner (Handicrafts), Ministry of Textiles on the parameter given below. The details write-up about the scheme is given in the annexure-IV. The further details may be downloaded from www.handicrafts.nic.in

Marketing support & Service Scheme:-

- Whether all the components of the scheme launched during the 12th five year plan have been implemented in accordance with the guidelines and parameters of the scheme.
- The level of awareness about the features of the 12th Plan Scheme i.e. MSS Scheme among Field and Regional Offices as well as among implementing agencies such as State/Central Handicrafts Development Corporations, NGOs, Exporters and Entrepreneurs, SHG Groups etc./Export Promotion Councils/Trade Promotion Bodies.
- The impact of implementation of the components of the scheme, in terms of market access achieved, quantum of sales generated and increase in income level directly as a result of participating in the marketing event, as perceived by the artisans which participated implementation of components of the scheme.
- Whether the participation in Marketing Events has resulted in booking of/generation of new supply orders and if so what is the extent in terms of volume of orders generated or increase in man-days employed in case the participation in Marketing Event resulted in order on job work basis.
- To identify problems and constraints faced by the artisans community and implementing agencies in implementing MSS Scheme and to suggest possible remedial measures.
- Whether the objective of revision in the financial parameters of sub-components has been fulfilled both from the point of view of the artisans community and of the Government.
- The modifications required in the scheme, if any, in the light of market response and altered business environment, particularly the WTO regulations on financial assistance for export promotions.
- Scope of backward and forward linkages created with different institution i.e. raw material suppliers, banks, export houses etc.
- Establish of Brand name for handicrafts products and even standardization of product for acceptance in national and international market.
- Creating awareness among the masses for acceptance of handicraft products in daily use.
- Effective use of HM&SECs in assisting artisans for marketing their product.

- To suggest suitable modification in scheme/guidelines, if any, to make it more relevant and result oriented.

Research and Development Scheme:-

- To provide feedback on the activities undertaken vis-à-vis approved activities in physical and financial terms.
- To furnish the impact of each activity undertaken in quantitative and qualitative terms before & after implementation of scheme.
- To indicate the shortcoming in the scheme, if any and also, the implementation issues.
- To suggest suitable course of action, if required as a corrective action.
- Any other information, which is of importance, may be provided.

Sample size of study: - The sample size is to cover at least 10% Handicraft Artisans (Beneficiaries) and 2% implementing agency.

7. Terms and conditions

- I. The bidder has to quote the price inclusive of all taxes.
- II. O/o DC (H) reserves the right to reject any bids without assigning any reasons.
- III. To facilitate undertaking study the relevant information will be provided by O/o DC (H)
- IV. **Time Schedule for completing the study:-** The selected bidders has to submit the draft report within 45 days from the date of award of the study and final report within 7 days from the approval of draft report.
- V. **Deliverables:- The selected bidder for conducting the study will provide**
 - i. Soft copy and 4 hard copies of draft report.
 - ii. Soft copy and 10 hard copies of the final report
 - iii. Unit level information in soft copies
 - iv. Presentation on draft report as well as on final report
- VI. **EMD:** - The bidder has to deposit Earnest Money Deposit of Rs. 50,000/-(Rupees Fifty Thousand only) is to be deposited in the form of Demand Draft/ Pay Order in favour of the Accounts Officer at Office of the Development Commissioner Handicrafts West Block -7 R.K Puram Sector -1 New Delhi. The EMD received from the tenderers will be returned without interest immediately after the process of award of contract is over. Bidders are required to submit the details of EMD payment at the time of Bid Preparation.
- VII. **Performance Guarantee:** - Performance guarantee of 10% of value will have to be deposited within 20 days of placing order in the form of a performance bank guarantee of a Nationalized Bank or a private sector bank authorized to conduct government business. This shall be valid up to 90 days beyond the completion of study period. Performance guarantee will be return after successfully compilation of warranty period without any interest.

VIII. **Terms of Payment.**

- 50% as an advance (1st instalment) at the time of awarding study (The successful Bidders has to submit bank guarantee against the advance sanctioned.
- 30 % on submission of draft report along with Utilization Certificate and details of expenditure duly Certified by the Chartered Accountant.
- 20 % on submission of 15 copies of Final Report (with 5 CDs) and its acceptance along with Utilization Certificate and details of expenditure duly certified by the Chartered Accountant of earlier release.

IX. Conditional tenders will not be accepted.

X. Any cutting and overwriting in the financial bid will not be accepted. The O/o DC (H) reserves the right to reject any or all the tenders without assigning any reasons whatsoever.

XI. **Penalty clause:** - If the agency/organization/institutions is not able to complete the evaluation in time and/or is unable to furnish the reports in time the agency would be liable to be penalized 1% of the fee (excluding taxes) per week for delay or part of it subject to maximum of 10%.

XII. **Selection of Bidder:-**The Agency will be selected through a competitive financial bidding process. The agency quoting the lowest rate for evaluation will be selected as L-1 bidders.

XIII. All legal proceedings, if necessity arises to the O/o DC (H) may be any of the parties shall have to be lodged in the courts situated at New Delhi and not elsewhere.

Annexure-I**Performa for Technical Evaluation**

The agencies are requested to furnish the following information/documents for Technical evaluation. The documentary proof is required for each information.

1	Name of the agency along with name of proprietors/ Directors	
2	Whether the firm has a permanent Account Number (PAN/TAN)	
3	Whether any legal suit/criminal case pending or contemplated or legal notice having being served to this effect against the proprietor of the agency or any of its Directors (in case of Pvt. Ltd. Company) on grounds of moral turpitude or for violation of any of the laws in-force and agency is not black listed by any Government organization. (attached annexure-III)	
4	Whether the agency has enclosed the proof of documents as per para 4 (I to V) of tender documents.	
5	The Agency Contact Details	Office Address: ... E-mail Phone no.
6	Details of Earnest Money Deposit	

Note: Submission of documentary proof for the entire above Qualifying Requirement is mandatory. In case of absence of documentary proof the bid is liable to be rejected. O/o DC (Handicrafts) may demand original documents for verification.

Authorized Signatory _____
Name _____
Designation _____

UNDERTAKING BY THE AGENCY

I, _____, on behalf of _____
(Name of the firm/agency) hereby declare that there is no legal suit / criminal case pending or contemplated or legal notice having been served to this effect against the Proprietor of the Agency or any of its Directors (in case of Pvt. Ltd. Company) on grounds of moral turpitude or for violation of any of the laws in force and company is not black listed by any Government Organisation.

I, _____, on behalf of _____
(Name of the firm/agency) hereby undertake that all relevant statutory requirements will be complied with.

I, _____, on behalf of _____
(Name of the firm/agency) understand that if the above declaration is found incorrect, the present engagement would be terminated and _____
(name of the firm/agency) would be debarred from any further engagement by O/o DC (Handicrafts) ever.

(Signature)

Name:

Address:

Date:

Annexure-III

Tender No. K-12012/4/62/2015-16/R&D

Financial Bid

I hereby submit financial quotes (**including of all**) for evaluation of Marketing Support and Service Scheme and Research & Development Scheme under National Handicrafts Development Project (NHDP) for 12th five year plan of Office of the Development Commissioner (Handicrafts), Ministry of Textiles

Total Cost of Evaluation Study (In Words) (Inclusive all)	Total Cost of Evaluation Study (In figure) (Inclusive all)

SIGNATURE OF THE AUTHORISED SIGNATORY (with seal)_____

Marketing and Service Support Scheme (MSS Scheme)

The following interventions will be provided under **Marketing Support and Service Scheme**:

(i) Domestic Marketing events Assistance for organizing/participation in marketing events in India

In order to promote and Market Handicrafts financial assistance will be provided to different eligible organizations to organize Craft Exhibitions in metropolitan cities/state capitals / places of tourist or commercial interest/ other places. This will provide direct marketing platform to the handicraft artisans/SHGs/entrepreneurs from various parts of the country.

(1) Gandhi Shilp Bazaar/Craft Bazaars

In order to promote and Market Handicrafts financial assistance will be provided to different eligible organizations to organize Gandhi Shilp Bazaars (GSB)/Crafts Bazar in metropolitan cities/state capitals / places of tourist or commercial interest/ other places for a period of 7-10 days. The financial ceiling for GSB and Craft bazaars is based on classification of towns i.e., 16-20 Lakhs

(2) Exhibitions

The exhibitions shall be organized for a period of 7 -10 days with participation from minimum of 10 and maximum of 50 artisans. The financial ceiling for Exhibition is based on classification of towns i.e., from 7 to 9 Lakhs.

(3) Hiring of built up space in events organized by other organizations:-

The participation in an event will be for a minimum of 2 days or the duration of the event whichever is higher.

- The number of stalls hired will not exceed 25% of the total stalls erected in the fair subject to maximum of 100 stalls.

(4) a. National Handicrafts Fair

The event will showcase the best of the Indian handicrafts in quality, design and versatility from across the country. The objective of this new programme is to organize an exclusive fair for handicraft products in India at a grand scale to increase visibility of the products in domestic market. The programme will also benefit entrepreneurs who are unable to participate in the International fairs due to the high cost.

100-300 including artisans/ exporters/ merchandiser/manufacturer may participate in the event, for a period of 10-15 day. The funding shall be provided to the extent of INR 1.00 Crore maximum for organizing the event.

b. Craft Awareness Programme

The component aims to support local level awareness programs that target general public and spread awareness about our crafts. Such programs may be

taken up at schools or other places where reach to wider audience can be ensured. Programme duration should be maximum of 3 days. The funding shall be provided to the extent of INR 2.00 lakhs.

c. Demonstration Programme:-The objective is to provide to organize small scale interaction programmes to promote handicrafts with the general public.

The event will be organized for the maximum of 7 days with participation of artisans as per requirement. The funding shall be provided to the extent of INR 4.5 lakhs

(5). Assistance for organizing/participation in marketing events abroad

i. Participation in International fairs and exhibition abroad

With a view to promote exports of handicrafts and carpets the financial assistance will be provided to eligible organization for participation in international fairs and exhibitions held in India and abroad. The financial capping for the component shall be INR 50 lakhs.

ii. Folk Craft Festival of India/Stand alone shows /road shows:-

The folk craft festival of India/road shows/catalogue shows /thematic exhibitions/stand alone shows /special events/programmes shall be organized in India and abroad to create promote the products and create a brand image for Indian handicrafts in international markets.

Maximum of 20 participants will participate for the duration of the event. The participants include artisans, SHG, entrepreneurs and exporters. The funding shall be on actual subject to a maximum of INR 60 lakhs per event.

iii. Market studies abroad:-

The market is a dynamic in nature and changes frequently in terms of potentiality, taste, and fashion and consumer preference. In order to remain competitive, it is necessary to gather above marketing intelligence through market surveys/studies regularly. This helps in capturing business in virgin and emerging markets besides strengthening our hold in the existing markets through better knowledge of market demand trends and product preferences besides knowledge about techniques, processes and materials/other inputs being used by the competing countries. The financial assistance will be in the form of 100% grant in aid from O/o DC (H) subject to a ceiling of INR 20 lakhs per study.

iv. International craft exposure programme:-

Long and short term trainings cum exposure programs of Artisans/Mastercraftspersons/designers/technologists abroad on subject of designs, product innovations, techniques, technology, processing, finishing etc.

Financial assistance for Craftpersons/designers/technologist from abroad to visit India & Vice-a-Versa for (a) studying designs and products and for creating awareness on design and product requirements of international market, and (b) for dissemination of information on latest production techniques, tools, equipments and technology being adopted by different countries .Maximum of 10 participants for a period up to maximum of 1 month. The eligible agencies shall receive 100% grant-in-aid from O/o DC(H) subject to a maximum of 30 Lakhs.

v. Cultural Exchange Programme

Under this activity, of master craftpersons will be deputed under a Cultural Exchange Programme for live demonstrations of the craft he/she practices. The participation in Cultural Exchange Programme is arranged as per agreed terms & conditions between Govt. of India and other countries. In addition, participation of master craftpersons are also arranged for programmes being organized by Indian Embassies or in any festival of significance abroad to promote Indian handicrafts. Master Crafts persons, Shilp Gurus and National Awardees etc. To monitor the impact assessment of such participations, one Officer of the Office of DC (Handicrafts) can also be deputed to the programme.

(6). Buyer seller meet in India

The objective of this event is to provide linkages to local artisans to showcase their products to the major buyers of India ensuring integrated and inclusive development of the Indian handicrafts. The meet will be organized for up to 3 days with participation upto 50 buyers and 50 artisans financial assistance to the tune of INR 15 Lakh will be permissible towards buyer seller meet.

(7) Buyers sellers meet abroad and reverse buyer seller meet in India

Since small exporting units cannot afford to participate in International Fairs organized in India & abroad on their own, it is proposed to fund the umbrella organizations mentioned in the eligibility clause for organizing International Handicrafts Trade Fair/buyers sellers-meets in India and abroad. To monitor the impact assessment of such participations, one Officer of the Office of DC (Handicrafts) can also be deputed to the programme. The meet will be organized for up to 3-5 days. The funding shall on actual subject to a maximum INR 50.00 Lakh.

(8) Workshops/ seminars/ symposiums/ programmes organized abroad

This component with the following objectives: Awareness creation among foreign designers/technologists, buyers, media persons, opinion makers as well as general public. Interaction with Govt. officials, trade representatives and buyers for topics like improvements in the products, policies and Designs. The financial assistance will be on actual basis subject to max of INR 50 lakhs.

(9) Rental for warehousing

This component aims are providing financial support for renting warehouses abroad. 80% of the rental cost towards hiring of warehouses abroad to store handicraft products shall be reimbursed subject to the maximum of Rs.25.00 lakh per unit.

(10) Publicity and Brand Promotion

a. Publicity via print and electronic media

Publicity and Brand promotion shall help highlight Indian handicraft products as quality products and thus boost sales in India and abroad.

Financial assistance will be considered to the eligible organizations for publicity for the following activities:

- Large scale campaign to promote Handicrafts and the brand in lines of 'Incredible India'
- Production of video films on various theme
- General advertisement and publicity in print and electronic media
- Special supplements in print and electronic media in connection with events like National Award etc.
- bringing out posters/hoardings/ other advertisement panels on handicrafts
- Official newsletters/ directory/souvenirs/calendars for publicity
- Printing of hand book of scheme/procedures of the Office of DC (Handicrafts)
- Printing of yearly reports required under GFR to be placed before the Ministry/ Parliament etc.
- Purchase of books/ periodicals/ journals for the departmental library
- making of CD-ROMs for various marketing events and launching of the same on Internet for enlightening/ awareness of the customers about the venue, name of artisans and their artifacts for direct sales etc.

b. Web Marketing

The objective of the sub-component is to support advertisements and other publicity activities on the web media and also creation of e-marketing platform.

Research & Development Scheme

I. Preamble

The office of the Development Commissioner (Handicrafts) an attached office of Ministry of Textiles, Government of India formulates & Implements various schemes for the development of Handicrafts in the country. The schemes formulated/modified/-deleted for continuation from one plan to another, are based on the evaluation/Research Studies conducted from time to time & for this, we have an in house scheme called 'Research & Development' in force since a long time. Research & Development Scheme was introduced in 1956-57 as Central Sector Scheme. This scheme was introduced to generate feedback on economic, social, aesthetic and promotional aspects of various crafts and artisans in the sector. This office has been implementing the scheme called Research & Development on all India basis since the time it was introduced to conduct surveys and studies of important crafts and make in-depth analysis of specific aspects and problems of Handicrafts in order to generate useful inputs to aid policy Planning and fine tune the ongoing initiatives; and to have independent evaluation of the schemes implemented by this office. The scheme has been continued for implementation during the Twelfth five year plan, enlarging its scope to include some more components & their salient features without making any major modification in its parameters, are as under:

II. Scope of the Schemes

Under R&D Scheme the following are the eligible sub components for financial assistance:-

1. Surveys & Studies on different topics
 - a) Surveys/ Studies of specific crafts for which adequate information is not available.
 - b) Problem relating to availability of raw material, technology, design, common facilities, etc.
 - c) Living and working conditions of artisans in specific areas of crafts.
 - d) Market evaluation studies of specific crafts for either domestic or overseas markets.
 - e) Techno-economic feasibility studies and post evaluation of the various promotional projects programmes under taken in the handicrafts sector.
 - f) Areas requiring special study for uplift of the weaker sections viz. scheduled Castes and Scheduled Tribes.
2. Financial Assistance for preparation of legal, para legal, standards, audits and other documentation leading to labeling/certification.

3. Financial Assistance to organizations for evolving, developing a mechanism for protecting crafts including languishing crafts, design, heritage, historical knowledge base, research and implementation of the same enabling the sector/segment to face challenges.
4. Conducting Census of Handicraft artisans of the country.
5. Registration of Crafts under Geographical Indication Act & necessary follow up on implementation.
6. Assisting handicrafts exporters in adoption of global standards and for bar coding, including handicrafts mark for generic products.
7. Financial Assistance for taking up problems/issues relating to brand building and promotion of Indian handicrafts.
8. Conducting of workshops/seminars on issues of specific nature relating to handicrafts sector.

III. Eligibility

9. Assistance under the scheme will be extendable to an organization registered under any of the statutory Acts (Companies Act 1956, Societies Registration Act 1860, Co operative Act. Etc.) or universities and recognized research institutions. Generally such assistance would not be extendable to an particular individual unless he/she is an eminent scholar or a person associated with promotion of handicrafts for a long time.

IV. Guidelines for Sanction:-

Proposals will be invited through open advertisement. A committee under the chairmanship of Development Commissioner (Handicrafts) will be formed for consideration of proposals. The proposal having financial/funding implication above Rs. 50.00 Lakhs will be brought before the Project Approval and Monitoring Committee, Chaired by Secretary (Textiles), including a representative from IFW, Ministry of Textiles.

V. Financial Parameters

a) Eligible financial assistance for 1[a to f]

S.No.	Head	Maximum Number	Maximum permissible amount
(i)	Project Leader	1	@ Rs. 40,000/- p.m.
(ii)	Senior Research Expert	2	@ Rs. 25,000/- p.m.
(iii)	Junior Research Fellow	2	@ Rs. 15,000/- p.m.
(iv)	Investigator [Graduate]	3	@ Rs. 12,000/- p.m.
(v)	Computer Operator	2	@ Rs. 10,000/- p.m.
(vi)	Documentation & Videography	--	Rs. 1,00,000/-

(vii)	T.A./D.A.	--	Rs. 18,000/- p.m.
(viii)	Miscellaneous	--	10% of the total cost

Maximum period 12 months.

b) Eligible financial assistance for [2] to [7]

Need base and will be decided on case to case basis.

c) For Seminar & Workshops for [8] -

Maximum permissible duration – 3 Days.

Financial assistance will be as under:-

S.No.	Head	Maximum permissible limit amount
(i)	Halls & Infrastructure	Rs. 1,80,000/- for 3 days
(ii)	Boarding & Lodging for Resource Persons	@ Rs. 9,000 per day, per head
(iii)	a) T.A. to Resource Persons b) For International Experts	@ Rs. 12,000/- per persons or AC-I/Air fare economy class whichever is less @ Rs. 70,000/- per person or economy class
(iv)	Honorarium to Resource Persons	@ Rs. 4,000/- per person
(v)	T.A. to participants including journey period	@ Rs. 2000/- per participant or AC-III tier fare whichever is less
(vi)	DA to the participants	@Rs.100/-per participant per day.
(vii)	Documentation & Videography	Rs. 1,00,000/-
(viii)	Hire of Conveyance	Rs. 2,00,000/- for 3 days
(ix)	Refreshments & Tea, Lunch etc.	@ Rs. 400/- per participants per day
(x)	Publicity including banners, backdrops, pamphlet, booklet, etc.	Rs. 2,00,000/-
	Miscellaneous	@ 10% of (i) to (x)
	<ul style="list-style-type: none"> Rs. 3000/- for participants from NER. 	

In special cases limit can be increased with special approval of IFW.