

EXPRESSION OF INTEREST

for

**Selection of Facility Operator for
Operations & Management of the Crafts
Complex, Vasant Kunj, New Delhi**

Issued by:

**Office of Development Commissioner (Handicrafts),
Ministry of Textiles, Government of India**

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**Office of Development Commissioner (Handicrafts),
Ministry of Textiles, Government of India
Address: Plot No. 8, Nelson Mandela Marg, Vasant Kunj, New Delhi, Delhi
110070
Phone No: 011-26177781, 011-26178640**

**EXPRESSION OF INTEREST FOR SELECTION OF FACILITY OPERATOR FOR OPERATIONS &
MANAGEMENT OF THE CRAFTS COMPLEX, VASANT KUNJ, NEW DELHI**

Date:

1. **Office of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India** invites Expression of Interest (the “EOI”) from agencies to operate, maintain & manage the Crafts Complex, Vasant Kunj, New Delhi (the “Facility”). The EOI document shall be available for downloading at <https://eprocure.gov.in/eprocure/app>.
2. The last date for receiving queries is **28/02/2025**. The Pre-Submission meeting shall be held on **10/03/2025 at 03:00 PM** at Office of Development Commissioner (Handicrafts), Vasant Kunj, New Delhi. Expression of Interest should be submitted not later than **28/03/2025 up to 6:00 PM**. The detailed schedule is mentioned below:

SN	Critical Events	Timeline
1.	Date of Issue of EoI	19.02.2025
2.	Submission of Pre-Submission Queries	28.02.2025 up to 6:00 PM
3.	Pre-Submission Meeting	10.03.2025 at 3:00 PM
4.	Last Date and Time for Submission of EoI	28.03.2025 up to 6:00 PM
5.	Presentation round for the Approach & Methodology	To be communicated to participating applicants after the submission of EoI

3. The Office of Development Commissioner (Handicrafts) reserves the right to amend / modify EOI documents and/or to reject any or all responses without assigning any reasons thereof.

Assistant Director

Office of the Development Commissioner (Handicrafts)

Ministry of Textiles, Government of India

Address: Plot No. 8, Nelson Mandela Marg, Vasant Kunj, New Delhi, Delhi 110070

Phone No: 011-26177781, 011-26178640

Email: pradeep.yadav1986@gov.in

1. Disclaimer

The information contained in this Expression of Interest document (“**EOI**”) or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Office of Development Commissioner (Handicrafts), or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided. This EOI is not an agreement or an offer by the Office of Development Commissioner (Handicrafts) to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their application pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Office of Development Commissioner (Handicrafts) in relation to the Project (Operating, Maintaining & Managing the Crafts Complex). Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. The assumptions, assessments, statements, and information contained in this EOI, may not be complete, accurate, adequate, or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources. The Office of Development Commissioner (Handicrafts) accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein. The Office of Development Commissioner (Handicrafts) may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI. The issue of this EOI does not imply that the Office of Development Commissioner (Handicrafts) is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the selection of Facility Operator for and the Office of Development Commissioner (Handicrafts) reserves the right to reject all or any of the Application without assigning any reasons whatsoever.

2. Introduction

The office of Development Commissioner (Handicrafts), Ministry of Textiles is the nodal agency in the Government of India for craft and artisan-based activities. It assists in the development, marketing and export of handicrafts, and the promotion of craft forms and skills. The Handicrafts and handloom sector plays a significant and important role in the country's economy. It provides employment to a vast segment of crafts person in rural and semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage.

The Crafts Complex is envisaged to stand as a premier destination dedicated to the rich heritage of Indian handicrafts and handlooms. Located in the heart of Vasant Kunj, Delhi, this complex aims to serve as a one-stop destination for luxury shopping and cultural immersion. Adjacent to prominent shopping destinations like DLF Promenade, DLF Emporium, and Ambience Mall, the Crafts Complex benefits from high foot traffic of shoppers seeking premium experiences. Its proximity to major tourist spots such as Qutub Minar and Mehrauli, along with excellent connectivity by road and metro, ensures a steady influx of local and international visitors in the area. The complex is situated in a high-security zone, ensuring a safe and secure environment for all.

3. Objective

The primary objectives for development of the Craft Complex include:

- Presenting a unique, multidimensional retail experience through a premium curated space which promotes and celebrates authentic handmade, both handicrafts and handlooms.
- To promote and propagate traditional craftsmanship in a contemporary form.
- Facilitate economic opportunities for Indian handicrafts industry by creating a retail hub which would include both master craftspersons, designers, entrepreneurs, emerging brands and artists.
- Create a Living Cultural Hub to enhance the appreciation of diverse craft traditions among domestic and foreign audiences.
- To provide engaging educational experiences to consumers through ongoing design led workshops/learning sessions and demonstrations furthering consumer needs and awareness.
- Offering high quality design-led sustainable product lines for discerning, conscious, and responsible consumers.

Therefore, to achieve the afore-mentioned objectives and to direct, manage, curate and operate the Facility, the Office of Development Commissioner (Handicrafts) has decided to explore the potential of handing over the operations of the Facility to third-party organizations. Thus, the EOI are invited from companies/agencies to operate, maintain & manage the Crafts Complex, Vasant Kunj.

4. Project Details

- 4.1 The vision for the Craft Complex is to be a gateway to Indian handicrafts and handlooms, offering a curated shopping experience that highlights the cultural heritage of India. It is not just a shopping destination but also features well-organized seminar and craft demonstration areas, making it a versatile venue for professional events. The complex spans 18,622.74 square meters of built-up area, divided into a mall block and an office block. The mall block, a three-story building having 7,085 square meters of built-up area, includes parking facilities for around 130 cars.

Mall Block

Floor	Built-up area (sqm)	Specifications (Including the open spaces, gallery area, verandah and atrium)
Ground	2328.02	8 Shops, 2 Showroom, 1 F&B area and 1 Kitchen
First	1560.04	11 Shops, 2 Showroom
Second	1598.91	1 Shop, 2 Showroom, Art Gallery, 1 Crafts Workshop
Third	1598.91	1 AR/VR room, 1 Craft Demonstration, 1 Conference Hall, 1 – Book café, 1 Craft workshop
Total	7085.88	20 – Shops; 06 - Showroom 01 - AR/VR room; 01 - Conference Hall (100-seater) 01 – F&B Area; 01 – Book café, 01 - Art Gallery; 01 – Craft Demonstration area 02 - Craft corner/Workshop

Office Block

Floor	Built-up area (sqm)	Specifications
Ground	625.00	4 Guest Room, 1 Reception, dispatch room, 1 Waiting area, 1 Pantry, 1 Storeroom
First	625.00	11 Office spaces/ cabins for NRO, CPAO ,HQ office, 1 Waiting room, 1 Pantry
Second	625.00	09 Office space/cabins - different sections of HQ office, 1 Pantry
Third	625.00	10 Rooms/cabins for higher officers, 1 conference room, 1 waiting room, 1 Pantry
Total	2500.00	04 – Guest Rooms; 30 – Office Cabins 200 - Workstation units, 01 – Conference room (30-seater) 04 – Pantry

- 4.2 The Office Block has been occupied by the Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. A Facility Operator, if selected, shall be expected to operate, maintain and manage the Mall Block along with the preventive maintenance of Office Block within the provisions of the mandate attached at SN. 8 of the Annexure-A of this document.
- 4.3 SN D.7, D.2 and C.3 of Table A-1, Annexure-A shall not be handed over to the Facility Operator and shall be kept under the control of the Office of Development Commissioner (Handicrafts). The Office of Development Commissioner (handicrafts) shall utilize the space to hold artisan development and promotion activities related to handicraft and handloom. However, the Office of Development Commissioner (Handicrafts) may pay rent plus maintenance for the reserved spaces to the selected Facility Operator, contours of which shall be finalized as specified at the RFP stage.
- 4.4 The details mentioned at 4.1 above provide the current state of the Facility. However, the selected Facility Operator may propose to amend the internal design of the Facility as per requirements subject to prior approval of the Office of Development Commissioner (Handicrafts). The selected Facility Operator would be required to ensure no compromise to safety of the occupants of the Office Block and the Facility and that no structural amendment or damage is done to the Facility.
- 4.5 Additionally, the Applicant may refer the report titled, '*Strategy for India to showcase its Handicrafts and Handlooms to the world through a world class handmade heritage and design centres*' published on the website of the Office of DC (Handicrafts) <https://handicrafts.nic.in/tenders.aspx?type=24&MID=EvsdnH+UljpTVhFYh+i13g==> to develop an understanding of potential ideas for utilization of the space at the Complex.

5. Submission Procedure

5.1. Perspective Applicants

The Applicants should meet the following qualification criteria and shall submit documents in support of the qualification parameters.

- i. The Applicant shall be Proprietary Firm; or Partnership/LLP, or Societies as per Registration Act 1860, or Trusts as per Indian Trust Act 1882, or Companies registered under, companies act 1956/2013.
- ii. The Applicant must be operational in the business of similar work for at least 5 years from the date of issuance of this EOI. Similar Work shall consist of operating, maintaining and managing a commercial real estate in either of the following:
 - A shop/ showroom in a mall/ shopping complex/ high street/ convention centre. This would also include brand owners, manufacturers, merchandisers, retailers and exporters of consumer products,
 - A shopping mall,
 - A shopping complex,
 - A Convention Centre

The Applicant shall substantiate its experience by submitting details of relevant similar work experience as per Appendix-IV. Documentary evidence / proof of the experience is to be furnished supported by “certificates issued by the Authority concerned”.

- iii. Its average annual turn-over for FY 2021-22, 2022-23 and 2023-24 must have been at least INR 16,50,00,000 (Rupees Sixteen Crore Fifty Lakhs Only). The Applicant shall substantiate its financial capacity by submitting relevant details as per Appendix-V.
- iv. It's Net-Worth should not be negative as on 31 Mar 2024. The Applicant shall substantiate its financial capacity by submitting relevant details as per Appendix-V.

Note: It is specially clarified here that the aforesaid criteria are the minimum eligibility criteria and additional/ amended qualification filters may be introduced at RFQ/RFP stage.

5.2. Clarifications/Communications Sought by the Applicants

- 5.2.1. The prospective Applicants requiring any clarification/communication on the EOI document may seek clarifications in writing to with a subject line as mentioned below. Subject: Queries for Expression of Interest for Selection of Facility Operator for Operating, Maintaining & Managing the Crafts Complex, Vasant Kunj, New Delhi. Email: pradeep.yadav1986@gov.in

5.3. Pre-Submission Meeting

- 5.3.1. Pre-Submission Meeting will be held on **10/03/2025 at 03:00 PM** with the Interested Applicants by the Office of Development Commissioner (Handicrafts). The Applicants are invited to submit their queries regarding the EOI and provide their suggestions and recommendation, if any.
- 5.3.2. Amendment and modification in the EOI and subsequent RFQ/RFP, if any shall be solely at the discretion of the Office of Development Commissioner (Handicrafts).

5.4. **Number of EoIs**

Applicants shall submit only one application in response to this EOI.

5.5. **Amendment(s) to EoI**

5.5.1. The Office of Development Commissioner (Handicrafts) may, for any reason, modify the Expression of Interest (EOI) by amendment (s) at any time before the deadline for submission of applications. All prospective Applicants should check the <https://eprocure.gov.in/eprocure/app> regularly to keep themselves informed. All such amendments shall be binding on them and this Expression of Interest along with the amendment(s) shall constitute the complete Expression of Interest.

5.5.2. Any responses to pre-submission queries and/ or addendum and/ or corrigendum issued hereunder shall be uploaded on mentioned website.

5.5.3. In order to provide the applicants reasonable time for taking into account any Addendum / Corrigendum, or for any other reason, the Office of Development Commissioner (Handicrafts) may, at its sole discretion, extend the submission date.

5.5.4. Any verbal or written arrangement abandoning, modifying, extending, reducing, or supplementing any terms & conditions of the EoI shall be deemed conditional and shall not be binding on the Office of Development Commissioner (Handicrafts) unless and until the same is incorporated in a formal document signed by the competent authority of the Office of Development Commissioner (Handicrafts), and till then the Office of Development Commissioner (Handicrafts) shall have the right to repudiate such arrangements.

5.6. **Format & Signing of EoI**

5.6.1. The Applicants would provide all the information as per this EOI Document and in the specified formats. The Office of Development Commissioner (Handicrafts) reserves the right to reject any EOI that is not in the specified formats. The EOI should contain all the required and relevant information in the formats prescribed and as shown in the Check List. The EOI shall be typed or printed, and the Applicant shall initial each page. All the alterations, omissions, additions, or any other amendments made to the EOI shall be initialed by the person(s) signing the EOI.

5.7. **Submission of EoI**

5.7.1. The Applicant is responsible for registering on the e-procurement portal at its' own cost. Applicants are advised to carefully review the e-procurement guidelines and instructions available on the e-procurement website. Applicants should possess a valid Class II Digital Signature Certificate (DSC) obtained from certifying authorities.

5.7.2. The Applicant shall provide all the information sought under this document. The Office of Development Commissioner (Handicrafts) would evaluate only those applications that are received in the specified format/formats/appendices and complete in all aspects and with the submission date and time.

5.7.3. Applicants should note the last date of submission of the application, as specified in this

document. Applicants may be asked to provide additional material information or documents or technical presentations subsequent to the date of submission.

5.8. **Eoi Due Date**

5.8.1. EOI should be submitted online on the e-procurement portal on or before the EOI due date as and in the manner and form as detailed in this EOI Document. EOI submitted by either facsimile transmission or telex or e-mail will not be acceptable.

5.9. **Evaluation of Eoi**

5.9.1. The Office of Development Commissioner (Handicrafts) would open the EOI on the due date for EOI document submissions as detailed in this EOI. The Office of Development Commissioner (Handicrafts) would subsequently examine and evaluate EOI in accordance with the criteria set out in clause 5.1. To assist in the process of evaluation of EOI, The Office of Development Commissioner (Handicrafts) may, at its sole discretion, ask any Applicant for clarification on its Proposal. The request for clarification and the response shall be in writing. No change in the substance of the EOI would be permitted by way of such clarifications.

5.9.2. The Office of Development Commissioner (Handicrafts) reserves the right to reject any Applications, if

(a) At any time, any material misrepresentation is made or uncovered; or

(b) A material concealment is detected; or

(c) The Applicant does not respond promptly and thoroughly for request of supplement information required for evaluation of the Applications.

5.10. **Correspondence with Applicant**

5.10.1. Save and except as provided in this EOI, the Office of Development Commissioner (Handicrafts) shall not entertain any correspondence with any Applicant in relation to the acceptance or rejection of any EOI.

5.10.2. Any information contained in the EOI shall not in any way be construed as binding on the Office of Development Commissioner (Handicrafts), its agents, successors, or assigns.

5.11. **Site Visit and Verification**

5.11.1. Applicants are encouraged to submit their respective EOIs after visiting the Project site and ascertaining for themselves the site conditions, location, surroundings, climate, availability of power, water & other utilities for construction, access to site, handling and storage of materials, weather data, applicable laws and regulations, and any other matter considered relevant by them. Interested Applicants may reach out to the following contact person to schedule a site visit:

- (a) Mr. Pradeep Yadav,
Assistant Director,
Office of DC(Handicrafts), Ministry of Textiles,
Government of India
Phone No: 011-26177781, 011-26178640
Email: pradeep.yadav1986@gov.in

5.11.2. It shall be deemed that by submitting the EOI, the Applicant has:

- a) Made a complete and careful examination of the EOI Documents.
- b) Received all relevant information requested from the Office of Development Commissioner (Handicrafts).
- c) Accepted the risk of inadequacy, error or mistake in the information provided in the EOI Documents or furnished by or on behalf of the Office of Development Commissioner (Handicrafts) relating to any of the matters referred to in Clause 5.11.1 above.
- d) Satisfied itself about all matters, things and information including matters referred to in Clause 5.11.1 hereinabove necessary and required for submitting an informed EOI.
- e) Acknowledged and agreed that inadequacy, lack of completeness or incorrectness of information provided in the EOI Documents or ignorance of any of the matters referred to in Clause 5.11.1 hereinabove shall not be a basis for any claim for compensation, damages, extension of time for performance of its obligations, loss of profits etc. from the Office of Development Commissioner (Handicrafts).
- f) Acknowledged that it does not have a Conflict of Interest; and
- g) Agreed to be bound by the undertakings provided by it under and in terms hereof.

5.11.3. The Office of Development Commissioner (Handicrafts) shall not be liable for any omission, mistake, or error in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to EoI, including any error or mistake therein or in any information or data given by the Office of Development Commissioner (Handicrafts).

6. Selection Process:

- 6.1. The EOI shall not be used to either shortlist or disqualify tenderers and any entity which has not submitted an EOI, shall also be allowed to participate in the RFP stage.
- 6.2. Selection of Facility Operator will be on the basis of competitive bidding process in response to Request for Qualification (RFQ) / Request for Proposal (RFP) to be invited by Office of Development Commissioner (Handicrafts) subsequently.

7. Scope of Work

7.1. Responsibilities of Facility Operator

- 7.1.1. Facility Operator selected through the selection process as defined in Clause 6 of this EOI will be handed over the facility on as is whereas basis and shall have following major responsibilities:
- a) Manage, curate, operate & maintain the existing facility/(ies) at its own cost
 - b) Deploy the required human resources with adequate skill and number for proper functioning of the facility with required standards
 - c) Upgrade, enhance, and augment the facility as proposed in their application
 - d) Arrange for all finance for operation and maintenance of existing facility/(ies), proposed augmentation, enhancement for satisfactorily fulfilment of its obligation in accordance with bidding document (RFQ/RFP/Draft Service Agreement).
 - e) Preventive maintenance of office block for common facilities such as HVAC, fire-fighting system etc.
- 7.1.2. The Office of Development Commissioner (Handicrafts) reserves the right to amend, revise the scope of work of the project during any stage of the selection process as defined in Clause 6 of this EOI.

8. Checklist of Documents to be Submitted as a Part of the EOI:

1. Appendix I - Application for submission of EOI
2. Appendix II – Approach & Methodology
3. Appendix III - Brief profile of the applicant
4. Appendix IV - Technical Capacity of Applicant
5. Appendix V - Financial Capacity of Applicant

Section - II

EXPRESSION OF INTEREST (EOI)

for

**Selection of Facility Operator for Operations & Management of the
Crafts Complex, Vasant Kunj, New Delhi**

APPENDICES

APPENDIX I
(On the letter head of the Applicants)

LETTER OF SUBMISSION OF EOI

To,
The Development Commissioner (Handicrafts)
Ministry of Textiles, Government of India
Plot No. 8, Nelson Mandela Marg, Vasant Kunj,
New Delhi, Delhi 110 070

Sub: EOI for the “Selection of Facility Operator for Operations & Management of the Crafts Complex, Vasant Kunj, New Delhi”

Dear Sir,

1. With reference to your EOI document dated, I/we, having examined the EOI document and understood its contents, hereby submit my/our EOI for the aforesaid Project.
2. I/We certify that all information provided therein in my/our EOI is true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying my/our EOI are true copies of their respective originals.
3. This statement is made for the express purpose of our interest in selection as Facility Operator for the operation and maintenance of the aforesaid Project.
4. I/ We shall make available to the Authority any additional information it may find necessary or require supplementing or authenticate my/our EOI.
5. I/ We acknowledge the right of the Authority to reject our EOI without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
6. I/ We declare that
 - a) I/ We have examined and have no reservations to the EOI document, including any

Addendum issued by the Authority.

- b) the undertakings given by us along with the Application in response to the EOI for the Project were true and correct as on the date of making the Application and are also true and correct as on the Due Date as mentioned in EOI and I/We shall continue to abide by them.
- 7. I/ We understand that you may cancel the selection process at any time and that you are neither bound to accept any application that you may receive nor to invite the Applicant to Bid for the Project, without incurring any liability to the Applicant.
- 8. I/We enclose in the prescribed formats, certificates in support of our suitability, technical knowhow and capability for having successfully completing similar projects.
- 9. I/We agree and understand that in no case, I/We shall have any claim or right of whatsoever nature if the Project/ Concession is not awarded to me/us or our EOI is not opened or rejected.
- 10. I/ We agree and undertake to abide by all the terms and conditions of the EOI document.

In witness thereof, I/we submit this Application under and in accordance with the terms of the EOI document.

Yours faithfully,

Date: Place:

(Signature of the Authorised signatory)
(Name and designation of the of the Authorised signatory)
(Name and seal of Applicant)

APPENDIX II

Approach & Methodology

(The Applicant shall submit this document in its submission on the portal. The Applicant shall also be required to deliver a presentation on its Approach & Methodology at a mutually convenient date & time after the submission due date)

A. Approach

1. Past Experience - It should indicate the similar work experience and its relevance to the mandate for the center. It should be presented with an aim to establish confidence of the assessors in ability of the Applicant to deliver the mandate.
2. Project Understanding
3. Market Research (Demand and Supply Analysis)

B. Case Studies, if any

C. Methodology – Outline of the proposed concept

4. Proposed enhancement in existing infrastructure (development plan) of the Facility, if any.
5. Proposed implementation plan of activities to be held at the Facility.
(This section shall cover all the floors of the Crafts Complex except the areas marked for the Office of Development Commissioner (Handicrafts) mentioned at Clause 4.3 of the EoI. The Applicant is expected to provide a brief idea about the potential shops/ showrooms, art galleries, conferences, workshops, quality control to ensure authentic handicraft products etc. being proposed by it at the Facility)
6. Proposed Marketing Activities
7. Proposed Tentative Financial Estimates covering capital and operational expenditure, proposed revenue sources etc.
8. Proposed Timelines (The Applicant may assume the Facility may be handed over from 01 June 2025, if selected as the Facility Operator)
9. Support required from the Office of Development Commissioner (Handicrafts)

APPENDIX III
(On the letter head of the Applicants)
Details of Applicant

- (a) Name:
 - (b) Country of incorporation:
 - (c) Address of the corporate headquarters and its branch office(s), if any, in India:
 - (d) Date of incorporation and/ or commencement of business:
2. Brief description of the Company including details of its main lines of business and proposed role and responsibilities in this Project:
3. Details of individual(s) who will serve as the point of contact/ communication for the Authority:
- (a) Name:
 - (b) Designation:
 - (c) Company:
 - (d) Address:
 - (e) Telephone Number:
 - (f) E-Mail Address:
 - (g) Fax Number:
4. Particulars of the Authorised Signatory of the Applicant:
- (a) Name:
 - (b) Designation:
 - (c) Address:
 - (d) Phone Number:
 - (e) Fax Number:
5. Date of Incorporation: *(Copy of incorporation certificate to be submitted)*

(Signature & Stamp of the Authorised Signatory)
(Name and designation of the Authorised Signatory)
(Name of the Applicant)

APPENDIX IV
(On the letter head of the Applicants)

Technical Capacity of the Applicant

Details of Experience of Operating, Maintaining & Managing Retail Spaces in India

SN	Name and address of the Retail Space	Self- Owned (Yes/No)	Owner Name & Contact Details (if not Self-Owned)	Project Area (in sq. ft.)	Project Start Date	Documentary proof attached (Lease agreement/ sale deed/ work order on the client's letterhead/ contract agreement with the client)

We certify that the information, documents and figures provided above are accurate and I/ We meet the eligibility criteria as per the terms & conditions of this document.

(Signature & Stamp of the Authorised Signatory)
(Name and designation of the Authorised Signatory)
(Name of the Applicant)

Note:

The Applicant shall attach the documentary proof for every similar work experience mentioned in the Appendix.

APPENDIX V
Financial Capacity of an Applicant

Particulars	FY 2021-22	FY 2022-23	FY 2023-24
Annual Turnover (in INR)			
Average Annual Turnover (in INR)			

Particulars	As on 31st March 2024
Net-Worth (in INR)	

We certify that the information, documents and figures provided above are accurate and I/ We meet the eligibility criteria as per the terms & conditions of this document.

(Signature & Stamp of the Authorised Signatory)
(Name and designation of the Authorised Signatory)
(Name of the Applicant)

Note: 1. The Applicant should provide details of its own Financial Capability as per requirements mentioned in Eligibility Criteria of the EOI.
2. The format is being provided for illustrative and information purposes only. It is the Applicant's sole responsibility to ensure that the information and calculations provided in the forms are accurate and complete.

ANNEXURE A
CRAFTS COMPLEX, VASANT KUNJ, NEW DELHI

1. **Address:** - Plot No. 8, Nelson Mandela Marg, Vasant Kunj, New Delhi, Delhi 110070



2. **Total Land Area:** - 7,153 Sq. Mtr.

3. **Total Built-Up Area of the Mall Block:** - 7,085.88 Sq. Mtr.

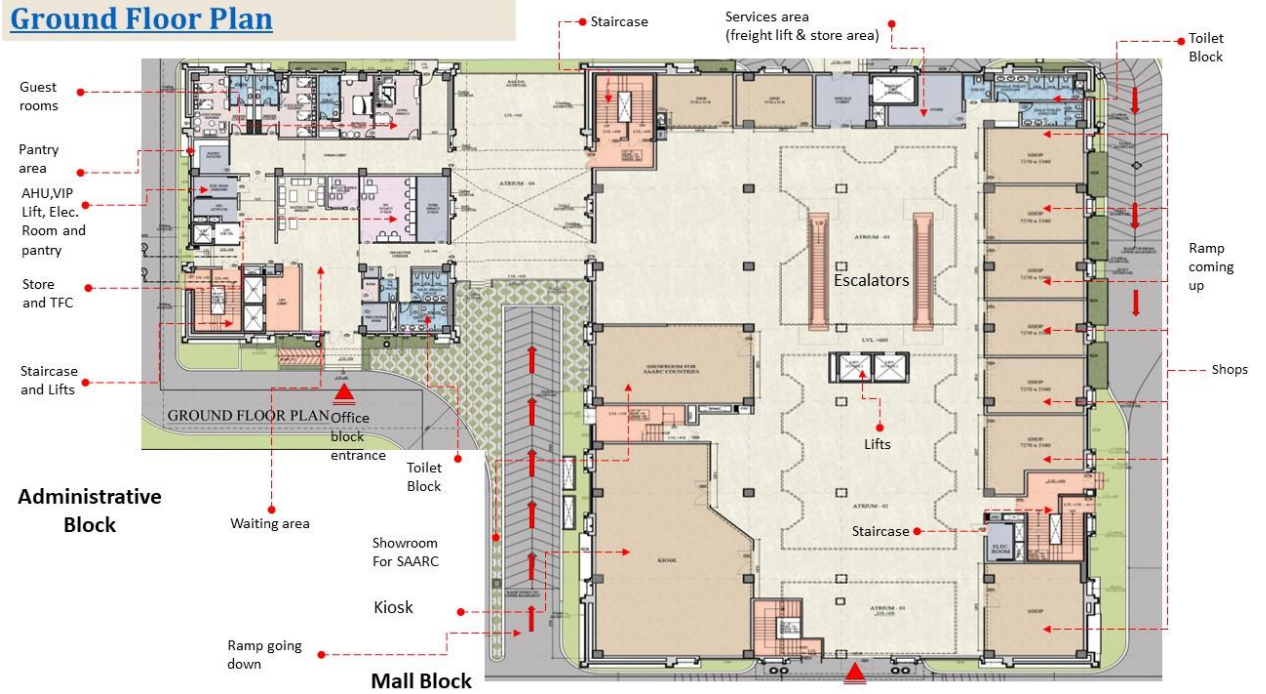
Table A-1: Shop-wise area details

Mall Block Details			
A. Ground Floor			
SN	Description of space	Area (Sq. m.)	Area (Sq. ft.)
A.1	Shop 1	65.39	703.64
A.2	Shop 2	45.94	494.28
A.3	Shop 3	38.97	419.29
A.4	Shop 4	38.97	419.29
A.5	Shop 5	38.97	419.29
A.6	Shop 6	38.97	419.29
A.7	Shop 7	38.97	419.29
A.8	Shop 8	28.80	309.85
A.9	Shop 9	28.80	309.85

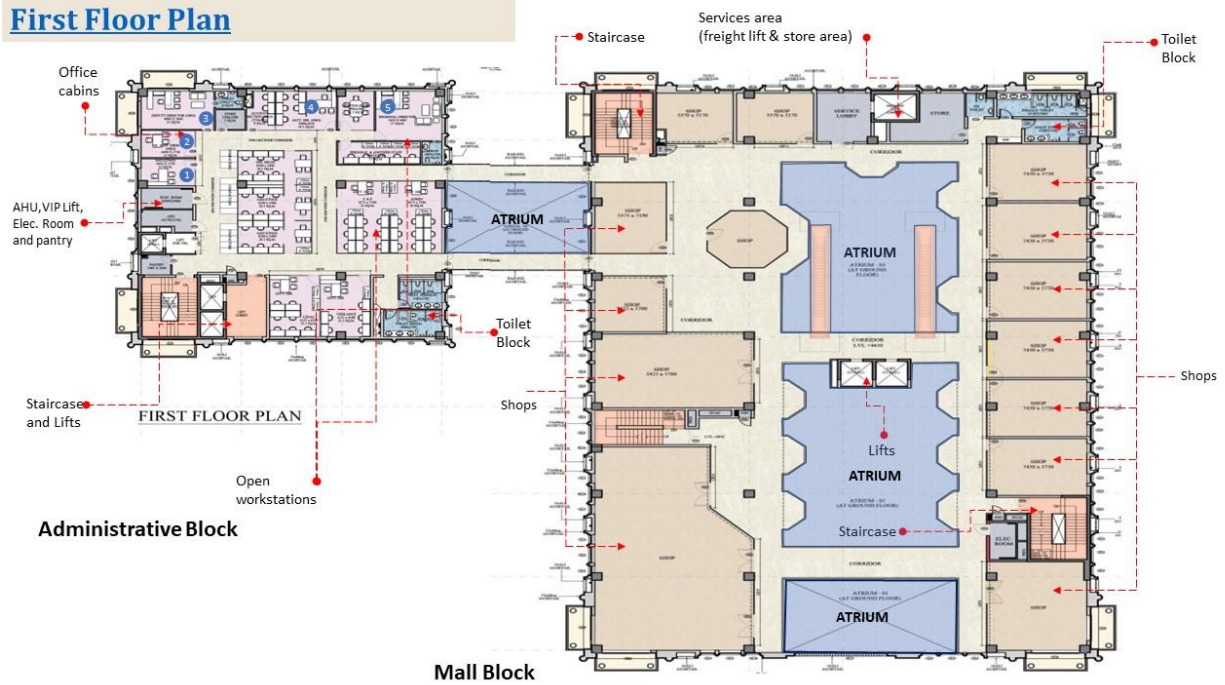
A.10	Shop 10	88.93	956.93
A.11	Shop 11	210.31	2262.98
A.12	Store near Goods Lift	20.31	218.57
A.13	Total	683.32	7352.54
B. First Floor			
SN	Description of space	Area (Sq.m)	Area (Sq.ft.)
B.1	Shop 1	65.39	703.64
B.2	Shop 2	42.84	460.93
B.3	Shop 3	42.84	460.93
B.4	Shop 4	42.84	460.93
B.5	Shop 5	42.84	460.93
B.6	Shop 6	42.84	460.93
B.7	Shop 7	42.84	460.93
B.8	Shop 8	28.8	309.85
B.9	Shop 9	28.8	309.85
B.10	Shop 10	38.65	415.83
B.11	Shop 11	30.92	332.73
B.12	Shop 12	88.36	950.74
B.13	Shop 13	210.31	2262.98
B.14	Store near Goods Lift	20.31	218.57
B.15	Total	768.57	8269.78
C. Second Floor			
SN	Description of space	Area (Sq.m)	Area (Sq.ft.)
C.1	Shop 1	159.59	1717.17
C.2	Shop 2	245.22	2638.59
C.3	Brick Wall Closed Room	63.32	681.37
C.4	Open area	250.94	2700.12
C.5	Glass enclosed area	58.65	631.11
C.6	Store near goods lift	20.31	218.57
C.7	Total	798.04	8586.94
D. Third Floor			
SN	Description of space	Area (Sq.m)	Area (Sq.ft.)
D.1	Open Area	118.97	1280.16
D.2	Glass enclosed area 1	138.49	1490.19
D.3	Glass enclosed area 2	58.65	631.11
D.4	Brick Wall Closed Room 1	63.32	681.37
D.5	Conference Room	159.59	1717.17
D.6	Brick Wall Closed Room 2	86.26	928.11
D.7	Store Near Goods Lift	20.31	218.57
D.8	Compactor Store Room	55.49	597.08
D.9	Compactor Store Room	86.09	926.29
D.10	Total	787.18	8470.04

4. Floor Plans:

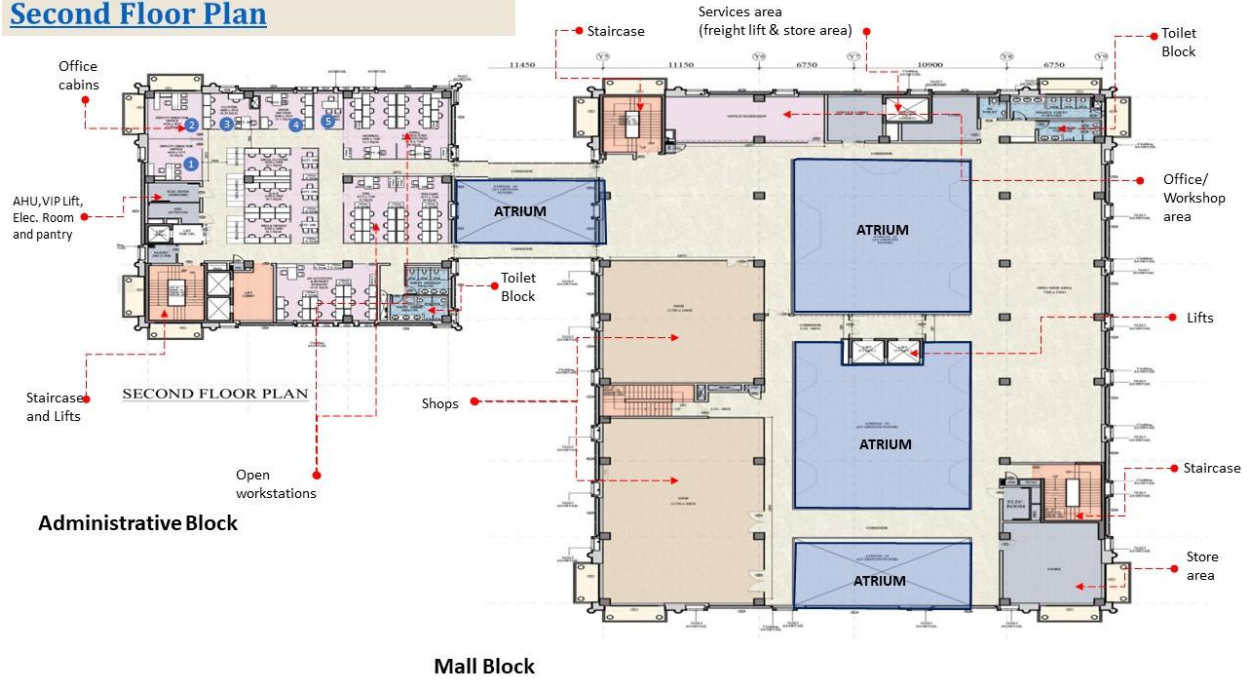
Ground Floor Plan



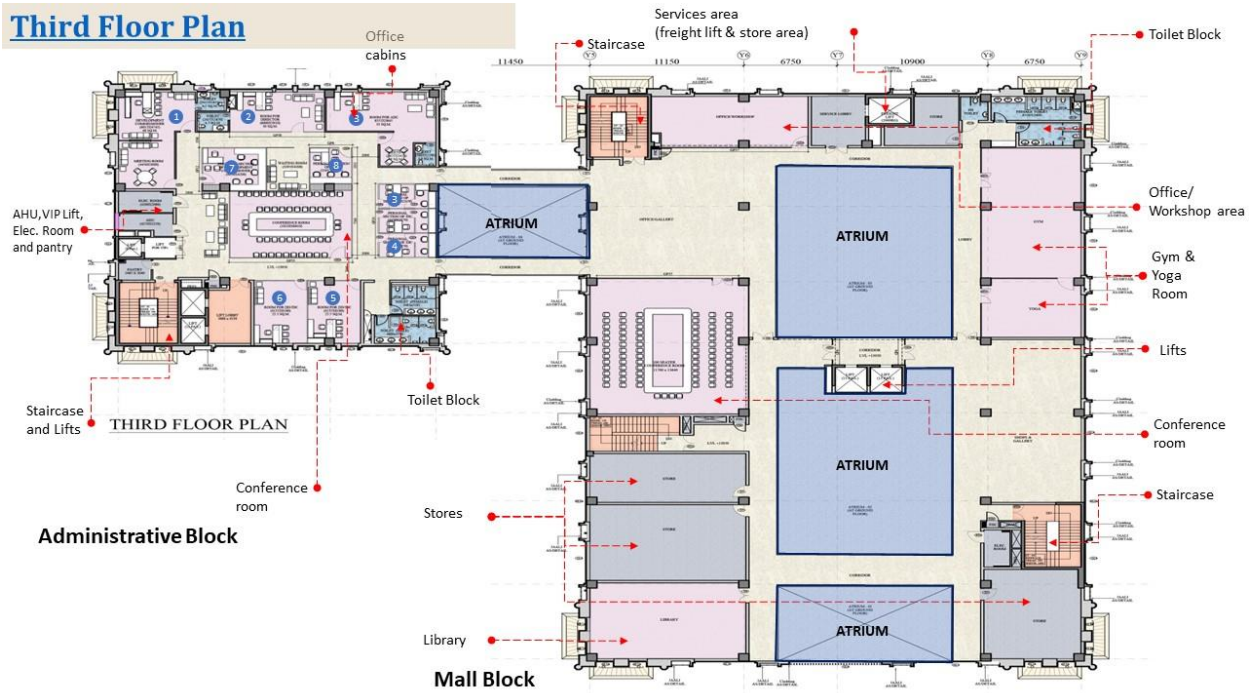
First Floor Plan



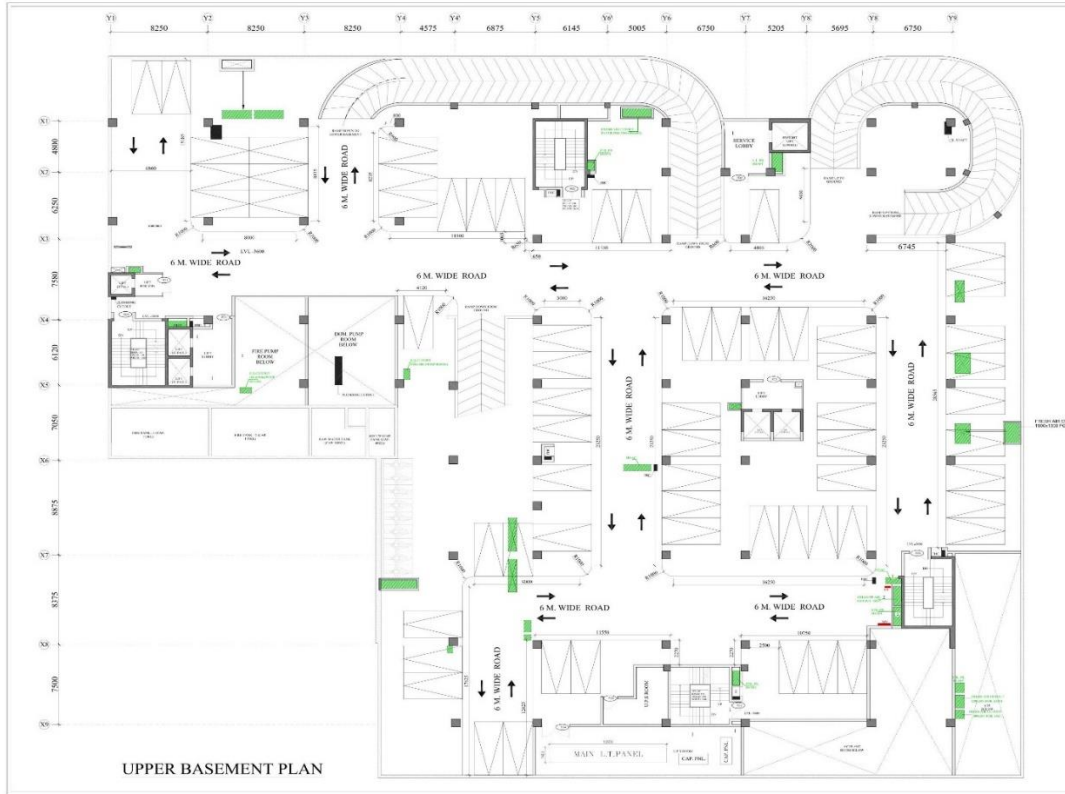
Second Floor Plan



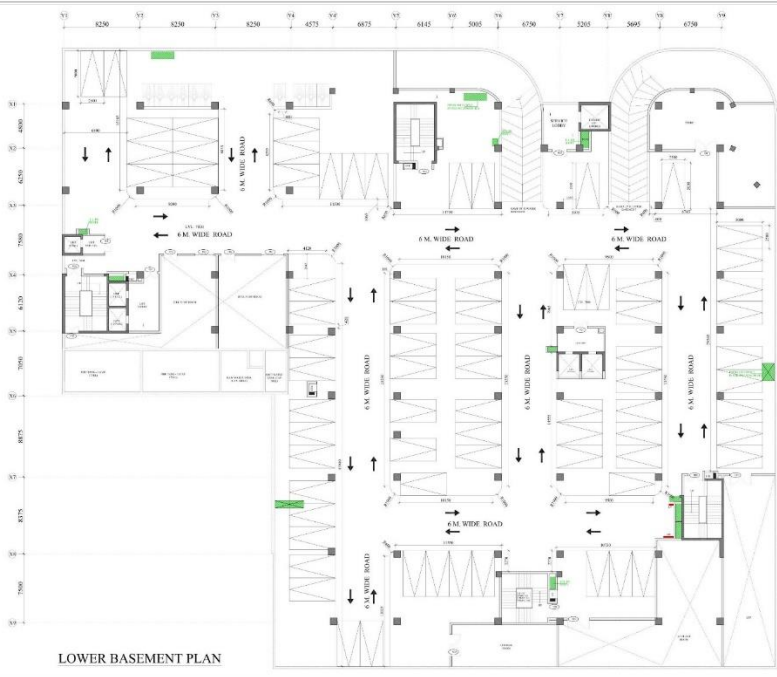
Third Floor Plan



5. Parking Layout: Upper Basement



Lower Basement



6. Pictures:



7. Project Construction Timeline:

- i. The land was handed over to the Office of Development Commissioner (Handicrafts) on a perpetual lease by the Delhi Development Authority (DDA) in March 2009.
- ii. Construction work for the facility was completed by M/s NBCC Ltd. in September 2023. The Office Block has been occupied by the Office of Development Commissioner (Handicrafts) on 31 Dec 2024.

8. Mandate of the Facility:

The facility has been designed to provide a unique curated retail experience, celebrating artisan craftsmanship and traditional handlooms, while also offering creating a cultural hub. It includes building and positioning a global destination for artisanal contemporary lifestyle and textile products. diverse and experiential learning opportunities. The unique 'reimagined retail' strategy is to retail multiple carefully curated authentic handmade brands within the complex, grouped along product category or other theme-based classification.

(the Applicant may refer the report titled, 'Strategy for India to showcase its Handicrafts and Handlooms to the world through a world class handmade heritage and design centres' published on the website of the Office of Development Commissioner (Handicrafts) <https://handicrafts.nic.in/tenders.aspx?type=24&MID=EvsdnH+UljpTVhFYh+i13g==> to develop an understanding of potential ideas for utilization of the space at the Complex.)

The Selected Facility Operator shall have to develop its proposal within the boundaries of this mandate as follows:

8.1 Tenant/ Product Mix

A strategic tenant/ product mix is essential for efficient running of the facility. The basic objectives of the

tenant mix shall be to achieve the following:

- Curate a diverse tenant/ product mix that promotes Indian handicrafts and handlooms.
- Maximize occupancy while maintaining high standards of product quality and uniqueness.
- Enhance customer experience through strategic placement and a variety of offerings.

The Selected Facility Operator shall dedicate atleast one shop/ showroom for Food & Beverages. The Food & Beverages shall belong to any Indian Cuisine and should align with Facility' theme of Indian Cultural and Traditional experiences.

The Selected Facility Operator shall ensure that only handicrafts/ handloom as per the following definition are sold at the Crafts Complex:

Handicrafts are defined as goods predominantly made by hand even though some tools or machinery may also have been used in the process; such goods are graced with visual appeal in the nature of ornamentation of in-lay work or some similar work of a substantial nature; possess distinctive features, which can be aesthetic, artistic, ethnic or culturally attached and are amply different from mechanically produced goods of similar utility however, in today's context, Handicrafts are being adopted and categorised under the product category of home, fashion, Furniture, and Textiles, and are sold because of their utilitarian and lifestyle values

- DGFT

Products belonging to the below-mentioned handicraft/ handloom categories shall be allowed to be sold at the Crafts Complex:

Table A-2: Craft Categories

SN	Main Categories	Sub-Categories
1	Textile based craft	Embroidery
		Hand Block Printing
		Carpet, Rugs, Durries
		Other textile based crafts
2	Metal Craft Category	Silver metal
		Gold metal
		Bronze metal
		Brass metal
		Iron metal
		Copper metal
		Other Metal crafts
3	Stone craft category	Stone (Carving)
		Stone (Inlay)
		Stone(Others)
4	Woodcraft Category	Wooden Artwares
		Wood (Carving)
		Wood (Inlay and marquetry)
		Wood (turning and lacquer ware)
5	Leather Craft Category	Leather (Footwear)

		Leather (others)
6	Natural Fibre and Grass work category	Natural Fibre
		Cane and Bamboo
		Grass work
		Leaf, Reed & Rattan
7	Mud based category	Terracotta and pottery works
		Other mud-based crafts
8	Paper craft category	Paper crafts
9	Miscellaneous	Folk painting
		Jewelry
		Bone, Horn, & Shell crafts
		Lac and Wax Crafts
		Figurines and toys
		Musical instrument
		Glass and beads crafts
		Other crafts

The Office of Development Commissioner (Handicrafts) shall develop a mechanism for regular audits to ensure only authentic handicrafts/ handloom are kept for sale at the Crafts Complex.

8.2 Program Calendar

The Selected Facility Operator shall have to curate experiences to showcase the best of Indian Handicrafts and Handloom at the Facility. The activities to be conducted the Selected Facility Operator shall cover the following:

Table A-3: Program Activities

SN	Description	Remarks
1	Craft Demonstrations	A dedicated space reserved for craft demonstration. Different craft categories on rotational basis shall be demonstrated at the Facility for better realization of the artisans' efforts and techniques to the visitors.
2	Craft Workshops	Workshops shall be held for students to learn different art/ craft forms such as pottery, painting, stitching, puppet-making etc. to add another layer to the visitor experience. The workshops should be conducted by artisans with different crafts to be taught on rotational basis.
3	Craft-based Cultural performances in common areas	Indian craft-based cultural performances may be held to develop a traditional ambience adding to the authenticity of the experience
4	AR/ VR experiences	Experiences leveraging the state-of-the-art technology to provide immersive experiences to the visitors. Products featuring gamified experiences may be incorporated to provide learning opportunities to the visitors about Indian Handicrafts and handloom.

5	'Best of Design' Gallery	Dedicated space for changing exhibitions of artifacts and collectibles from craftpersons and national awardees showcasing the best of traditional and contemporary interpretations from across India
6	Conferences/ Seminars	Training Sessions, Workshops, Product Launches, Corporate presentations, Press Interactions etc. Differential pricing shall be maintained for government organizations and private organizations

<The Applicant is expected to provide details about the activities in its presentation along the above points>

8.3 Marketing Activities

The Selected Facility Operator shall have to ensure active marketing & promotion for the Facility. The Selected Facility Operator shall utilize both digital (social media, digital newsletters, influencer collaborations, SEO etc.) and traditional (print media – newspapers, Out-Of-Home (OOH) advertising, radio advertising etc.) marketing channels.

<The Applicant is expected to provide a brief about the marketing activities in its presentation >

8.4 Compliances

The Selected Facility Operator shall be expected to ensure compliance to all the relevant municipal guidelines, statutory norms, taxes, duties etc. as stipulated by concerned central and state/ UT government bodies.