

**MEGHALAYAN AGE LIMITED  
SHILLONG  
REQUEST FOR EXPRESSIONS OF INTEREST (EOI)**

No. MAL/2020/EOI-AP

Dated: Shillong the 4<sup>th</sup> November, 2020

**Expression of Interest for setting up of Ateliers Meghalaya under Meghalayan Age Limited**

**A. Background**

1. Meghalaya has been an example for a Communitarian State and Ateliers Meghalaya is a project aimed at supporting artisans and crafts-persons of the State so that their creativity and understanding of the markets can be tapped both to benefit grassroots artisans/ crafts-persons and to brand the State. The project aims to position these entrepreneurs as the connecting link between the supply and the demand side of the value chain.
2. In the Social media age, marketing and product differentiation/ positioning is the key to high-value realization in niche markets for hand-made objects/ products. The state is rich in such unique arts and crafts which can be facilitated to reach niche markets across the globe. Some of the prominent ones are -

#	Craft	Region	USP
1	Eri Silk	Umden - Ri Bhoi	The Silk Worms are not killed during the Silk Making Process
2	Larnai Pottery	Jaintia Hills	The pottery is shaped by hand without using the potter's wheel
3	Basketry	Garo Hills	Multipurpose baskets known as 'Meghum Khoks' are a speciality. The artisans have also mastered the art of Pokerwork in which designs are burnt into bamboo.

3. Besides this, the Khasi tribe is famous for weaving cane mat, stools & baskets. The Jaintia tribe makes fishing traps out of bamboo sticks, which are also famous for their beauty. The Khasi tribes also make domestic knives, utensils and even guns with extracted iron ore. The Garo tribe weaves *Dakmanda*, a material used for their dresses along with shirts, bed covers, bedsheets and tablecloths. A special kind of cane mat called *Tlieng* is popular for its durability.
4. These crafts, however unique, are currently under-marketed and are often sold at throwaway prices. The marketing of crafts from the State are stuck in a low-value equilibrium. Further, Meghalaya lags behind the other North Eastern States in the creative entrepreneurship space when states like Nagaland and Mizoram are emerging as leaders.

Crafts can also play a crucial role in experiential tourism- art studios are one of the top experiential activities in many European cities, that attract tourists.

5. Current models of training grassroot artisans/ crafts-persons do not have adequate follow-up in terms of hand holding mechanisms and don't generate sufficient value. Artist-artist engagements (similar to the apprenticeship models) are needed to make training engaging and meaningful.

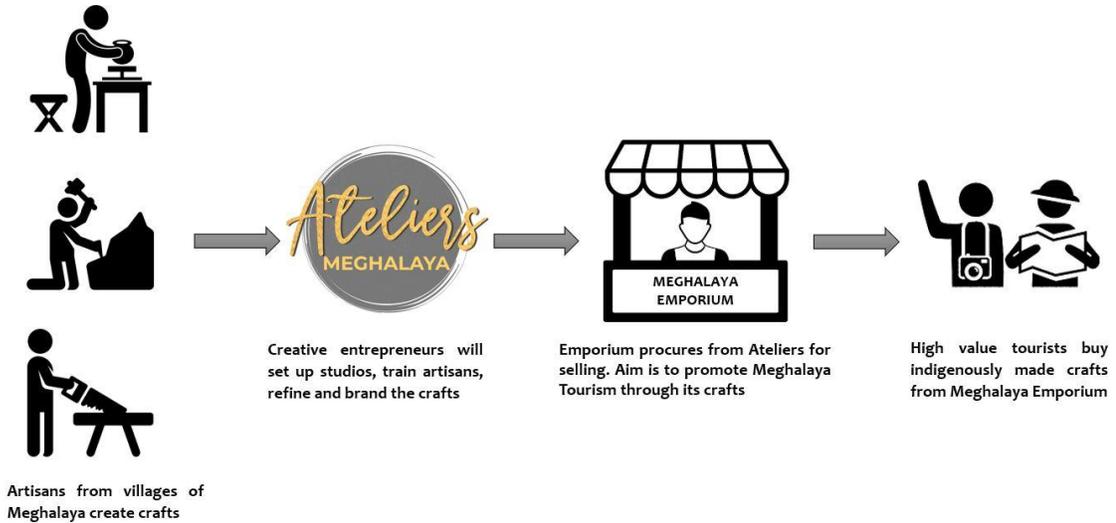
#	Old Model	New Model
<b>Training of Craftsperson</b>	Traditional knowledge	To be trained by creative entrepreneur for refining skills
<b>Pricing</b>	Very low priced	High price through product differentiation
<b>Quality Control</b>	Zero	Standardization
<b>Market</b>	Local/ Tourists	Tourists/ National/ Global
<b>Marketing</b>	Non-Existing	Digital marketing through the Meghalaya Emporium Store in New Delhi.

6. There is a felt need to preserve the unique crafts and traditions of the state and a prominent approach is to create a conducive ecosystem for the states youth to express their creative instincts as well as creating value for their products by facilitating access to niche markets. A new model is required to connect the people, crafts and high-value tourism with enterprise at the core. This model will elevate the craft to a high-value experience for the visiting tourists and fetch exponential prices for the products.

### **B. Ateliers Meghalaya Program**

1. The selected creative entrepreneurs having the skillset to make, market and distribute art/ craft objects will be supported by the Meghalayan Age Limited (MAL) under the Ateliers Meghalaya program .
2. An initial start-up grant of **INR 5 lakh** will be provided through the Atelier Meghalaya Program for the following activities:-
  - a) Setting up of a Studio- cum- training centre
  - b) Training of artisans
  - c) Designing of new objects
  - d) Documentation of the craft

- e) Any other activity related to prompting of Tourism through the crafts and the people of Meghalaya.



### C. Eligibility

1. This is open to entrepreneurs who are already involved in the creative crafts of the State and have done remarkable work till date.
2. The entrepreneurs have to identify a craft and identify a well-defined area of grass root artisans who are doing this craft. The entrepreneur should have the ability and experience in connecting with this group, build in their capacity training, buy their produce, improve them and connect to the market.

### D. Guidelines for submission of Proposals

1. Expressions of Interest must be delivered in a written form as per ANNEXURE A to the address below through registered post/speed post/ courier/ by hand/on or email on or before 20<sup>th</sup> November 2020, 5 PM or by email to [meghalayanagelimited@gmail.com](mailto:meghalayanagelimited@gmail.com)

Sd/-  
The Chairman and Managing Director  
Meghalayan Age Limited  
C/o Meghalaya Basin Development Authority,  
Meghalaya State Housing Financing Co-operative Society Ltd.  
Nongrim Hills, Shillong-793003  
Email ID: [meghalayanagelimited@gmail.com](mailto:meghalayanagelimited@gmail.com)

**Annexure – A**

Format for Submission of Proposals under Ateliers Meghalaya Program

Name: .....

Age: .....

Educational qualification: .....

Contact Nos and Email ID .....

Occupation: .....

Work done in craft sector: .....

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Description of the selected craft:.....

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Village/ Region to be focused on: ..... District: .....

Craft details:

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Brief note on proposed activities to be taken up under the Ateliers Meghalaya Program:

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