No. MKT/DSOs/Readymade Garments/2019-20  May 15, 2019

All KIs registered under Khadi and V.I. Commission

Sub: Calling of applications along with catalogue & photographs for procurement of ready-mades by DSOs from KIs on consignment basis for DSOs—reg.

Ref.: Circular No. KVIC/MKT/DSO/Readymade Garments/ 2019-20 dated 07.05.2019. Digital no. 206036 dt. 07.05.2019

Sir,

Please refer to Circular cited above regarding modalities for procurement of readymade garments from KIs for DSOs. In continuation to the said Circular the activity-wise “Operational Schedule” is as detailed below:-

<table>
<thead>
<tr>
<th>SN</th>
<th>Activities</th>
<th>Date of Accomplishment</th>
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<tbody>
<tr>
<td>1.</td>
<td>Calling for application for fabrication of readymade wearable and supplies on consignment basis for all seasonal collection along with the photographs, catalogues, supporting documents, etc.</td>
<td>30.05.2019</td>
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<td>2.</td>
<td>The Screening Sub Committee will scrutinize the application for placing before the Main Committee by 07.06.2019. The Khadi Institutions/Khadi Mark Units will be intimated to be present before the Main Committee with their sample products by 20.06.2019. Orders will be placed on 30.06.2019 by Khadi Institutions/ Khadi Mark Units for fabrication of readymade wearable’s and supplies on consignment basis for all seasonal collection.</td>
<td>07.06.2019</td>
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</table>
2. It is requested to submit the application along with details as per the Circular and also the available infrastructure of tailoring or tie-up arrangements to this Office with recommendation of concerned State/Divisional Office for supplying readymade garments to DSOs on consignment basis. Institutions with proven track records in fabricating ready to wear apparels may send the same on or before 30.05.2019 so as to place before the screening committee.

3. The copy of Circular is enclosed with this e-mail. Further in case of difficulty, copy of same can be requested from concerned State Director.

Yours faithfully,

Encl.: A/a.

(I. Jawahar)
Dy. CEO I/c. (MARKETING)

Copy to: 1. All Managers of DSOs.
2. All Zonal Dy. CEOs.
3. OSD to CEO.
CIRCULAR

It is a well-known fact that there is a radical change in the perception of the consumer behavior, their priority, preference, and convenience worldwide. In the fast-growing economy of India, consumers today are more inclined towards “Off the Shelf Shopping” and this is where the importance of display and sales of ready-made garments in our stores come to the fore. Due to paucity of time and convenience of shopping, the consumer taste has changed from the traditional fabrics to ready-made wearable as on date. Accordingly, the Departmental Sales Outlets (DSOs) keeping in line with the trend started fabricating ready-made garments en-mass and in the process ended up with huge accumulated stock of unsold ready-made garments.

2. In order to streamline fabrication and sales of ready-made garments through the DSOs, it has been decided that the DSOs will procure ready-made garments from Khadi Institutions/Designers authorized to use Khadi Mark and the procurement process will be regulated through a systematic procedure of quality control. Preference of procurement shall be given to those Khadi Institutions/Designers authorized to use Khadi Mark, with proven track records of quality production and sales. The design, style, size, fashion trend, finish of the ready-made garments should be in consonance with the trend of lead brands marketed across the country.
3. Those Khadi Institutions/Designers authorized to use Khadi Mark and interested to supply readymade garments to the DSOs will have to send their applications with design catalogue with no. of pieces that can be fabricated, along with the profile of the Unit. Individual designers who are authorized to use Khadi Mark and interested in supplying to the DSOs will have to send their C.V. along with company profile depicting their experience in fabrication of Khadi readymades.

4. Khadi Institutions having tie-up arrangements with professional designers may also send a brief of the interventions with the designers.

5. Applications will first be scrutinized by a Screening Sub-Committee in order to short-list the Khadi Institutions/Designers authorized to use Khadi Mark, as detailed below:

**Screening Sub-Committee**

1. Dy. CEO I/c. (Marketing) : Chairman
2. DSO Managers (Delhi, Kolkata & Ernakulam) : Member
3. Director (Marketing) : Member Convener

6. After the applications are scrutinized, selected KI/Units will be asked to present their readymade garments before the Main Committee for consideration, as detailed below:
Main Committee

1. Jt. Chief Executive Officer : Chairman
2. Dy. CEO I/c. (Marketing) : Member
3. Director, NIFT or Representative : Member
4. Director (Finance) : Member
5. Managers of DSOs (Delhi, Kolkata & Ernakulam) : Member
6. Designer : Special Invitee
7. Director (Marketing) : Member Convener

The Main Committee will work on the following Terms of Reference:-

Terms of Reference

1. The Screening Sub-Committee will :

Do the initial prima facie scrutiny of the proposals taking into account the merit of the cases based on the parameters mentioned under terms of reference of Main Committee and recommend the bonafide and capable institutions to the Main Committee for consideration.

2. The Main Committee will:

   a. Identify fabrication of Readymade Garments for Formal, Semi-Formal, Casual, Leisure and Fashion Wear like kurta, kurti, shirts, skirts, trousers, dresses, ladies suit, jacket, pullover, ties, Khadi jeans, shorts, T-shirts, etc.

   b. Identify the seasonal demand for various types of readymade garments.

   c. Identify seasonal design, style, color trend, comfort wear and forecast of readymade garments.

   d. Spell out the required characteristic of type of Fabrics to be used for seasonal trends in cotton, silk and woolen variety.
e. Recommend popular sizes and fittings (non-wrinkle, non-sagging or baggy areas) for readymade garments including the latest trend of oversized garments.

f. Issue orders for garments required DSO wise based on the requirement projected by DSOs.

This is issued with the approval of the Competent Authority.

(I. Jawahar)
Dy. CEO A/c. (MARKETING)

To
All Managers/Incharges of DSOs.

Copy to:
1. Jt. CEO, KVIC, Mumbai.
2. All Zonal Dy. CEOs, KVIC, Mumbai.
3. Concerned Members of the Committees.
4. Secretary to Chairman, KVIC, New Delhi/Mumbai.
5. Central Public Information Officer, KVIC, Mumbai.
7. CEO Cell, KVIC, Mumbai.
8. All Heads of Departments/Officers of KVIC in and outside Mumbai.
11. The Director (Publicity), KVIC, Mumbai; For publication in the ensuing issue of Jagruti.
12. The Director (IT), KVIC, Mumbai; With a request to place the Circular on the website of KVIC.

(I. Jawahar)
Dy. CEO A/c. (MARKETING)