

Terms of Reference for the Lease of Space for Product Showcase/Demonstration (near CSI Market) Changzamtog, Thimphu

1. Introduction

The Department of Industry, Ministry of Industry, Commerce and Employment (MoICE) has been supporting Cottage and Small Industries through various Business Development Support Services such as access to finance, infrastructure, market, technology support, and capacity building among others. To enhance access to the market, the Department has been facilitating and supporting the establishment of market outlets to promote CSI products and gain patronage from local buyers.

The establishment of the CSI Market at Changzamtog, Thimphu by the Department has not only helped to promote CSI products but has increasingly become an attraction for locals and tourists alike. Nevertheless, there is an opportunity to make the area into a more vibrant corner by adding a variety of activities that can cater to tourists and thereby promote local businesses. The craftsman promoting traditional arts and crafts such as wood lathe works, cane and bamboo, weaving, painting, etc. can showcase live demonstrations along with storytelling of their process and the history and culture of products.

In order to achieve the intended purpose, the Department will be leasing out space near the CSI Market at Changzamtog, Thimphu for CSIs to exhibit/demonstrate and sell items/products.

2. Objectives

- To preserve and promote viable traditional crafts and contemporary products
- To complement CSI Market in making the area a tourist attraction corner
- To encourage patronage for products of traditional craft industries.

3. Total space available

- 7 rooms: 1st floor of the RoICE Building

4. Activity: showcasing/ live demonstration of CSI Products

- Bhutanese painting (traditional and contemporary)
- Weaving and Textiles
- Embroidery
- Cane and Bamboo
- Woodturning and Carving
- Mask-making
- Sculpting, pottery, and ceramic
- Traditional Bhutanese souvenir items

5. Eligibility

- CSIs engaged in the business activities listed in section 4 above
- Must be producing good quality products
- Utilizing local resources
- The activity should be operational and hold a valid business license/CRC

6. Selection Procedure

- The Department shall announce the available space in the print media and social media
- The shortlisted applicants shall be required to pitch their ideas to the selection committee
- A selection committee shall be formed within the Department: Head of the Department as the Chair and Division Chiefs as the Members and Focal Official from CSIPD will function as the Member Secretary

7. Selection Criteria

- The applicant must be engaged in the sectors listed in section 4 above.
- The business must have been operational for a minimum of 3 years
- Products should be of superior quality with good packaging and labeling
- Applicant must possess skills and experience
- Pitching on product showcasing
- Preference shall be given to youth and women applicants

8. Required documents for application*

- Forwarding letter
 - Proposal: idea/strategy on product showcase and demonstration
 - Documents to authenticate skills and experience
 - Any other documents to demonstrate the capability/skills
- * During the time of pitching, the selected applicant has to bring in a few product samples or pictures*

9. Obligations of the selected CSI (*detailed obligations will be included in the Contract Agreement later*)

- Execute Contract Agreement with the Department
- Pay basic utility charges - electricity, sewerage, water, and shared charges of security personnel's salary
- Pay monthly rent as per the existing rules and regulations
- Produce/demonstrate/exhibit and sell products.
- Procure and install equipment and machinery
- Furnish the space with the required furniture and fixtures
- Prepare own signage approved by the Department
- Provide information and as when required by the Department
- Not undertake any modification/changes to the structures without the prior notice of the Department.

10. Term period

- The term period for the lease of space shall be fixed for 5 years on a non-extendable basis.