

Criterion for the selection of Authorised Users of Silk Mark to be part of Resham Ghar, at CCIC Bangalore:

1. A total space of 600 sq.ft., available for 6 numbers of Authorised Users of Silk Mark to market their products in the Resham Ghar, at No.144, Shubaram Complex, Next to Kotak Mahindra Bank, M.G.Road, Bangalore [in the premises of CCICI].
2. A rent free stall space in Resham Ghar will be allotted by SMOI. Basic facilities such as furniture, storage racks, display table, lighting, fans etc., will be provided.
3. The selection of the Authorised User for participation in the Resham Ghar will be based on the reputation of the AU, varieties of products that will be made available for display and sale, silk weaving cluster being represented and also on the feedback of the concerned SMOI Chapter etc. The CEO, SMOI reserves the right to allot the space to the most appropriate AU who, in his opinion will be able to display and sell a variety of silk products.
4. The AU interested to participate should submit the application in the prescribed format mentioning the details like varieties, type of silk, originating cluster of products for stall allotment to the concerned chapter under whose jurisdiction the AU is located and mark a copy to SMOI Corporate Office as well as to SMOI, Hyderabad Chapter on or before 16-01-2018.
5. The concerned chapter shall forward the application for allotment along with recommendations.
6. The applicant should be an Authorised User of Silk Mark and 100% pure silk products with 'Silk Mark Label' only will be allowed to be displayed and sold. All the products shall carry price tags.
7. A 25% (Twenty five percent) of 'net sales' will be deducted as facilitating charges for providing rent free stall space. The percentage will be reviewed periodically and may be revised.
8. The applicant should be able to ensure sufficient stocks in all varieties of products, in different price ranges, from the cluster(s) he/she claims to represent and should be able to introduce new stocks regularly, catering to the customer demand.
9. Sufficient stocks of merchandise like festive collection, bridal collection, office collection, etc. should be maintained to cater to the different seasons and marketing calendar of events.

10. Stocks should be quickly replenished once the sale has taken place and shelves/racks should not have an empty look.
11. It would be the responsibility of the Authorised User to display the products in the counter in an attractive way and to appoint sales person to look after the counter and wages or salary to the sales person has to be paid by the AU. The sales personnel should be conversant with product's design, specialty, weave etc. of the cluster(s) he is representing. He/she should be conversant in Kannada, Hindi and English. Knowledge of other local, regional and foreign languages would be additional qualification.
12. The selected AU should be able to service specific requirements of consumers within stipulated time frame
13. It is essential that the selected AU should be ready to work as a team along with the other cluster representatives participating in the Resham Ghar. Maintaining and improving the image of Resham Ghar should be the top priority.
14. The selected applicant should deposit a refundable advance of Rs 50000/-and enter into an agreement with SMOI, on a non judicial stamp paper and a copy of the agreement is attached for reference.