



Your Assurance of Pure Silk.

SMOI/EST/SOC/2018-19/1

13/12/2018

Expression of Interest

It is a point of pride that India is the largest consumer of natural silk, but this high demand within the country has led to serious distortions and malpractices in the silk value chain. Adulteration with look-alike fibres like Nylon, Rayon, Viscose, Polyester etc., which cost hardly 10% of pure silk, is rampant. It is very difficult for the consumers to detect the same and therefore this inferior product is passed on as pure silk, thus depriving the consumers the real value.

The Silk Mark Organisation of India (SMOI) is functioning under Central Silk Board, Ministry of Textiles, Government of India, and is registered under the Karnataka Society's Act. SMOI has competent Textile Technologists, who are well experienced in silk industry and trade. It is headquartered in Bangalore and has Ten Silk Mark Chapters located strategically in and around the silk clusters of the country – New Delhi, Bangalore, Hyderabad, Kolkata, Palakkad, Chennai, Srinagar, Mumbai, Varanasi and Guwahati.

"SILK MARK" is a Registered Trade Mark of Silk Mark Organisation of India and the Silk Mark Label gives assurance of purity to the consumers, who buy from the market. Generic promotion of silk and providing value addition to stakeholders and promotion of 'Indian Silk' as a brand are the other major objectives of Silk Mark.

Since its launch the SMOI has made remarkable strides in the process of achieving its objectives and goals. Over the years the institution has evolved and spearheaded awareness among consumers in a big way and over 4000 such programmes as road shows, seminars, awareness programmes etc. have been conducted. As on today, there are more than 3700 Authorised Users who are the members of Silk Mark family. Around 3.00 Crore Silk Mark labels are already in use.

In its successful operations SMOI has created number of sub-brands like Silk Mark Expo, Resham Ghar, Shrimathi Silk Mark, Consumer Silk Testing Centre etc. Silk Mark is also actively into social and online media promotions.

An expression of Interest is invited from the competent professional agencies for valuation of the Silk Mark brand. Interested parties may submit a proposal to value the brand and the methodology recommended. A committee constituted will evaluate the methodologies and on the basis of the selection of methodology, a financial quote will be invited from only the parties who had submitted the proposals. Need be, the applied parties may be invited to make a presentation before the committee with suitable time after intimation.

Silk Mark Organisation of India

[Central Silk Board, Ministry of Textiles - Govt. of India]

Corporate Office: CSB Complex, B.T.M. Layout, Madivala, Bengaluru - 560 068, India

Ph: 080-2628 2114 / 2117 / 2151 / 2152; Fax: 080-2668 9356; e-mail: silkmark@silkmarkindia.com; www.silkmarkindia.com



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TERMS AND CONDITIONS:

1. **LAST DATE FOR SUBMISSION OF THE EXPRESSION OF INTEREST** : The last date for submission of the sealed EOI to The CEO, Silk Mark Organisation of India, Central Silk Board, BTM Layout, Madivala, Bangalore – 68 is 9th January 2019 up to 12.noon The envelope containing the EOI should be sealed and submitted duly super scribing on the envelope as "SILK MARK EXPRESSION OF INTEREST". at the above address.
2. **OPENING THE EOI:** - The EOI will be opened at the office of the Silk Mark Organisation of India, Central Silk Board , Bangalore at 4.00 PM on the last date of submission
3. **LATE SUBMISSION:** The EOI received after the due date and time prescribed shall be summarily rejected.
4. **RIGHT TO ACCEPT OR REJECT:** CEO, Silk Mark Organisation of India, Central Silk Board , reserves the right to accept or reject any [or] all the EOI either in part or in full without assigning any reason's/ thereof.
5. **Invitation for financial bid:** This office will invite a financial bid, after ascertaining the methodology, only from the parties who have submitted the EOI and attended the presentation session, if any

T.Sivakumar

Assistant Director(Insp.)

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