



01 June 2022

TERMS OF REFERENCE (ANNEX 1)

**AUTHENTIC MALDIVES SHOP – CROSSROADS MALDIVES**

**1.0 CONCEPT**

The Government of Maldives aims to create an enabling environment for Maldivian craft workers and home-based workers to promote local productivity by establishing a retail outlet at CROSSROADS Maldives, which will be managed by the Business Center Corporation (BCC).

BCC is a state-owned enterprise (SOE) incorporated in 2017 to coordinate and oversee the management of regional business development service centers (BCs) established, by the Ministry of Economic Development, under the SME Act (6/20`13). The purpose of the Business Centers (BCs) is to contribute to the establishment of an enabling business environment to support inclusive economic growth by providing and building capacity for sustainable, demand-driven business development services and to facilitate market access which will serve the growth needs of the micro, small and medium-sized enterprise (MSME) sector in the Maldives.

A key area that would be emphasized through this venture is the Maldivian culture and history behind the products sold in the outlet. Once the product is sold, BCC will make the necessary arrangements to transfer the revenue to the respective owner. Proper record keeping will be ensured to meet the legal and regulatory requirements of any laws prevailing in the Republic of Maldives.

**Vision**

To provide a platform for local producers and manufacturers to showcase their products and craftsmanship and be able to sell it while strengthening the livelihood.

**Mission**

- Promote and provide a platform for local producers to sell their products to the global and domestic market.
- Contribute to the local economy by empowering entrepreneurs to create new products while enhancing local activities.
- Enable Maldivian inventors and handicraft workers to share their journey and create market linkage for these workers that can provide more opportunities and to create employment opportunities.

**2.0 PRODUCT CATEGORIES**

The products are not restricted to the examples in each category

Categories	Example
1. Fine Art	Paintings
	Drawings
	Photography
	Computer art
2. Applied Arts and Crafts	
2.1 Home deco	Ceramics
	Glassware designs
	Cushions and Bedspreads
	Furniture

Categories	Example
	Carpets and rugs
	Tapestry
	Embroidered items
	Metal work items
	Pottery and Basketry
	Coasters
2.2 <i>Clothes and accessories</i>	Clothes (Maldivian Theme/Style)
	Towels, Swaddles, Napkins etc
	Bags
	Jewelry
	Hats
2.3 <i>Stationeries and Travel related</i>	Phone covers
	Key tags and magnets
	Passport holders
	Bags
	Neck cushions
	Luggage tags
	Others that fit into this category
2. Decorative Arts and crafts	Arts and crafts made using raw materials such as palm leaves, coir, wood ie: Thundu kuna, Lacquer vase
	Decorative embroidery
	Others that fit into this category
3. Educational	Books (Novels, short stories, Notebooks, Journals, Planners etc)
	Educational Accessories and soft toys
	Bookmarks
	Stationeries
	Others that fit into this category
4. Skin care and cosmetics (shelf stable)	Skin care products
	Hair care products
	Make up products
	Others that fit into this category
5. Fragrances	Perfume
	Diffusers
	Essential oils
	Candles
	Others that fit into this category

### 3.0 QUALIFYING CRITERIA

1. 30% of the product value addition should be incurred locally.
2. Maldivian Food and Drug Authority Certification required for food products and microbiology testing certification or ISO Certification is recommended for skin care and cosmetics.
3. Product labelling should be compliant with the relevant rules and regulations and should have eco-friendly packaging.

#### **4.0 REQUIRED DOCUMENTS**

1. Application Form
2. Identity Card of Applicant
3. Copy of Business Registration Certification (if registered)
4. Soft of Logo (png or jpeg)
5. FDA Approval (Food & Beverage)
6. ISO Certification OR Microbiology test reports (Cosmetics) (if conducted)

#### **5.0 SELECTION PROCESS**

1. Applicants who fulfill the qualifying criteria will be selected on first come first serve basis, subject to availability of shelf space.
2. Each applicant can submit a maximum of 10 products (excluding variations).

#### **6.0 DEADLINE**

All applications must be submitted before 7<sup>th</sup> June 2022, 1500 hours.

All applications may be submitted electronically through email to [authenticmaldives@bcc.my](mailto:authenticmaldives@bcc.my), or submitted physically to the following address:

- Business Center Corporation, 1<sup>st</sup> Floor, M. Kaneeru Villa, Orchid Magu, Male’.

For further inquiries please call 3305555 or email to [authenticmaldives@bcc.my](mailto:authenticmaldives@bcc.my)