



**Terms of Reference (ToR) for appointing Consultant for developing
“Photo shoots of 300 unique product images along with 6 Banner Images in two clusters each
of Assam, Jharkhand and Bihar – 6 clusters”**

(Only an Individual can Apply)

Project: Promote Bamboo MSME Clusters for Sustainable Development

Tender No. FMC/EU/21-22/005

The Tender are available at <https://fmc.org.in/tender/>Please apply by 31st January, 2022 (till 5.30 PM)
Please note that the financial quote must be submitted in original with signature in a separate envelope.
FMC shall open the financial quote, once the technical evaluation stage is completed. For any query,
please email at accounts@msmefoundation.org. **Completed proposals may be submitted (By
hand/post/courier in sealed envelopes: See Section F: How to apply) to:**

Mr. Amit Tyagi

Procurement Officer

Foundation for MSME Clusters (FMC)

USO House, 2nd Floor, USO Road, Off Shaheed Jeet Singh Marg,

6, Special Institutional Area, New Delhi – 110067

Tel No. 011-40563323-24 (Extn 21)

A. Payment T&C: Fixed consultancy amount to be paid in 3 installments – 30 per cent on submission of inception report, 40 per cent on submission of draft report and 30 per cent on acceptance of final report. Travel & other out of pocket expenses shall be reimbursed on actual as per FMC’s rules.

B. Project Background: FMC is implementing a project: ‘**Promoting MSME Bamboo Clusters in India’ in 9 states** (Viz: Assam, Arunachal Pradesh, Meghalaya, Mizoram, Tripura, Odisha, Chhattisgarh, Jharkhand & Madhya Pradesh) in India with the overall objective of **promoting bamboo as sustainable resource and generate green jobs** for a period of 4 years. The project is designed to help local community and other stakeholders collaborate for the promotion of green economy, sustainable growth, economic prosperity and poverty reduction in the MSME sector along with mitigation of climate change.

Specific objectives of the project are as follows:

1. Support enterprise development for sustainable supply of bamboo products and generate improved livelihoods
2. Promote select new bamboo products among high potential buyers
3. Sustain and upscale local initiatives through community-led multi-stakeholder development models
4. Promote sustainable linkages between financial institutions and local enterprises.
5. Strengthen policy dialogue and dissemination of proven development models relevant for bamboo sector

C. Project Title: Photo shoots of 300 unique product images along with 6 Banner Images

D. Scope of work

Photo shoots of 50 unique product images and 200 images (4 images/unique product) along with 1 Website Banner/Signature Images needs to be undertaken for each cluster.

E. Deliverables

- Undertake Photoshoot of 50 unique product images
 - Each of the 300 unique products will have 4 different white background product images taken from different angle for uploading on e-commerce websites.
 - Garment based product photoshoot be done with models.
 - Hence total number of final edited images will be 200 (50*4)
 - Share re-sized (will be shared by website developer) 200 final edited jpeg images for uploading on the website
 - Share best of the 50 unique product final editable original size jpeg images which can be used by FMC for any purposes (like for printing on banner/pamphlet/book/sharing with buyer etc)
 - Share 1 banner image for the website (mood-shot type)
 - All logistic or any other man power cost will be borne by the photographer
 - Minimum Full Frame 35 mm camera along with 2 Profoto lights to be used.
 - Final Photos including raw images to be delivered in Hard drive as well as through web-transfer.
- (The above need to be done for each of the 6 clusters)

F. How to Apply

1. One can apply for 1/2/3 states
2. **Application for each state (a group of 2 clusters) to be treated as separate application**
3. For each application the following will apply

Envelope 1 (Mention name of State)

1. Short CV (2 to 3 pages) detailing relevant experience
2. A short note on strategy for undertaking this assignment including deliverables and Gantt Chart
3. Crossed cheque
4. GST number if registered under GST
5. Copy of PAN and AADHAR card

Envelope 2 (Mention name of State)

1. Signed financial quote along with GST if applicable