



CEMCA



**Terms of Reference (ToR) for appointing Consultant for developing
“Product Photo Shoots of 4 Bamboo and other artisanal clusters of Jharkhand and Bihar”**

(Only an Individual can Apply)

Project: Promote Bamboo MSME Clusters for Sustainable Development

Tender No. FMC/EU/22-23/01

The Tender are available at <https://fmc.org.in/tender/>. Please apply by **13th April, 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 euprocurement@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 – 40 per cent on submission of photo-shoot plan, 30 per cent on submission of draft/unedited images of all photographs undertaken and on satisfactory acceptance and selection of final edited images to be submitted, 30 per cent on acceptance of final edited images. Travel & other out of pocket expenses shall be borne by the photographer only and part of total consultancy amount.
- 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
6. Promote the understanding for policy changes in MSME sector

C. Project Title: Photo shoots of products for promotion of bamboo and other handicraft clusters

D. Objective of the Photo-shoot

1. Final Images will be used as following marketing/e-commerce platforms, websites, virtual exhibition platforms, social media platforms like youtube, facebook, Instagram, linked.in, twitter, be hance, Pinterest etc
2. Final Images will be used as creation of following marketing collaterals like, brochure, product catalogue, flyers, presentations, calendar, banner image, photo-story book, coffee-table book, report generation etc.
3. Photos will be printed also as per requirement

E. Scope of work

1. Selection of products (Bamboo and other textile, painting and natural fibre based craft) based on visuals sent
2. Product Photo shoot at the studio of the applicant (products will be provided/delivered by FMC at the Studio).
3. Selection of Location/Studios for Model Shoot and Mood Shot in consultation with FMC
4. Selection of Models in consultation with FMC
5. Undertake total 480 (120 unique products having 4 angles including 1 close-up shot) +360 main images unedited shareable images of white background product shoot. Thus 840 unedited total images to be shared. Each of the 120 Unique product's front view to have 3 image options to choose from.
6. Undertake total 540 (80 unique products * 4 angles including 1 close-up) unedited shareable images of garment shoot with models. Each main image to have 3 options of images to select the final image.
7. Undertake total 120 (20 mood shots*3 angles having 3 image options for main shot) unedited shareable images of product mood shots
8. Undertake total 120 (20 mood shots*3 angles having 3 image options for main shot) unedited shareable images of garment mood shots with models

F. Final Deliverables

1. Final 60 edited images (60 High Res and 60 Low Res) of non-garment craft product mood shots. 20 Mood Shots * 3 different angles.
2. Final 60 edited images (60 High Res and 60 Low Res) of garment product mood shots with models. 20 Mood Shots * 3 different angles.
3. Final 480 (120*4 angles including one close-up) edited images (480 High Res and 480 Low Res) of white background shot of non-garment craft products
4. Final 480 (120*4 angles including one close-up) edited images (480 High Res and 480 Low Res) of white background shot of garment products with models
5. Above mentioned unedited images (Section D 5 to D 8)
6. All images to be submitted in Hard Disk
7. FMC reserves rights of all shared images (edited and unedited).

G. How to Apply

1. One needs to apply for entire scope of work
2. For each application
 - a) Short CV (2 to 3 pages) detailing relevant experience
 - b) Portfolio of Agency/Lead Photographer undertaking previous similar photo-shoot
 - c) Crossed cheque
 - d) GST number if registered under GST
 - e) Copy of PAN and AADHAR card
 - f) Individual Consultant as well as Agency can apply
 - g) If, Agency, by-laws of Agency along with registered certificate to be shared
3. **Technical Bid and Financial Quote to be submitted in a separate sealed envelope and both the sealed envelopes to be submitted in a common envelop which to be sealed. On each of the envelop 'Technical Bid' or Financial Bid' along with the Project title to be mentioned. On the Main envelop, title of the Project to be written.**
4. Signed financial quote along with GST if applicable

5. **Photographer/Agency's Qualifications and Required Skill Set:**
 - Firm handle on a photography studio, its environment, equipment, and its processes
 - Maintain high standards for creative output with aesthetics
 - Ability to undertake images for the web and social media and other marketing collaterals
 - Strong understanding of visual needs for marketing & sales collateral such as brochures, catalogues, fliers, e-mail marketing, newsletters as well as social media marketing

6. **Education, Experience, and Licensing Requirements:**
 - More than 10 years of experience in product and garment photo-shoot
 - Expertise in Product photography for e-commerce, physical catalogues & brochures, social media, online advertising
 - Expertise in handling DSLR and natural lighting, indoor, studio lighting techniques
 - Complete knowledge of photo editing on Adobe Creative Suite including Photoshop, Illustrator, Lightroom, Adobe Sketch, Sketchbook, or similar programs
 - A Degree in Photography of the Lead Photographer