

**Terms of Reference (ToR) for appointing Photographer as a Consultant, Agency/any organisation for “Photography Training for select artisans and Photoshoot for unique samples” under the project “Digitalisation to Employment (D2E)”, supported by CISCO**

**Tender No. FMC/CISCO/26-27/002**

The Tender are available at <https://www.fmc.org.in/tenders>. Please apply by 20<sup>th</sup> May, 2026 (latest by 11pm). The tender submission by Electronically and the Technical and Financial Quotation should be password protected. For any query, please email at [procurement@msmefoundation.org](mailto:procurement@msmefoundation.org) CC to [accounts@msmefoundation.org](mailto:accounts@msmefoundation.org), [hr@msmefoundation.org](mailto:hr@msmefoundation.org)

**Date of Publication:** 24.04.2026

**Last Date of Application:** 20.05.2026

**Project Background:**

The project aims to enhance the livelihoods of women artisans by connecting and capacitating them in the digital economy through a multi-faceted digital intervention targeting 60,000 women artisans over three years. The project, "Digitalization to Employment (D2E): Empowering Women Artisans of India" aims to enhance the livelihoods of women artisans through a multi-faceted intervention targeting 25,000 women in phase 2 year 2.

**High Touch Artisans:** Artisans receive comprehensive support that includes training in drawing, color theory, and new design development to enhance their creative skills. They are guided through sample production and connected to B2B buyers via VEP (Value Enhancement Platforms). Additional support includes training in photography and social media management to help them promote their work effectively. Management practices tailored for Community-Based Organizations (CBOs) are introduced, along with access to relevant knowledge resources. Furthermore, artisans are assisted in linking with government schemes to avail benefits and strengthen their livelihoods.

**Medium Touch Artisans:** Medium touch artisans are supported through B2B market connections facilitated via Community-Based Organizations (CBOs) under the VEP (Value Enhancement Platform) model. They also gain access to a range of knowledge resources, including vernacular course curriculums and case studies, aimed at strengthening their business understanding and craft practices.

**Low Touch Artisans:** Low touch artisans are provided access to essential knowledge resources designed to support their learning and growth. These resources include vernacular course curriculums and practical case studies that offer insights into craft, business, and market development.



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### **Project Objectives:**

1. Enhancing capacity of women artisans in critical skill areas in supply chain through digital (audio visual) mode enabled in local language
2. Empower the women artisans economically and socially by digitally connecting them with various ecosystem stakeholders, especially buyers
3. Propagate to upscale learning and resources created through district level Workshop, social media and by sharing the knowledge materials with CBOs.
4. Reaching out to 30-40 CBOs for connecting medium touch artisans on Virtual exhibition platform and knowledge sharing.
5. Organizing/Participating in Virtual Exhibition Platforms for market reach.

### **Purpose of the Photography Training for select artisans and Photoshoot for unique samples:**

- i) To capacitate select artisans thereof artisanal clusters in undertaking basic and DSLR photography to capture artisanal products, artisanal lifestyle and cluster story aesthetically to upload on various social media platforms, creation of catalogues and other basic promotional collaterals, sharing with buyers for market promotional purposes. This will reduce their dependency on external expert for basic photography and capacitate artisans in digital connect with the market.
- ii) Professional Photoshoot of the newly developed samples under the Project for market promotion purposes and specifically help us in connecting with niche/national level high value market for artisanal clusters.
- iii) This will also create benchmark photography for future market connect and particularly for digital market promotion including virtual exhibitions.

### **Who can apply: Photographer as a Consultant, Agency/any organisation**

#### **Scope of work**

1. Final 200 edited images of unique samples (200 images \* 3 angles) of garment and home furnishing craft product. Approximately 50% of the product handloom based and remaining home furnishing, decorative/utility-based craft products. Exact product break up will be finalised during the photoshoot
2. Garment based products to be photoshoot with models.
3. 10% of the total 200 unique products photoshoot to be done aesthetically which can be used as website banner and key digital market promotional/signature photographs.
4. Insta reels to be created for 10% of the unique sample (during model/product photoshoot) while cluster-based reels to be done by engaging trainee artisans at the cluster.
5. 1 A-V based DSLR photography manual in one vernacular language with English subtitles.
6. Online/Offline training of 5 women artisans in DSLR photography as per manual. Support in creating selection criteria.
7. Guidance and support in setting up one Digital Photography Studio
8. 30 hours Online/Offline training of 20 women artisans from 4 States (5 women/State) in mobile photography based on the available module. 18 hours offline for each State and 12 hours online training can be undertaken jointly/combinations of more than 1 State as per mutual agreement. Location of photography training are as follows, Agra/Mathura in Uttar Pradesh, Dhemaji/Boko in Assam, Birbhum in West Bengal, Cuttack/Bargarh in Odisha and Chanderi in Madhya Pradesh.



9. An assessment of all trainee post completion of training basis certificates will be distributed.
10. Photoshoot of artisanal lifestyle, cluster backdrop/landscape, artisans at work etc to be captured for curation of the Photo-story book including design layout. Content/script of the Photo-story book will be provided by FMC. These photoshoots at the cluster to be done coinciding offline photography training and engage trainee artisans as photography team members. For the photo-shoot at the State where digital photography studio has been created, equipment of the studio to be used for cluster level photoshoot
11. Expert needs to take care any remuneration cost of photography team to be engaged along with any props cost or any equipment require during the photoshoot or photography training. It is preferable that trainee artisans to be engaged as support team members during photoshoot. In case, outside support team to be engaged then those persons to be appointed within the State only to minimise logistic cost.
12. Travel/Logistic cost of Lead Photographer/Expert will be supported by FMC as per FMC travel rules (as per GM category) along with Lead Photographer support team at a minimal cost as per FMC travel policy (executive/assistant travel category)

### Payment Terms

Equal consultancy amount to be paid in 4 instalments

- 1) 25 per cent on signing of the contract
- 2) 25 per cent on completion of the manual, setting up of Digital studio, completion of 18 hours offline training of mobile photography for all 4 States or completion of complete 30 hours of online/offline training for 2 States and initiation of DSLR Photography training
- 3) 25 percent on completion of all mobile photography and DSLR Trainings and Assessment of trainee, cluster level photoshoots with final editing
- 4) 25 per cent on completion all the above work as per Scope of Work including final product shot with edited images, completion of photo-story book.

### Timeline execution of the above ToR

- Signing of the Agreement by 15<sup>th</sup> June 2026
- Completion of deliverables for 2<sup>nd</sup> instalment by 30<sup>th</sup> September 2026
- Completion of deliverables for 3<sup>rd</sup> instalment by 30<sup>th</sup> November
- Completion of 4<sup>th</sup> Instalment deliverables by 15<sup>th</sup> January 2027
- Payments will be released maximum within 1 month since raising of Invoice and submission of MoVs for deliverables and satisfactory verification
- There might be a direct review by the Client in November/December and continuation of this contract is subject to satisfactory approval by the Client.

### How to Apply

For each application

- a) Short CV detailing relevant experience
- b) Portfolio of Agency/Lead Photographer undertaking similar photo-shoot
- c) Cancelled cheque copy
- d) GST number if registered under GST or mentioned GST Not Applicable
- e) Copy of PAN and AADHAR card

**Technical Bid:** Can be submitted through online/offline mode. In the subject line, title of the RfP and RfP number need to be mentioned along with Technical Bid and name of the bidder.



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## Financial Bid:

If through online, then it has to be submitted in a separate email mentioning in the subject line, title of the RfP, RfP number, Financial/Commercial Bid and name of the bidder. It needs to be a zipped folder password protected. Password only to be shared before opening of the financial bid as per below mentioned timeline. If through offline, then it has to come in a separate sealed envelope other than technical folder. The financial bid folder will only be opened during the bid opening time as mentioned below.

## Selection Criteria

### A. Scores: Total 100 Marks

#### D 1. Technical: 50 Marks

- a) **Over all Experience related to Photography (maximum 20 marks):** >15 Years: 20 marks, 10-15 Years: 15 marks, 5-9 Years: 10 marks, <5 years: 5 marks
- b) **Experience in photoshoot related to craft-based company/organization (maximum 20 marks):**  
For 5 or more companies/organisations: 20 marks, 3-4 organisations: 15 marks, 1-2 organisations: 10 marks, 0 organisation: 0 marks
- c) **Experience of undertaking mobile photography training in artisanal clusters (maximum 10 marks):** > 5 artisanal clusters: 10 marks, 3-5 artisanal clusters: 7 marks, 1-2 artisanal clusters: 5 marks, No experience: 0 marks

### Financial: Maximum 50 Marks

As per least quote.

**RfP Issuing Date:** 24<sup>th</sup> April 2026

**Last Date of Application:** 20<sup>th</sup> May, 2026 till midnight

**Technical Bid Opening:** The FMC Committee shall review the Technical Evaluation Report and confirm the list of technically qualified bidders. Upon approval by the Committee, only the Financial Bids of the technically qualified bidders shall be opened.

**Financial Bid Opening: 22<sup>nd</sup> May 2026, 4 pm.** Bidder can remain online or physically present at USO office as per their availability or can nominate representative through prior intimation through email. **However, participation during bid opening is optional.** Password can be shared one hour before the financial bid opening at the dedicated email id in case of non-participation during the bid opening.

**Final Selection: 30<sup>th</sup> May 2026**

**Contract Period:** 15<sup>th</sup> June 2026 to 28<sup>th</sup> Feb 2027 (with subject to client satisfactory acceptance in December for full contract period)