



Foundation for MSME Clusters (FMC)

Terms of Reference (ToR) for appointing Consultant/Agency for ‘Undertaking Photoshoot and Video Shoot for developing a Photo Story Book and Project Case Study based Video Documentation, Create Layout Design of the Photo Book, Support in Displaying Select Photographs (enlarged) at the Policy Workshop’ under the Project

“Empowering Rural Women Enterprises through Digital Technology”

(Eligible Individual/Agency can Apply)

Tender No. FMC/CISCO/23-24/006

Please apply by **26th February, 2024** (till midnight). Please note that the financial quote must be submitted in a separate zipped folder (online) which should be password protected. FMC shall open the financial quote once the technical evaluation stage is completed. A separate folder (online) must be sent for Technical and Financial Proposal. For any query, please email at preeti@msmefoundation.org, ruhi@msmefoundation.org CC to accounts@msmefoundation.org

Date of Publication: 12th February, 2024

Last Date of Application: 26.02.2024

Award of Contract: The proposal soft copies are to be mailed:

Ms. Preeti Kumari

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

A. Payment T&C: Fixed consultancy amount to be paid in 3 installments based on the scope of work mentioned in this ToR– 40 per cent on signing of the contract, 40 per cent on submission of draft work as per ToR. 20 per cent on and acceptance completion of the work.

Project Background: FMC is implementing a project: ‘Empowering Rural Women Enterprises through Digital Technology in 3 States (Viz: Assam, West Bengal and Odisha) in India. The proposed intervention intends to address 2 problems, i) enhancing capacity of the Women artisans in critical skill area in supply chain through digital mode enabled in local language and ii) empower the Women artisan community by digitally connecting them with various eco-system stakeholders.

Specific objectives of the project are as follows:

1. Enhancing capacity of underprivileged 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 eco-system stakeholders, especially buyers
3. Propagate to upscale learning and resources created through Policy Workshop and social media.

B. Project Title: Undertaking Photoshoot and Video Shoot for developing a Photo Story Book and Project Case Study based Video Documentation, Create Layout Design of the Photo Book, Support in Displaying Select Photographs (enlarged) at the Policy Workshop’



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C. Objective of the Initiative

- To photo and audio-video document of success stories, key achievement and impact of the Project, propagate and promote among key stakeholders including policy stakeholders

Scope of work

1. To finalize approximately 50 Photographs covering all 3 States: Assam, West Bengal and Odisha which will include artisans' lifestyle, artisans at work, artisans' portrait, training programs, group meetings, e-learning facilities, sample product development, select craft products and other Project related activities
2. 5-6 Mood Shot based Product Photographs of textile-based garment and home furnishing with Model on select sample products.
3. 1 Full HD Quality 5-7 mins video for capturing Project objectives, Impact and Success Stories. Appropriate background sound to be added wherever suited.
4. V.O. in Hindi/English (to be decided as per Client requirement) along with English subtitles
5. 10 insta reels on artisans' lifestyle, artisans at work, Training Programmes, E-learning Centres, Case Study Artisans bytes etc. Each reel to be 45 sec to 1 min.
6. Support and ideation on Photography Exhibition on select 6 Enlarged Photographs at the policy workshop.
7. Design Layout of the Photo-story book.
8. Content for the Photo-Story Book to be provided by FMC.
9. Flow of the script to be provided by FMC on the basis of which Final script to be drafted by the applicant
10. Travel for 2 lead persons (Lead Photographer and Videographer) of the main applicant will be supported by FMC as per organization travel policy.

D. How to Apply (through email only)

1. One needs to apply for entire scope of work
2. For each application
 - a) Short CV detailing experience of working with artisans and preferably in clusters
 - b) Portfolio of the Main Applicant
 - c) Cancelled cheque copy
 - d) GST number if registered under GST
 - e) Copy of PAN and AADHAR card
3. **Technical Bid and Financial Quote to be submitted in a separate folder including financial bid remains password protected. Financial quote should be inclusive of taxes, if any.**
4. **Required Experience and Qualification:**
 - 15 years of experience in Product photography with and without model
 - More than 5 years of experience in undertaking photoshoot in artisanal clusters
 - Experience of creating/undertaking photoshoot for 3 Photo Story Book
 - Experience of in undertaking or part of 5 video-shoot
 - A Degree in Photography/Videography



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5. Selection of Process

The selection is based on the 50% weightage of technical expertise and 50% weightage of lowest financial quote.

Other terms and conditions along with payment shall be decided once work will be awarded to the competitive bidder.