



हस्तशिल्प निर्यात संवर्धन परिषद्
Export Promotion Council for Handicrafts

CIN: U20299DL1986NPL023253

Proposals are invited for empanelment of agency for (a) Photography (b) Videography (c) Content Development and (d) Micro Website for Artisans at various craft clusters for upcoming Virtual Exhibition in the month of February 2021. The last date of submission of proposal is **24th December, 2020 (Thursday) upto 3:00 PM**. Interested professionals / agencies may download the scope of work and details from EPCH website www.epch.in/photo **Director**

**Regd. Office: EPCH House, Plot No. 1, Pocket 6 & 7,
Sector – C, LSC, Vasant Kunj, New Delhi – 110070,
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EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Proposal for Empanelment to provide services of Photography/ Videography /Micro website / Contents Development....

1. ELIGIBILITY

- a. The agency should have infrastructure, capability, suitable cameras and manpower to carry out the work of photography & Videography in craft clusters.
- b. The offer should be submitted by reputed agency having at least 2 year experience in undertaking the prescribed jobs and also have relevant job orders in this regard (to be submitted along with their proposal).

2. SCOPE OF WORK

- a. **Product Photography:** The agency will provide high resolution colour photographs in digital format as per official requirement supported with 4-6 angles of product photographs/artisans. The photographer of the agency shall be required to visit the craft clusters for photo shooting. The photography shall cover the artisans making their crafts/products and also with finished products.
- b. **Brief Intro Videography:** The agency will cover the important Visual aspects while making a brief intro video (with subtitles) with final video output of 1 to 2 minutes: About the region / cluster, about the craft and about the artisans including interview with interview of artisan making their crafts/products and also with finished products.
- c. **Content Development:** The agency should prepare and provide a brief profile about the artisan, the crafts and the cluster with their contact details in PDF format. The finished product photographs shall also be provided as Product Profile in PDF brochure format. Also to provide GIF file of 7-8 photograph to uploading in their virtual stand.
- d. **Micro Website: The basic Micro Website containing the following basic structure shall be provided by agency:**
 - About Us
 - Product profile
 - Compliance Certificates, Awards & Testimonials
 - MSME/DCH Registration Certification
 - Contact Us / Social Media details
 - Content Development of the Website

The technical specification of the micro website shall be as follows:

- Free Domain for 01 year
- Unlimited Bandwidth
- Company Video
- 10 GB of storage
- Site booster app
- Visitor analytics app
- Social Media Linkages

3. Places for Photography and Videography is enclosed at Annexure-I

4. TERMS & CONDITIONS

- a. The offer should come as two different sealed envelopes, clearly marked as “Envelop 1 – Company Profile ” and “Envelop 2 - Financial offer” separately on the top of each envelope and both should be put in one bigger sealed envelope with naming **“EMPANELMENT TO PROVIDE SERVICES OF PHOTOGRAPHY/ VIDEOGRAPHY /MICRO WEBSITE / CONTENTS DEVELOPMENT”**.

The offer to be submitted latest by 24th December 2020 by 3:00 pm to;

The Director

Export Promotion Council for Handicrafts

EPCH House, Pocket-6&7, Sector-C, LSC,

Vasant Kunj, New Delhi-110070

- b. Agencies are requested to quote their rates on the items indicated in the financial offer **(Annexure ‘III’)**
- c. All the digital content, websites domains, photographs, DVD, RAW files etc. will be the property of EPCH.
- d. The Contents/ Photographs/ Videos taken/ developed/edited by the agency are to be used on micro website, virtual fairs, social media, e-commerce platform and other promotional campaign as required.
- e. The hired photographer has to turn up at the designated place at a short notice, if required (within one day) of the notice/information.
- f. The proof of related experience / job orders copies must be provided with the offer.
- g. EPCH reserves the right not to make payment for photos/videos/content/profiles found to be defective or otherwise considered unsuitable.
- h. There should be independent telephone connection and mobile phone with the photographer/videographer of the firm so that he could be contacted, whenever necessary.
- i. If the agency does not abide by the terms/conditions, EPCH reserves the right to cancel the empanelment and no further contract would be given to them.
- j. The quoted rates should be all inclusive of assignment, transport charges for (a) Photography (b) Videography (c) Content Development and (d) Micro Website for Artisans in clusters.
- k. EPCH will not pay for any separate charges for conveyance, equipment, manpower, allowances etc. if any, for covering the assignment.
- l. Agencies would be required to deliver the assigned job at the Head Office EPCH, New Delhi within the assigned date & time.
- m. The competent authority of this office reserves the right of placing order for all work as per requirement to one or more agencies at the approved lowest rates.
- n. No increase in quoted price will be allowed during the validity of the submitted offer.
- o. No advance payment will be made. Applicable Taxes shall be deducted as per Govt. rules.
- p. The offers received by the due date and time will only be considered and those received after the due date and time will be rejected without assigning any reason.
- q. The competent authority of this office has full right to accept or reject in part or any or all the offers without assigning any reason. The agency will have no right to claim any loss / damages etc. on cancellation of their empanelment.
- r. The competent authority of this office shall not be responsible for any loss or damage caused to the equipment / operators.
- s. Each page of the offer should be signed by person / persons on behalf of the organization having necessary authorization/Power of Attorney to do so. (Certified copies to be enclosed).
- t. Applications containing false, incomplete and/or inadequate information are liable to be rejected. Also mere fulfilment of the eligibility criteria does not guarantee empanelment / work assignment.

- u. The concern Company/Firm which is black listed/Banned either by Govt. of India / State Government or their Organisation on the date of offer submission, shall not be eligible.
- v. The Company/Firm shall indemnify, defend and hold EPCH, its officers, directors, employees and other related parties harmless from and against any and all liabilities, damages, losses, expenses, claims, demands, suits, fines, or judgments that includes reasonable attorney's fees, cost and expenses, incidental thereto, which may be suffered by, accrued against, by reason of any claim arising out of or relating to any act or error or omission, or misconduct of the Company/Firm, its officers, directors, agents, employees or subcontractors.
- w. The Contract can be extended for a period of one year with same and terms and conditions on mutual consent of both the parties.

ANNEXURE-I**PLACES FOR PHOTOGRAPHY & VIDEOGRAPHY**

S. no	Name	State
1	Cuddapah, Laxmigaripalle	Andhra Pradesh
2	Etikoppaka Toys, Visakhapatnam	Andhra Pradesh
3	Kondapalli Bommallu, Krishna Distt.	Andhra Pradesh
4	Asharikandi Toys, Dhubri	Assam
5	Bastar Metal Artefacts	Chattisgarh
6	Bawana , Plastic Toys	Delhi
7	Karawal Nagar & Jaffrabad , Ride on	Delhi
8	Sagarpur (dolls)	Delhi
9	Delhi NCR (Noida, Gurugram etc.)	Delhi NCR
10	Naggar, Crochet & Knitting Toys , Wool folk	Himachal Pradesh
11	Bangalore	Karnataka
12	Channapatna Toys & Dolls, Channapatna	Karnataka
13	Kinhal Toys, Koppal	Karnataka
14	Ernakulam, Coir & Dried Coconut Toys	Kerala
15	Budni - Rewa	Madhya Pradesh
16	Jhabua, Adivasi Gudiya Shlip	Madhya Pradesh
17	Leather Toys, Indore	Madhya Pradesh
18	Mumbai	Maharashtra
19	Bhatukalli , Metal Toys	Maharashtra
20	Sawantwadi Toys, Pangara	Maharashtra
21	Keibull Sagram, Leikei, Bishnupur	Manipur
22	Raghurajpur, Leaf Toys& Cow Dung Toys	Orissa
23	Jodhpur	Rajasthan
24	Kathputlis of Rajasthan, Jaipur	Rajasthan
25	Kushakhera, Alwar	Rajasthan
26	Mewad , Kavad Story Telling Toys	Rajasthan
27	Thanjavur Doll, Tanjore	Tamil Nadu
28	Hyderabad	Telangana
29	Nirmal Toys and Craft, Nirmal	Telangana
30	Chitrakoot	Uttar Pradesh
31	Jewar	Uttar Pradesh
32	Mirzapur , Lacquerware Woden Toys	Uttar Pradesh
33	Moradabad	Uttar Pradesh
34	Saharanpur, Educational Wooden Toys	Uttar Pradesh
35	Toy City, Greater Noida	Uttar Pradesh
36	Varanasi , Miniature Utesnsils & Living Things	Uttar Pradesh
37	Kolkata	West Bengal
38	Natungram , Badhman , Wooden Dolls	West Bengal

ANNEXURE-II

TECHNICAL OFFER FOR EMPANELMENT TO PROVIDE SERVICES OF PHOTOGRAPHY/ VIDEOGRAPHY /MICRO WEBSITE / CONTENTS DEVELOPMENT

(To be furnished on company letter head and closed envelop)

(To be submitted in separate Envelop 1 and name it as "Technical Offer")

COMPANY PROFILE

Name of Company:	
Contact Person:	
Phone No:	
Email id:	
Address:	

Statutory Details (Copies to be attached)	
Company/Firm/Organisation Registration no.	
GST No.	
PAN No.	
Turnover of 3 years	
Whether agency read all requirements, Terms & conditions, penalty clause?	Yes / No
Has agency ever been blacklisted?	Yes / No
Has agency undertaken similar nature and scale of above projects for other reputed organisations?	Yes / No
If yes name & contact details of the organisation for whom the project / assignment has been executed	a. b. c.

Enclose a separate page details of work undertaken for product Photography, Videography, Content Development and Micro Website Development.

Name and Signature with Stamp _____

Name of Company _____

Date & Place: _____

ANNEXURE-III

FINANCIAL OFFER FOR EMPANELMENT TO PROVIDE SERVICES OF PHOTOGRAPHY/ VIDEOGRAPHY /MICRO WEBSITE / CONTENTS DEVELOPMENT

(To be furnished on company letter head and closed envelop)

(To be submitted in separate Envelop 2 and name it as “Financial Offer”)

S.No.	Particulars	Rate (Including of all Taxes and Charges) In Figures
2(a)	<p>Product Photography Charges for providing high resolution colour photographs in digital format supported with 4-6 angles of product photographs/artisans. The photography shall cover the artisans making their crafts/products and also with finished products. (30 Product Photographs in PDF, JPEG,PNG & GIF Format as per requirement)</p>	
2(b)	<p>Videography Shoot should be in 4K whereas the output will be in various formats as per the usage. To cover the important Visual aspects while making a brief intro video (with subtitles) with final video output of 1 to 2 minutes: About the region / cluster, about the craft and about the artisans including interview with interview of artisan making their crafts/products and also with finished products.</p>	
2(c)	<p>Content development Charges for prepare and provide a brief profile about the artisan, the crafts and the cluster with their contact details in PDF brochure format. The finished product photographs shall be provided as Product Profile in PDF brochure format. Also to provide GIF file of 7-8 photograph to uploading in their virtual stand.</p>	
2(d)	<p>Micro Website The basic Micro Website will contain the followings structure:</p> <ul style="list-style-type: none"> • About Us • Product profile • Brief Intro Video of artisan or their organisation • Compliance Certificates, Awards & Testimonials • MSME/DCH Registration Certification • Contact Us / Social Media details <p>The technical specification of the micro website shall be as follows:</p> <ul style="list-style-type: none"> • Free Domain for 01 year • Unlimited Bandwidth • 10 GB of storage • Site booster app • Visitor analytics app • Social Media Linkages 	
	Total	
	In Words (_____)	

Name and Signature with Stamp _____

Name of Company _____

Date & Place: _____