

**BISWA BANGLA MARKETING CORPORATION LIMITED**  
**Karigari Bhawan, Room No 009, Ground Floor, Plot No B/7, Action Area – III,**  
**New Town, Rajarhat, Kolkata -700160 Phone – (033) 2324 7230/31/32,**  
**Email – [info@biswabangla.in](mailto:info@biswabangla.in); CIN – U52100WB2014SGC204751**

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**BBMC/ADMIN/2025-2026/EMKT/010**

**Date 17.11.2025**

**TENDER NOTICE**

**N.I.T. No. BBMC/SCH-BAG/2025-26/NIT08 (e) (2nd Call)**

**Tender ID: 2025\_BBACL\_951409\_1**

**Notice inviting e-Tenders (NIT) for the work of Product Photography and Product Video  
Photography including editing and Production of Short Films/ Reels for Website and Social  
Media**

## **SECTION – I**

1. Biswa Bangla Marketing Corporation Limited (BBMCL), having its registered office at Garia Commercial Park, 3<sup>rd</sup> Floor, 105/1, Raja Subodh Mullick Road, Kolkata – 700 047 invites NOTICE INVITING TENDER (NIT) through online bids in two bid system from professional photographers, videographers, freelancers, agencies, and Production Houses for work of commercial photography & video coverage with editing and production of teasers, reels for social media.
2. The validity of the Contract shall be for a period of 2 years from the date of Award of Contract and further extendable by additional 1 year based on satisfactory work performance.

The NIT document/details can be downloaded from

**<https://wbtenders.gov.in> & <https://biswabangla.in>**

### **TENDER SCHEDULE/ BID-DATA SHEET**

Date of Issue/Publishing	19.11.25
Start date and time of submission of Bid	19.11.25 from 04.00 PM
Last Date and Time for Uploading of Bids	26.11.25 up to 06:00 PM
Date and Time of Opening of Technical Bids (Cover-I)	27.11.2025 at 10.00 AM
Date of Opening of Financial Bids (Cover-II)	Shall be Communicated after completion of the technical evaluation
Last date for seeking clarifications / receipt of queries related to the bid.	<b>Send queries to</b> <a href="mailto:info@biswabangla.in">info@biswabangla.in</a> <a href="mailto:cs@biswabangla.in">cs@biswabangla.in</a> <a href="mailto:cfo@biswabangla.in">cfo@biswabangla.in</a> <b>till 21.11.2025 - 6.00 PM</b>
Pre-bid Meeting	24.11.2025 at 3:00 PM
Link for pre-bid Meeting	<a href="https://meet.google.com/zbr-kpcj-pyq">https://meet.google.com/zbr-kpcj-pyq</a>
Presentation	The date for presentation will be declared later, after Technical Bids opening
EMD (Earnest Money Deposit) to be deposited through NEFT / RTGS (to be refunded after Award of contract / empanelment of agencies)	Rs. 25,000/- (Rupees Twenty Five Thousand only)
Performance Guarantee Deposit (to be refunded after the conclusion of the contract)	5% of the Total Bid Value
Bid Validity	12 months from the date of opening of financial bid
Technical Bid and Financial Bid	Submitted simultaneously online website <b><u><a href="https://wbtenders.gov.in">https://wbtenders.gov.in</a></u></b>

#### **Note:**

- 1) Bids submitted with incomplete information or information not in conformity with the Bid Documents will summarily be rejected. While submitting the Bids, the Bidders must exercise utmost care to fill up the bid in all respect as per the specified terms and conditions.

- 2) The bidders are requested to read the tender document carefully and ensure compliance with all specifications/instructions herein. Non-compliance with specifications/instructions in this document may disqualify the bidders from the tender exercise.
- 3) In case, the last date of receipt of tenders and / or the day of opening of tender is declared as a Public Holiday or there is non- functioning of the BBMCL office due to any unavoidable reason, the next working day will be treated as a day for the purpose at same time. No separate intimation will be given.

**A) SCOPE OF WORK:**

BBMCL wishes to avail the services of a Company/Firm/Agency/ Proprietor (sole/joint) to provide high quality photography and video coverage services, including editing and production of short films/ teasers / reels for social media which shall broadly include the following jobs.

- a) Carrying out commercial photography with complete professional equipment such as Camera, Lenses, Filters, Colour Correction Card, Flash, Reflectors, Tripods, Studio Backdrop, Monitors, Fill In lights, umbrella lights, light kits etc. pertaining as per BBMCL's requirements.
- b) High quality video editing and production work for teasers, short clips, social media posts / reels which shall involve:
  - i) Video planning and story boarding
  - ii) Location assessment
  - iii) Digital asset management and organisation
  - iv) Creating video footage, controlling lighting, sound, and other technical aspects
  - v) Video editing and revisions
  - vi) Colour enhancement and manipulation.
  - vii) Audio editing and mixing
  - viii) Effects and animation
- c) Agency will be required to do the product cataloging including Product Details (in consultation with BBMCL/ other Government Agencies involved); product listing and uploading in website.
- d) The intending bidder should have its office, workshop / works & Lab located in Kolkata.
- e) Number of Photographs – 25,000 products. Each product photograph with or without humans models with multiple angles (minimum 3 angles with white background).
- f) Number of Video – 10,000 products for uploading in website/ social media sites as Reels, Short Clips, Social Media posts – 30 seconds edited video reel for social media.

**B) GENERAL TERMS & CONDITION**

- 1) All the columns in Technical Bid format need to fill by the bidders and submitted online.
- 2) Bidders who Score more than 60 % and above marks in technical bid assessment will qualify for the financial bid.
- 3) In the event of default in supply, BBMCL reserves the right to cancel the order and to claim damages from the successful bidder, and reserves the right to award the contract to another vendor at the cost and risk of the successful bidder.
- 4) The Technical Bid should not contain any indication of the price. In case any indication of the price quoted is included in the Technical Bid, such Bids shall be rejected. No correspondence will be entertained in this regard.

- 5) Amendments and clarifications, if any, to this tender will be hosted on the <https://wbtenders.gov.in> and BBMCL shall not intimate the bidders individually of the same. The bidders are therefore advised to visit the website regularly till the date of closing of the tender.
- 6) All material, photographs, video footage and all such information, etc generated during assignments will be the property of the BBMCL/ other Government Agencies and they will have sole rights for its use in future and will be copyright protected.
- 7) For verification of information submitted by the Bidders, the Committee at their discretion may, if required, visit the Bidder's offices/studio/photo lab at its own cost.
- 8) The Bidders shall provide all the necessary documents, samples, and reference information as desired by the Committee.
- 9) The Bidders shall also assist the Committee in getting relevant information / references/ photographs, etc if desired.
- 10) The expenditure on travelling, accommodation, any other allowance, etc incurred during the photography / video coverage and production assignments would be borne exclusively by the Bidder / Agency.
- 11) BBMCL reserves the right:
  - a. To reject any / all applications without assigning any reasons thereof.
  - b. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the BBMCL without assigning any reasons thereof.
  - c. To include any other item in the scope of work at any time after consultation with prospective agencies or otherwise.
- 12) BBMC shall pay only for photographs and videos accepted after quality review. Out of all submitted photographs and video clips by any agency, BBMC will accept only those found useable and acceptable by BBMC. No payment shall be made for submissions not found by BBMCL to be usable or of acceptable quality.
- 13) There shall be no minimum payment guarantee from BBMC to any professional agency/ individual submitting photographs and video clips as per the requirements of BBMC
- 14) These photographs, videos, and reels captured during the shoot will be used by Biswa Bangla Marketing Corporation (BBMC)/ other Government of West Bengal Agencies/ Organisations for a variety of purposes of online listing for marketing and sales through various e-commerce enabled websites, publicity and promotion on various offline media such as marketing brochures, hoardings etc., digital media, online media such as Facebook, Instagram etc. and various other media - not only for present but also in near and distant future as may be required by BBMC or its parent organisation, sister organisation, authorised representatives and agencies.

### **C) Arbitration**

In case of any dispute, both the parties shall make all efforts to resolve by way of conciliation process. In the event any doubt, dispute or difference arising out of or in relation to the Contract remains unresolved, both the parties to the Contract will mutually appoint a Sole Arbitrator, in accordance with the Arbitration and Conciliation Act, 1996. The provisions of Arbitration & Conciliation Act, 1996 (as amended from time to time) shall apply to both parties. The fee payable to the Arbitrator shall be paid equally by both the parties. The language used in the arbitral proceedings shall be English. The venue

of the arbitration proceedings shall be the Office of BBMCL at Garia Commercial Park, 105/1, Raja Subodh Mullick Road, Kolkata – 700 047.

**D) Compliance with laws**

It shall be the sole responsibility of the Bidder(s) to comply with/observe all applicable laws, rules, regulations, orders, directives and guidelines of any Government/Statutory Authority/Regulatory body of India including all the labour laws, as amended from time to time, and also obtain/hold licenses/permissions/clearances required for the purpose of this Tender Document/Contract/Agreement.

**E) Jurisdiction**

All disputes arising out of and in relation to the Tender Document/Contract/Agreement between the parties herein shall be governed by Laws of India subject to the exclusive jurisdiction of the courts of Kolkata only.

**F) Indemnity**

Bidder(s) shall indemnify, defend and hold BBMCL and its officers/officials harmless against any and all proceedings, actions, losses, damages, expenses, costs and third party claims whatsoever – whether financial or otherwise, including liability for payment of contributions/dues to EPFO/ESIC/Govt. Departments/Local Bodies/Statutory Authorities etc. which BBMCL may sustain, incur, suffer or be exposed to at any time during the subsistence of the Tender Document/ Contract/Agreement and subsequent thereto arising out of a breach by the Bidder(s), its sub-contractors, sub-agents, employees, etc. of any of its obligations under the Contract.

**G) Confidentiality**

The Bidder(s) shall maintain high level of professional ethics and shall not act in any manner, which is contrary to any laws and/or detrimental to BBMCL's interest. Bidder(s) shall treat as confidential any and all data, information and records, obtained/received in the performance/execution of its responsibilities, in strict confidence and shall not reveal such data, information or records to any other person/party without the prior written approval of the BBMCL, even after expiry of Tender Document/Contract/Agreement. BBMCL shall take necessary legal and other remedial actions for infringement of this clause.

**H) Intellectual Property Rights**

BBMCL's name/logo/other IPRs shall be the sole and exclusive property of BBMCL only. For any misuse/misrepresentation/unauthorized use of BBMCL's name/ logo/ IPRs by the Bidder(s) and/or their sub-agents/sub- contractors/ employees etc., the Bidder(s) shall be held solely responsible. BBMCL shall not be responsible for any harm or loss caused to any third party because of any such misuse/ misrepresentation/unauthorized use of BBMCL's name/logo/IPRs. Bidder(s) shall indemnify BBMCL against any misuse/ misrepresentation/ unauthorized use of BBMCL's name/logo/IPRs and/or any claim(s) relating to infringement of any intellectual property rights committed by them/their sub-agents/sub- contractors/employees etc. BBMCL shall take necessary legal and other remedial actions, as deemed fit, for such violations.

## **I) ELIGIBILITY CRITERIA:**

- 1) The bidder should have a minimum turnover of Rs. 7.50 lakhs per year in providing commercial photographic services for conferences, seminars / trade shows in the last three years. Bidders shall be required to submit copies of Income Tax Returns for the last 3 years along with Turnover certificates attested by a Chartered Accountant.
- 2) The bidder should be a photography agency/ production house/ commercial photographer/ freelancer with an experience of minimum of 3 years of similar work. Copies of work orders / Bills and satisfactory completion certificate / proof of receipt of payment in support of these events are required to be furnished as per the requirement of NIT.
- 3) The bidder should have its own production, designing and video and image editing setup / equipment necessary for carrying out the work.
- 4) The Bidder will submit Annexures included in the Tender document the effect that the information submitted by him is correct and he will abide by the decision of competent authority of BBMCL regarding the tender. In the event of the information submitted by the bidder is found to be false or fabricated in any manner whatsoever, the bidder may be suspended and/or debarred from bidding for all future projects/proposals of BBMCL.
- 5) The bidder should have not been de-registered/blacklisted, previously by any government organization. A Certificate to this effect to be submitted on the letter head of the firm/ agency.
- 6) The bidder should have a PAN Number (mandatory) and GST Registration.

**J)** Earnest Money/Bid Security shall be **Rs. 25,000** deposited online by net banking through ICICI Bank payment Gateway. Bidder shall upload scanned copy towards proof for depositing the earnest money. EMD has to be submitted in terms of circular 3975, dated: 28.07.2016 of Finance Department, Government of West Bengal. The Earnest money/Bid security for registered SSI Units of the state of West Bengal shall be guided by para 47A(1) of Memo no. 10500-F dated: 19.11.2004, issued by the Finance Department (Audit Branch), Government of West Bengal.

**K)** The Technical Bid and Financial Bid duly digitally signed will have to be submitted simultaneously by uploading the same in the website <https://wbenders.gov.in> in the prescribed manner. Technical Bid and Financial Bid must be submitted within the date and time stated in the NIT.

**L)** Financial Bid will be considered if and only if the Technical Bid (both statutory and non-statutory) of a Bidder is found qualified by the Tender Evaluation Committee formed by Department of MSME and Textiles, Government of West Bengal. The decision of the Tender Evaluation Committee will be final and absolute in this respect. The list of responsive/non-responsive technically qualified Bidders will be uploaded in the website on the scheduled date and time, unless otherwise changed.

**M)** Upon opening of the Financial Bids, the Bidder submitting the lowest rate (L1 bidder/ lowest bidder) will be determined. The rate offered by the L1 bidder will hereinafter be referred to as the L1 rate.

**N)** Bids are to remain valid for a period not less than **12 months** and may be extended thereafter for a maximum period of 3 months after the last date for bid submission as specified in this NIT. Bids

valid for a shorter period shall be rejected as non-responsive.

**O)** BBMCL with the approval of the Departmental Tender Committee of the Department of MSME and Textiles, Government of West Bengal reserves the right to reject any or all Bids and to accept or reject any or all offers without assigning any reason whatsoever and would not be liable for any cost that might have incurred by any Bidder forbidding.

**P)** The EMD/ Bid Security of successful Bidders will be returned without any interest, on signing of contract in respect of such awarded quantity as determined by the authority on submission of Performance Security by the Selected Bidder.

In respect of bidders in Unreserved Category not meeting technical criteria the refund of the EMD shall happen immediately within T+2 days of hosting of technical assessment results in the e-Tender website following stipulations of FD Notification No. 3975-f(y) dated 28.07.2016.

EMD shall be returned to all the unsuccessful applicants post determination of award of the supply quantity.

**Q)** BBMCL reserves the right to cancel the bidding process at any time without assigning any reason whatsoever, and without entertaining any claim in this respect. At anytime prior to the deadline for submission of Bids and in case of extension of deadline for the submission of Bids up to bid opening, bid inviting authority may amend the Bidding Documents by issuing addenda/corrigenda.

**R) The EMD/ Bid Security will be forfeited in the following events: -**

- (a) If a Bidder withdraws bid during the period of bid validity specified by the Bidder.
- (b) If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, collusive practice or restrictive practice.
- (c) If it is found that any record submitted by any Bidder is incorrect, manufactured or fabricated, false and/or untrue.
- (d) If the Bidder is declared disqualified on account of fraudulent/corrupt practices.
- (e) If the selected Bidder fails to:
  - i) Sign the Contract in accordance with the term so bid document
  - ii) Furnish a Performance Security.
  - iii) If the Bidder is otherwise in breach of the terms of the Bidding Documents.

**S)** Bidders must submit all records, data and documents on which they wish to bank in support of their Technical Bid. Bidders will not be allowed to supplement data and documents submitted online, with additional data and documents during tender evaluation, except for those documents especially sought for by BBMCL / Departmental Tender Committee.

## SECTION – II

### INSTRUCTIONS TO BIDDERS (ITB)

1. Any Bidder willing to take part in the process of e-tendering will have to be enrolled and registered with the State Government e-procurement system, on <https://wbtenders.gov.in> Digital Signature Certificate (DSC)
2. Each Bidder is required to obtain a Class-II or Class-III Digital Signature Certificate (DSC) for submission of tenders, from the approved service provider of the National Informatics Centre (NIC). Details are available on the website <https://wbtenders.gov.in>. DSC is given as a USB e-token. The Bidder can search and download the e-NIT and Tender Documents electronically once it logs on to the website mentioned in Sl. No. 4 of the e-NIT. This is the only mode of collection of Bidding Documents.
3. The Bidders are also advised to upload relevant documents such as certificates and other required details etc. well in advance under the “My Documents” Tab at <https://wbtenders.gov.in> so that those can later be selected and attached during bid submission. This is likely to ensure hassle free upload of bid documents. There is no upper limit on the size of the file to be uploaded. However, the speed of upload is dependent on the memory available in the client’s system as well as the network bandwidth used. In order to reduce the file size, Bidders are advised to scan the documents in 75-100 DPI so that the optimal clarity is maintained.
4. BBMCL will not be responsible for any delay, or the difficulties faced during the submission of Bids online by the Bidders due to local connectivity or other issues.
5. Bidders, suppliers, contractors under contracts with BBMCL and/or the Govt. of West Bengal, are required to observe the highest standard of ethics during procurement and execution of such contracts.
  - (a) BBMCL shall reject a proposal to award a contract if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question; and
  - (b) BBMCL shall sanction a bidder/party or its successor, including declaring ineligible, either indefinitely or for a stated period of time, to participate in any tender/bidding process of this office if it at any time it is found that the party has, directly or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for, or in executing, a contract of BBMCL.
  - (c) BBMCL shall cancel or terminate a contract if it is found that a bidder/party has, directly or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for, or in executing the awarded contract.
6. **Bidder shall have to furnish the following documents:**
  - (a) Copy of proof of electronic fund transfer towards EMD/Bid Security submitted in terms of Circular No. 3975 dated 28/07/2016 of Finance Department, Government of West Bengal.



- (b) Copy of Certificate of Incorporation and Memorandum of Articles of Association in case of Private / Public Ltd. Company or copy of partnership deed in case of Partnership firm or copy of Certificate of Incorporation and partnership deed in case of LLP/copy of proof of Proprietorship Firm. Copy of MSME Registration/Udyog Aadhar in case available.
- (c) Copy of PAN Card.
- (d) Copy of GST Registration Certificate.
- (e) Copy of Trade License
- (f) Copy of Income Tax Returns for the last 3 (three) financial years (2023-24, 2022-23, 2021-22).
- (g) Copy of GST Return for last 3 (three) financial years (2023-24, 2022-23, 2021-22).
- (h) Audited Balance Sheet for the last 3 (three) financial years (2023-24, 2022-23, 2021-22), if available.
- (i) Annual Turnover during last 3 (three) financial years with CA certified statement which is to include the registration No. of the CA with UDIN. (2023-24, 2022-23, 2021-22).
- (j) Completion Certificate/ Certified copies of Work Order/ Pay order for the last 2 (two) Financial Years (2023-24 and 2022-23).
- (k) Notarized Power of Attorney in favour of signatory of bid and accompanying documents.
- (l) Declaration by way of affidavit duly notarized that the Bidder has not been barred by the Government of India (GOI) or Govt. of West Bengal for participation and the same subsists on the day of submission of the bid.
- (m) Undertaking that the rate shall remain valid for a period of 12 months or any extension thereof made by authority.

## **7. Clarification of Bidding Documents, Pre-Bid Meeting**

A prospective Bidder requiring any clarification of the Bidding Documents shall communicate BBMCL in writing. The responses to bidders' queries shall be uploaded in the tender website. Should BBMCL deem it necessary to amend the Bidding Documents as a result of a request for clarification, it shall do so with the approval of tender committee of MSME & Textiles Department, Government of West Bengal.

Pre-bid meeting may be held online. The Bidder is requested to submit any questions in writing to reach this office at least 3 hours before the meeting. Questions/Issue raised verbally may not be possible to be addressed by the bid inviting authority.

Minutes of the pre-bid meeting, including the text of the questions raised, without identifying the source, and the responses given, together with any responses prepared after the meeting, may be uploaded in the e- tender portal. Any modification to the Bidding Documents that may become necessary as a result of the pre-bid meeting shall be made by bid inviting authority exclusively through the issue of an addendum/ corrigendum.

Non-participation at the pre-bid meeting will not be a cause for disqualification of a Bidder.

At any time prior to the deadline for submission of Bids and in case of the extension of deadline for the submission of Bids up to bid opening, BBMCL may amend the Bidding Documents by issuing addenda/corrigenda.

## **8. Submission of Bid**

Bids are to be submitted online in two folders at a time, one being the Technical Bid and the other being the Financial Bid before the prescribed date and time with Digital Signature Certificate (DSC). The documents are to be uploaded, scanned for viruses and duly signed digitally so that the documents will get encrypted (transformed into non readable formats).

Complete Bids (including Technical and Financial) must be uploaded in the e-tender website i.e. <https://wbtenders.gov.in> not later than the date as mentioned in the-NIT notice.

## **9. Bid Opening**

The Technical Bid will be opened online by the authority. The authority receiving tenders, or its authorized representative shall decrypt all Technical Bids submitted by the Bidders. The date and time for online opening of Financial Bid will be as specified in e-NIT. The manner of online opening of Financial Bid will be same as Technical Bid opening.

BBMCL shall prepare a record of the opening of Technical Bids. A copy of the record shall be uploaded on the website <https://wbtenders.gov.in>

At the end of the evaluation of the Technical Bids, BBMCL will upload on the website <https://wbtenders.gov.in> the name of the Bidders who have submitted substantially responsive Technical Bids and who have been determined as being technically qualified for opening of price bid, for further evaluation.

BBMCL shall there after conduct the opening of the Financial Bid of all Bidders who have submitted substantially responsive Technical Bids and who have been determined as being qualified. All folders containing Financial Bids shall be opened one at a time and the follow in recorded:

- (a) The name of the Bidder;
- (b) The Financial Bid
- (c) Any other details as may be considered appropriate.

Only Financial Bids recorded during the opening of Financial Bids shall be considered for evaluation. No bid shall be rejected at the time of opening of Financial Bids except the Financial Bid is not in accordance with the Bidding Documents.

10. The Bidders who meet the qualifying criteria shall be treated equally and all the technically qualified Bidders shall be at par while considering their Financial Bid.
11. The Bid evaluating Committee shall consider the Financial Bid of the Bidder in respect of the tender quantity for which the tender has been invited and the rate per unit. No other evaluation criteria or methodologies shall be permitted.
12. BBMCL with the approval of Departmental Tender Committee, reserves the right to accept or reject any bid, and/ or to annul the bidding process and reject all Bids at any time prior to contract award, without thereby incurring any liability to Bidders. In case of annulment, all Bids submitted and specifically, bid securities, shall be promptly returned to the Bidders.

## **13. Award Criteria**

Upon opening of the Financial Bids, the Bidder submitting the lowest rate (L1 bidder/ lowest bidder) will be determined.

**14. Notification of Award**

The Selected Bidders whose bid has been accepted will be notified of the award prior to expiry of the bid validity period by uploading such information by e- mail or facsimile confirmed by registered letter provided that the MSME & Textiles Department approves such award.

**15. Performance Security**

The Selected Bidder shall be required to furnish Performance Security amounting to 5% of the Contract Price for supply of entire products.

Failure of the Selected Bidder to submit the Performance Security or to sign the Agreement shall constitute sufficient grounds for the annulment of the award and forfeiture of the Bid Security. In that case the contract may be awarded to the next lowest evaluated Bidder at L1 rate.

### SECTION -III

#### 1) TECHNICAL EVALUATION

S.No.	Parameter		Scoring Protocol	
	<b>Documentation Eligibility</b>	<b>Supporting Documents to be attached</b>	<b>TOTAL: 100 MARKS</b>	
1	<p>The annual turnover of the agency in having provided for Product Photography &amp; related Services on hire basis for the years 2023-24, 2022-23 and 2021-2 should be at least Rs. 7.50 lakhs in each year:</p> <ul style="list-style-type: none"> <li>• For three years (annual turnover):</li> <li>• Upto Rs. 7.50 lakh</li> <li>• More than Rs. 7.50 lakh to Rs. 12.50 lakh</li> <li>• More than Rs. 12.50 lakh</li> </ul>	Annexure -II, Certificate from authorized Chartered Accountant, copy of ITR, Balance sheet Statement etc.	8 10 15	Max. Marks  15
2	<p>The prospective bidder must have at least 3 (Three) years continuous working experience in the field of providing Product Photography &amp; related services etc. on hire basis up to 31.03.2025:</p> <ul style="list-style-type: none"> <li>• Upto 3 years' experience</li> <li>• More than 3 to 7 years' experience</li> <li>• More than 7 years' experience</li> </ul>	Annexure -II  Memorandum of Association and Articles of Association including Certificate of Incorporation/ Partnership deed / certificate of sole proprietorship etc. be uploaded. Work orders/ Bills/ successful completion certificate supporting documents citing experience.	8 10 15	Max. Marks  15

S.No.	Parameter		Scoring Protocol	
	Documentation Eligibility	Supporting Documents to be attached	TOTAL: 100 MARKS	
3	<p>Details of experience of the agency: The intending bidder should have provided the services of product photography/ editorial /advertorial/ infrastructural and product shoot &amp; related services etc. on hire basis for minimum 8 Nos (eight) satisfactory in the past three years ending 31.03.2025 out of which at least 5 such assignments are for Central/ State Governments/ Public Sector Undertakings (PSUs)/ Government Bodies/Corporate Houses and Companies</p> <ul style="list-style-type: none"> <li>• 8 events</li> <li>• 9-15 events</li> <li>• 16-25 events or more</li> </ul>	Annexure -IV, Certificate copies of Work Order/ Pay Order	8 10 15	Max. Marks  15
4	<p>Details of experience of the agency: The intending bidder should have provided Cinematic Teaser editing for making video clip with sound effects, colour effects, transition effects, colour grading, compatible for email, You Tube, Whatsapp Facebook, etc.</p> <p>10 events 10-20 events More than 20 events</p>		8 10 15	Max. Marks  15

S.No.	Parameter		Scoring Protocol	
	Documentation Eligibility	Supporting Documents to be attached	TOTAL: 100 MARKS	
5	<p><b>Presentation</b></p> <p>The presentation should substantiate in detail the agency profile, a complete range of photography equipment available with the agency along with latest technology up gradation, technical manpower and support staff available with the agency. It should also clearly show the number of events held and their profile as mentioned in the tender document. The Presentation should also show the bidder capability &amp; credibility in terms of innovation / latest trends in their field of activities and keeping pace with latest technical and creative advancements. The maximum marks for the Power Point Presentation are 50. The presentation will be evaluated by the Evaluation Committee on parameters that include: -</p> <p>8-10 Photographs and Cinematic teaser clips of key past events handled by the bidder clearly showcasing the:</p> <ol style="list-style-type: none"> <li>Conceptualising , storyboarding, methodology to execute &amp; run the events/project.</li> <li>Creativity and aesthetics, innovation / latest trends in their field of activities and keeping pace with latest technological advancements.</li> <li>Knowledge of latest video editing work with professional grade software and hardware.</li> <li>Inventory list of professional camera and light equipment, including technical specifications related to video editing work i.e studio grade workstations and software.</li> <li>Photography related material other than those specified in the tender document.</li> </ol>			<p>Max. Marks</p> <p>20</p>

S.No.	Parameter		Scoring Protocol	
	Documentation Eligibility	Supporting Documents to be attached	TOTAL: 100 MARKS	
6	<b>Product Cataloging</b>  Details of experience of the agency: The intending bidder should have prior experience in cataloging, uploading on the e-commerce website of products for retail/ fashion/ FMCG products  1 – 50 products 50 – 100 products More than 100 products	Annexure -IV, Certificate copies of Work Order/ Pay Order	10 15 20	Max. Marks  20

#### FINANCIAL EVALUATION

- Upon opening of the Financial Bids, the Bidder submitting the lowest rate (L1 bidder/ lowest bidder) will be determined.
- The Successful Bidder should accept the offer within 10 days from the date of Receipt of “Letter of Offer”, failing which the offer will be cancelled.
- BBMCL does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and the bidder’s performance.
- It is clearly understood by the parties that no financial liability of any type is created by issuance of work order.
- The quantities mentioned in the tender are indicative and not the actual quantities. The actual quantities may be more or less than the quantities mentioned in the tender.
- BBMCL reserves its rights to allocate the job to more than one photographer or any agency based on the urgency and technical requirements of the project.

ANNEXURE-I  
**INDEX/ COMPLIANCE SHEET**  
 (To be submitted on the letterhead of the agency)

Sr. No	Document Name	Compliance (Yes / No)	Page No		Remarks
			From	To	
1.	Technical Bid as per <b>Annexure-II</b>				
2.	Proof of Tender Processing Fee and EMD				
3.	Tender Acceptance Letter as per <b>Annexure-III</b>				
4.	Copy of Permanent Account Number (PAN)				
5.	Copy of GST Registration Certificate				
6.	Details of the Proprietor, Directors and top executives (with Names, address, phone number etc.) on the letter head of the agency.				
7.	Annual turnover of the agency / proprietor(s) in the area of <b>photography &amp; video coverage services including production of teasers, reels for website and social media</b> jobs for the years 2023-24, 2022-23 and 2021-22				
8.	Details of work experience (as per <b>Annexure-IV</b> )				
9.	Proof of Experience: PO/ WO/ Agreement/ Experience Certificate/ Performance certificate from the clients. (to be attached in support of Annexure – IV)				
10.	MANDATE FORM FOR Electronic Fund Transfer/ RTGS TRANSFER As per <b>Annexure- V.</b>				
11.	Self-Declaration about Non-Black Listing as per <b>Annexure-VI</b>				
12.	Duly signed and stamped of the entire Tender document along with its addendum/corrigendum, if any				
13.	All other documents, as required to claim eligibility				

Place:

Date: (Signature with stamp of the Agency)



**ANNEXURE-II****TECHNICAL BID**

(To be submitted on the letterhead of the Agency/ Firm)

Copies of all supporting documents duly signed and stamped by the Agency in support of below particulars must be attached along with this checklist.

Sr.No	Particulars	To be filed in by the Tenderer	
1.	Name of the Bidder (Agency)		
2.	Whether brief profile of the agency is enclosed (Max 1-2 pages)		
3.	Address of the Bidder (Agency)	Email ID:	
		Tel (with Code).	Fax.
4.	Authorised person to be contacted	Name: Position in the Company: Email ID: Tel:	
5.	Year of establishment		
6.	Whether agency empaneled with I&CA Department, Government of West Bengal (Yes or No) (copy of empanelment to be furnished)		
7.	Details of empanelment with I &CA Department, Government of West Bengal		
8.	Type of Company (Proprietorship- Sole or Joint/ Public Sector Unit/ Private Limited/ Public Limited/ Sole proprietorship/ ) (Copy of certificate to be enclosed)		
9.	Registration Details / Certificate of Incorporation (copy of the registration to be enclosed)		
10.	PAN No: (Copy to be enclosed)		
12.	Annual Business turnover for last three financial years, duly certified by the Chartered Accountant (in Lakhs)	FY 20__-20__ : Rs_____(in Lakhs) FY 20__-20__ : Rs_____(in Lakhs) FY 20__-20__ : Rs_____(in Lakhs) Avg. Turnover of Last Three Years: Rs. _____ (in Lakhs)	
13.	GSTN No.		

**A) Expertise in Photographic Hardware & Software: Experience** in commercial Cinematic teaser production Experience and professional knowledge in the latest editing software (e.g.: Adobe Premiere Pro, Apple Final Cut pro, After Effects, Sony Vegas, DaVinci Resolve etc). Give details.

**B) Availability of appropriate infrastructures /equipment & other technical resources**

S.No	Equipment Description (Camera, Lights, Video Editing Hardware with specifications and Software etc)	Quantity
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		

(Self-certified documents on any of the above information may be furnished)

**Verification:**

The details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information. The application shall be liable to be rejected besides initiation of panel proceedings by BBMCL, if it deems fit.

Signature of authorized signatory Name:

Seal:

**ANNEXURE-III**  
**TENDER ACCEPTANCE LETTER**  
(On the letter head of the Agency/ Firm)

To  
Managing Director  
Biswa Bangla Marketing Corporation Limited  
105/1, Raja S C Mullick Road,  
Kolkata – 700 047

Date:

Sub: Acceptance of Terms & Conditions of tender for “**THE WORK OF PHOTOGRAPHY & VIDEO COVERAGE INCLUDING EDITING AND PRODUCTION OF TEASERS, REELS FOR WEBSITE & SOCIAL MEDIA**” vide Tender Ref. No.

Dear Sir,

I/We have downloaded / obtained the tender document(s) for the above mentioned “Tender/Work’ from the web site(s) namely as per your notice given in the above-mentioned website(s).

1. I/We hereby certify that I / we have read the entire terms and conditions of the tender documents (including all documents like annexure(s), schedule(s), etc.), which form part of the contract and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization with this tender has also been taken into consideration, while submitting this acceptance letter.
3. I/We hereby unconditionally accept the tender conditions of above-mentioned tender document(s) / corrigendum(s) in its totality / entirely.
4. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.
5. No employee or direct relation of any employee of BBMCL is in way connected as Partner/Shareholder/Director/Advisor/Consultant/Employee etc. with the Agency / Firm / Company.
6. I/We certify that all information and data furnished and attachments submitted with the application by our Agency / Firm / Company are true & correct.
7. I/We are aware that if any information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason thereof summarily reject our bid or terminate our contract, without prejudice to any other rights or remedy including the forfeiture of the full said Earnest Money Deposit/ Performance Security absolutely.

Yours Faithfully,

(Signature of the Bidder, with Official Seal)

**ANNEXURE-IV**  
**DETAILS OF EXPERIENCE**  
**(To be submitted on the letterhead of the Agency)**

Sl. No	Name of the client	Description of the Assignment	Date of Assignment	Work Order OR Bill.		Satisfactory Completion Certificate	
				Work Order Details	Bill Details	Completion certificate	Receipt of Payment details
1.							
2.							
3.							
4.							
5.							

**Note:** Agencies are required to provide the information on above format only in reverse chronological order (start from latest/recent most organization to oldest organization) and also attach Copy of contract / performance certificate in same sequence. Agencies may add row / rows in the above format, if No of organizations / Institutions are more or may add additional sheet also.

Certificate from a firm  
of Chartered Accountant

Signature of Agency

Signature with Seal

Signature with Seal  
Name  
Designation  
Contact No.

**ANNEXURE-V**  
**MANDATE FORM FOR ELECTRONIC FUND TRANSFER/RTGS TRANSFER**  
**(To be submitted on the letterhead of the Agency/ Firm)**

The Managing Director  
Biswa Bangla Marketing Corporation Limited  
105/1, Raja S C Mullick Road,  
Kolkata - 700047

Date: / /

Sub: Authorization for release of payment / dues from Biswa Bangla Marketing Corporation Limited through Electronic Fund Transfer/RTGS Transfer.

1. **Name of the Firm/Company/Institute:**

2. **Address of the Firm/Company**

City \_\_\_\_\_ Pin Code \_\_\_\_\_ E-Mail ID \_\_ Mob No: \_\_\_\_\_

Permanent Account Number \_\_\_\_\_

3. **Particulars of Bank**

Bank Name		Branch Name	
Branch Place		Branch City	
PIN Code		Branch Code	
MICR No			
(9 Digit number appearing on the MICR Bank of the Cheque supplied by the Bank, please attach a Xerox copy of a cheque of your bank for ensuring accuracy of the bank name, branch name and code number)			
IFS Code:(11-digit alphanumeric code)			
Account Type	Saving	Current	Cash Credit
Account Number:			

**DECLARATION:**

I hereby declare that the particulars given above are correct and complete. If any transaction delayed and not effected for reasons of incomplete or incorrect information, I shall not hold India Trade Promotion Organisation (BBMCL) New Delhi responsible. I also undertake to advise any change in the particulars of my account to facilitate updating of records for purpose of credit of amount through NEFT/RTGS Transfer.

Place: \_\_\_\_\_ Date: \_\_\_\_\_

**Signature & Seal of the Authorized Signatory of the Firm/Company/Institute:**

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Certified that particulars furnished above are correct as per our records.

Bankers Stamp:

Date: \_\_\_\_\_

**Signature of the Authorized Official from the Bank**

**N.B: Please fill in the information in CAPITAL LETTERS, computer typed; please TICK wherever it is applicable.**

**ANNEXURE- VI**  
**SELF-DECLARATION ABOUT NON-BLACK-LISTING**  
(To be submitted on the letterhead of the bidder)

To  
The Managing Director  
Biswa Bangla Marketing Corporation Limited  
105/1, Raja S C Mullick Road,  
Kolkata – 700 047

Date:

Subject: Self Declaration About Non-Blacklisting for “**THE WORK OF PHOTOGRAPHY & VIDEO COVERAGE INCLUDING EDITING AND PRODUCTION OF TEASERS, REELS FOR WEBSITE & SOCIAL MEDIA**” vide Tender Ref. No.

Dear Sir,

In response to tender under reference, I/ We hereby declare that presently our firm/ agency/ company is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further declare that presently our agency / firm / company is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations in last five years from the last date of submission of bid.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD / Performance Security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Yours faithfully,

Date:

(Name & signature with stamp of the bidder)

### Description of work

Sl. No	Particulars
1	<b>Cost of photography of one Wearable product</b> (e.g. Saree, Ready-made Apparel, Dupatta, Stole Jewellery etc.) <b>with human model</b> - High-resolution edited product-photographs with multiple angles per product - minimum 4 angles (front, back and 2 other angles) - mood shoot outdoor setting with at least one zoomed-in image of the product capturing the texture and other finer detail of the product. (Cost should include charges for location, transport, food, models, makeup artist, draper, stylist, props etc.)
2	<b>Cost of photography of one Wearable product</b> (e.g. Saree, Ready-made Apparel, Dupatta, Stole Jewellery etc.) <b>without human model</b> - High-resolution edited product-photographs <b>using AI/ Software generated model</b> with a - mood shoot outdoor setting look and feel - minimum 4 angles (front, back and 2 other angles) per product and at least one zoomed-in image of the product capturing the texture and other finer detail of the product.
3	<b>Cost of photography of one non-wearable textile item, Handicraft or FMCG item</b> - high-resolution edited product-photographs without human model <b>with pure white background</b> - minimum 4 angles (front, back and 2 other angles) per product and at least one zoomed-in image of the product capturing the texture and other finer detail of the product.
4	<b>Cost of photography of one non-wearable textile item, Handicraft or FMCG item</b> - high-resolution edited product-photographs without human model <b>in creative/ mood-shoot setting / studio setting</b> - minimum 4 angles (front, back and 2 other angles) per product and at least one zoomed-in image of the product capturing the texture and other finer detail of the product.
5	Cost of videography of one product - <b>30-second edited full HD video with model in lifestyle mood-shoot setting / studio setting (including charges for models, makeup artist, draper, stylist, props, studio settings etc.)</b>
6	<b>Cost of videography of one product</b> - 30-second edited full HD video <b>with model</b> in lifestyle mood-shoot setting /outdoor setting (including charges for models, makeup artist, draper, stylist, props, location, transport, food etc.)
7	<b>Cost of videography of one product</b> - 30-second edited full HD video <b>without model</b> in lifestyle mood-shoot setting / studio setting (including charges for props, studio settings etc.)
8	<b>Cost of videography of one product</b> - 30-second edited full HD video <b>without model</b> in lifestyle mood-shoot setting / outdoor setting (including charges for location, transport, food, props etc.)
9	<b>Cost for uploading, listing and comprehensive cataloguing of one product</b> - with relevant details including correct product title and product description in formats as may be directed and approved by the competent authority, appropriate SEO-worthy keywords, image meta data etc. on e-commerce portal/ platform.