



State Mission for Clean Ganga –UP

Plot No. 18, Sector-7, Gomti Nagar

(Near Dial 100, Shahid Path)

Lucknow-226010



TERMS OF REFERENCE FOR ENGAGING PHOTOGRAPHER FOR CAPTURING ICONIC MOMENTS OF KUMBH-2019 FOR USING IT FOR IEC OF PROJECTS UNDER NAMAMI GANGE IN UTTAR PRADESH

Scope of Work for Photographer

BACKGROUND

NAMAMI GANGE PROGRAMME: The Government of India (GoI) has conceived the **Namami Gange Programme** for River Ganga (Rejuvenation, Protection and Management) as comprehensive management of the river. The **Namami Gange Programme** has adopted a river-basin approach and has been given a multi-sectoral mandate to address both water quantity and quality aspects.

The aim is to attain the twin objectives of effective abatement of pollution, conservation and rejuvenation of the revered River Ganga and all its tributaries under one umbrella. The Namami Gange Programme has resolved that by year 2020 no untreated municipal sewage or industrial effluent will be discharged into River Ganga.

The programme focuses on 7 thrust areas like pollution abatement, river front development, conservation of bio-diversity & afforestation, river development, capacity building, research & monitoring, bio-remediation and spreading awareness along with 21 action points comprising interventions of determining and maintaining environmental-flow, up-gradation and management of sewerage treatment plants, Ghat repair, rural sanitation, industrial pollution abatement, development of Ganga Grams, development of Ghats, creation and modernisation of crematoria, river-front development, afforestation etc. with distinctive emphasis on communication and public outreach activities to clean and rejuvenation River Ganga.

RIVER GANGA IN UTTAR PRADESH:

The Ganga River travels the longest stretch in Uttar Pradesh which is almost 1025 kms. The River Ganga enters the State at Bijnore District from Uttarakhand and cover 25 districts before it reaches Bihar after crossing the district Ballia. The flora and fauna of the River Ganga is amazingly diverse. The River Ganga and its banks are home to many migratory birds, endangered birds and animals, endangered aquatic species like river dolphins, etc, aquatic life inside the River Ganga and various indigenous grasses that are found only in the banks of the River Ganga, which characterizes typical habitat.

OBJECTIVE OF THE ASSIGNMENT: The visual presentation of various interventions and practices can have demonstrative impact on peoples mind. The Kumbh-2019 which begins on 15th January, 2019 and will continue till 4th March, 2019 has also brought Ganga at Center stage of discussions and discourses. The idea is to capture rare, informative and educative moments in photographs and use them for extensive IEC. The assignment will also capture information and photograph on thematic issues like Wildlife, Fishery, Aqua fauna, Phyto taxonomist, Anthropologist, rituals, and culture). , associated with the project in select locations, identified by the SPMG:

1. Location shoot and photography in 25 Ganga Basin districts, (list appended below in ANNEXURE-I)
2. Aerial photography will be required of aqua fauna to demonstrate the uniqueness of this riverine landscape.
3. Undertake photography on location at Kumbh Mela 2019 in Prayagraj.
4. Aerial photography to capture the role of the river in maintaining the diversity and culture along its banks and to describe its vastness.
5. Documentation of cultural hotspots along the river and the influence made by the river through the ages.
6. Capture the influence of the river on the economy of the state of Uttar Pradesh.
7. Most of the assignment period will be invested in the Field (in the PAs and in different important locations along the river (flora, fauna, agri hotspots, culture, and traditions)

A Summary of the schedule for the major activities for procurement process is presented below.

DATE	ACTIVITY
07-02-2019 (5.00 p.m)	Last Date & Time of Issue of Tender Document.
08-02-2019 (03.00 pm)	Submission of Bid/Bid due date
08-02-2019 (03.30 pm)	Opening of Technical Bid
Notified after Opening/ Evaluation of Technical Bid	Opening of Financial Bid

Scope of services, Tasks (Components) and Expected Deliverables:

Photographs should sufficiently represent diversity of culture ecological, economical, cultural and biodiversity features along the River Ganga. They should also speak about the impact of the river on rich heritage of Uttar Pradesh. All components of the study should be linked to one another, and professional-quality photographs from the field depicting the importance of the river.

All the photographs will be property of the State Mission for Clean Ganga – Uttar Pradesh for which the photographer will have to furnish the undertaking.

The photographer will take the consent of the person in writing so that SMCG-UP can use those in their publications.

Physical features:

The aim would be to document the major cultural rituals and practices having impact on cleanliness of Ganga river water, initiative such as Ghat Development, River Surface cleaning, Crematoria, various projects, STPs and agricultural areas in the context of biodiversity, culture and economy. Candid shots of the community, individuals engaged in daily life activities associated with Ganga river would also be required. The Kumbh-2019 which is expected to have a congregation of 120 – 150 million people offers an unique opportunity to study and capture the rituals and practices of saints, communities from different States and their relationship with Ganga. The other areas of interest can be:

- a. Communities, dances, folklore, songs, musical instruments
Selected photographs of dance forms, communities, songs, musical instruments, dresses, traditional ornaments along the river Ganga are to be documented to know the influence of the river on the cultural diversity of Uttar Pradesh in special reference to Kumbh-2019.

Qualification Requirements for the Photographer:

The assignment will be undertaken by an expert photographer, who has demonstrable experience in capturing unique moments with special reference to Kumbh-2019.

Essential qualifications:

A minimum of 15 years relevant experience in producing unique photograph of people, culture, Magh Mela, other Fairs, and Kumbh. The applicant should have at least two books for Uttar Pradesh Government.

Bid Validity:

Bid shall remain valid for the Period of 45 days from the date of submission of the bid. In exceptional circumstances prior to bid validity period, the Project Director SMCG-UP may request that the bidders extend the period of validity in a specified additional period. The request and the responses thereto shall be made in writing.

Earnest Money:

The Bidder shall furnish, as part of the Bid, Earnest Money/Bid Security, in the amount as specified in NIT (Rs 25,000/-) in the form of Demand Draft OR Bank Fixed Deposit Receipt (FDR) of Nationalized/Scheduled Bank submitted in favour of "Project Director, State Mission for Clean Ganga-UP' payable at Lucknow, OR Through RTGS Account No. 535102050800052, IFSC UBIN0553514 Union bank of India valid for 45 days beyond the bid validity period. Bid not accompanied by earnest money shall be summarily rejected. EMD in the form specified in Bid document shall only be accepted. No interest is payable on the Earnest Money Deposit.

Performance Security

The Bidder shall furnish within fourteen (14) days from the acceptance of their tender, performance security of five percent (5%) of Contract Value as prescribed in the invitation to tender failing which the contract shall be liable to cancellation at the risk and cost of the contractor(s) and the EMD will be forfeited and subject to such other remedies, as may be open to Employer under the terms of the contract.

The Employer shall not be liable for payment of any interest on the performance security

Non-Performing or Blacklisted/ Debarred

Bidder should not have been blacklisted by any Central/State/Government agency and SMCG-UP reserves the right of suo-moto termination of the contract if bidder is found wrong.

Reporting Requirements and Time Schedule for Deliverables

The expert photographer will furnish the following reports and documents in English in accordance with the agreed program. These will include:

(1) The Consultant should submit proposed methodology and proposed **detailed work plan immediately after signing of contract.**

(2)**Inception Report:** To be submitted within ten days of signing of the contract.

(3)**Monthly Reports:** Depicting work progress and submission of edited photographs of the previous month.

(4)**Photographs along with Final Report:** To be submitted within 15 days of completion of final month and 12 months from the signing of the contract, the consultant should submit the photographs in soft and hard copy, along with the final report,

(5)Submission of proposed methodology, timelines and proposed detail work plan.

(6)Photo format needs to be raw as well as edited either in JPG or TIFF, with full copyright to SMCG-UP. Soft copies to be provided in CD/ DVD/external hard drive.

(7)Extensive coverage of Kumbh Mela -2019

(8)Dance forms – culture – people, their surrounding, ethnic dresses, life style, musical instruments, agro-

biodiversity, environment, economic activity, Landscapes etc..

Some images could also focus on the “need” and could include:

- General pictures of villages/rural areas showing hygiene and sanitation levels, etc.
- General/candid shots of men, women and children in the village etc.
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Other important requirements

- At least 200 photographs per theme will need to be submitted
- Each photograph needs to be coded/numbered, by city/location – separate folders need to be created for each city
- Captions to accompany all photographs and some stories to accompany photographs (say around 10 photos per district) for success stories to be documented.
- A mix of colored and black and white images are required

Timeline:

The total duration of the consultancy contract is estimated at a maximum of **12 working days per month from signing of contract up to the 12 (twelve) months.**

Submission of Bid

Technical and Financial Bid to be uploaded on e-tender portal and one original hard copy of all bids (Technical and Financial) must be completed and submitted to the office of Project Director on bid due date and time. Proposals received beyond the deadline will not be considered.

Criteria for evaluating Technical Proposal.

Sl.No.	Details	Marking
1.	Experience in covering Kumbh Mela 2001, Ardh Kumbh-2007 and Maha Kumbh-2013 extensively.	40
2.	At least 15 years of Experience as photo journalist with a reputed newspaper or news Agency.	15
3.	Experience of international standard with portfolio of photos published in international newspapers and magazines.	10
4	The applicants photographs must have been used in at least two 2 books for Uttar Pradesh Govt.	10
5	Readiness of team.	5
6.	Experience working with Govt. with similar assignment	10
7	Creativity (through work samples & presentation)	10
		100

Selection Process

- a) Proposals: Technical and Financial proposals should be submitted in separate envelopes. A quality and cost based selection method (QCBS) will be followed with a weightage for the technical and financial scores will be in the ratio of 70:30 respectively. Only those Applicants whose Proposal get a Technical score (ST) 70 marks or more out of 100 their Financial proposal (SF) will be opened. The proposal with best overall value composed of non-financial merits and price will be recommended for approval.

Combined Evaluation (CE)

Following completion of evaluation of Technical and Financial Proposals, final ranking of the Proposals will be determined. This will be done by applying a weightage of 70% Marks to Technical Proposal and 30% Marks to Financial Proposal respectively to calculate the Final Technical and Financial score. The relevant combined total score for each Consultant will be determined by adding the two. After such final ranking, the first-ranked Consultants will be invited for contract negotiations.

$$CE = 0.7 \times ST + 0.3 \times SF$$

Payment Terms:

The payment will be reimbursed by State Mission for Clean Ganga on submission of bills by the consultant and is linked with the deliverables as per the details given below:

On submission of methodology and proposed detailed work plan immediately after signing of contract.	4%
Inception Report: To be submitted within ten days of signing of the contract.	4%
Monthly Reports: Depicting work progress and submission of edited	6%

photographs of the previous month (for twelve months)	
Photographs along with Final Report: To be submitted within 15 days of completion of final month and 12 months from the signing of the contract, the consultant should submit the photographs in soft and hard copy, along with the final report	20%

SETTLEMENT OF DISPUTE

All disputes and differences arising out of or in connection with the contract and works of any nature assigned under the same (whether during the progress of the works or after their completion), determination, abandonment or breach of the contract shall be referred to Project Director State Mission of Clean Ganga, Uttar Pradesh and decision of Project Director shall be final and binding upon both parties.

FORM-I

FORM OF BANK GUARANTEE FOR PERFORMANCE SECURITY

To

**Project Director,
State Mission for Clean Ganga
Plot-18, Sector-7, Gomti Nagar Extension, Lucknow,
Telephone/ 0522-2838106, e-mail: - apd@smcg-up.org**

WHEREAS..... (name and address of contractor) hereinafter called "the contractor" has undertaken, in pursuance of Letter of Acceptance No. Dated to execute..... (name of Contract and brief description of Works) (hereinafter called "the contract").

AND WHEREAS it has been stipulated by you in the said contract that the Contractor shall furnish you with a Bank Guarantee for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

AND WHEREAS we have agreed to give the Contractor such a Bank Guarantee:

NOW THEREOF we hereby affirm that we are the guarantor and responsible to you on behalf of the Contractor, up to a total of Rs..... (amount of guarantee) (Rupees..... (in words), and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Contractor before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract or of the works to be performed there under or of any of the contract documents which may be made between you and the Contractor shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

This guarantee shall be valid until 60 days from the date of expiry of the Defects Liability Period.

"This Guarantee shall also be operatable at our Lucknow Branch at Lucknow, Uttar Pradesh from whom confirmation regarding the issue of this guarantee or extension/renewal thereof shall be made available on demand. In the contingency of this guarantee being invoked and payment there-under claimed, the said branch shall accept such invocation letter and make payment of amounts so demanded under the said invocation."

Notwithstanding anything contained herein before, our liability under this guarantee is restricted to Rs. _____ (Rs. _____ in words) and the guarantee shall remain valid till _____. Unless a claim or a demand in writing is served upon us on or before _____ all our liability under this guarantee shall cease.

Signature and seal of the Guarantor with Name, Designation, Employee Code Number & Telephone Number.....

Name of the Issuing Bank/ BranchName of the Controlling Branch/Bank.....

Address & Telephone Number.....Address & Telephone Number.....

Date.....

In the presence of (if this is to be witnessed as per bank's policy)

1.....

(Name, Address & Occupation)

2.....

(Name, Address & Occupation)

An amount shall be inserted by the Guarantor, representing the percentage of the Contract Price specified in the Contract including additional security for unbalance bids, if any and denominated in Indian Rupees.

ANNEXURE-I

Names of the District Ganga Committee

District Ganga Committee	
Sl. No.	Name of the District
01.	Badaun
02.	Ballia
03.	Bijnore
04.	Bulandshahar
05.	Chandauli
06.	Farrukhabad
07.	Fatehpur
08.	Gazipur
09.	Hapur
10.	Hardoi
11.	Jyotibaphule Nagar (Amroha)
12.	Kannauj
13.	Kanpur (City)
14.	Kanshiram Nagar (Kashganj)
15.	Kaushambhi
16.	Meerut
17.	Mirzapur
18.	Pratapgarh
19.	Prayagraj
20.	Raebareli
21.	Sambhal
22.	Sant Ravidas Nagar (Bhadohi)
23.	Shahjahanpur
24.	Unnao
25.	Varanasi

FINANCIAL

- (a) All costs are in Rupees and quoted for per unit of each Items.
(b) Bidder will quote rates in Priced Bill of Quantity Excluding GST.
(c) Detailed Priced Bill of Quantity is available in Financial Cover of e-Tendering Portal <https://etender.up.nic.in>.

Tender Inviting Authority: State Mission for Clean Ganga-UP, Plot No-18, Sector-7, Gomti Nagar Extension, LUCKNOW-262010

Name of Work:Engaging photographer for capturing iconic moments of kumbh-2019 for using it for IEC of projects under Namami Gange in Uttar Pradesh

Contract No: NIT No.- 03/SMCG-UP/2018-19 (Photography)

Name of the Bidder/ Bidding Firm / Company :

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PRICE SCHEDULE

(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevent columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)

NUMBER #	TEXT #	NUMBE R #	TEXT #	NUMBE R #	NUMBE R #	TEXT #
Sl. No.	Item Description	Quantit y	Units	BASIC RATE In Figures To be entered by the Bidder Rs. P	TOTAL AMOUN T in Rs. P	TOTAL AMOUN T In Words
1	2	4	5	13	53	55

1	<p>1. Location shoot in 25 districts about people and its culture as per the list ANNEXURE-I; 2. 12 days shooting is required in each month for 12 months (Minimum 5 days will have to be given to each district) minimum one day aerial shoot in each district; 3. Aerial photography 25 days ; 4. Coverage of Entire Kumbh Mela; 5. Compulsory coverage of Kumbh Mela and 25 Ganga Districts; 6. Bid should use of high quality camera and other essential high quality equipment and manpower cost; 7. Boarding,</p>	1.000	Lumpsum		0.00	INR Zero Only
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	Lodging and transportati on cost;			
Total in Figures			0.00	INR Zero Only
Quoted Rate in Words		INR Zero Only		