

**Terms of Reference (ToR) for appointing Consultant for “Creation of Training Manual for Mobile/DSLR Photography and Undertake Mobile/DSLR Photography Training for select artisans for social media and E-Commerce Usage”**

**(Only an Individual can Apply)**

**Project: Empowering Rural Women Enterprises through Digital Technology**

**Tender No. FMC/CISCO/23-24/004**

The Tender are available at <https://www.fmc.org.in/tenders>. Please apply by **28<sup>th</sup> October, 2023** (till midnight). The tender submission by Electronically. Please note that the financial quote must be submitted in a separate folder which should be password protected. FMC shall open the financial quote once the technical evaluation stage is completed. A separate folder must be sent for Technical and Financial Proposal. For any query, please email at [ruhi@msmefoundation.org](mailto:ruhi@msmefoundation.org) and CC to [accounts@msmefoundation.org](mailto:accounts@msmefoundation.org)

**A. Payment T&C:** Fixed consultancy amount to be paid in 4 installments – 20 per cent on signing of the contract, 30 per cent on submission and acceptance of Training Manual, 30 per cent on undertaking 18 hours of physical training in each of the 3 States and final 20% on completion of online handholding training for 6 hours as a follow up to physical training for assessing their learning and practices. Travel & other out of pocket expenses will be supported additionally and will not be part of the consultancy.

**Project Background:** FMC is implementing a project: ‘Empowering Rural Women Enterprises through Digital Technology in 3 States (Viz: Assam, West Benagl 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:** “Creation of Training Manual for Mobile/DSLR Photography and Undertake Mobile/DSLR Photography Training for select artisans for social media and E-Commerce Usage”

**C. Objective of the Initiative**

1. To provide a basic understanding on mobile/DSLR Photography through a Training Manual for artisans’ community in the select State which can be further circulated among similar type of artisans

2. Undertake a training to the select artisans to make them aware about basic usage of mobile photography/DSLR Photography based on the manual created
3. Make the artisans enable to undertake social media and e-commerce usage appropriate photos

#### **D. Scope of work**

1. To Create a Training Manual on Mobile/DSLR Photography
2. Undertake 18 hours training of 5-10 select artisans in each of the 3 States
3. Provide handholding online training of 6 hours to overall 25-30 artisans as a follow up to the physical trainings to assess their learnings
4. To provide some sample photographs undertaken by the artisans as per social media/e-commerce standards as a follow up to the trainings
5. Submission of Manuals and Training Reports

#### **E. 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 Photographer consisting of textile-based photoshoots
  - 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:**
  - More than 15 years of overall experience in photography
  - Around 7-8 years of experience in Textile/Garment based Product photography with and without model for e-commerce and social media.
  - More than 5 years of experience in undertaking photoshoot in textile based artisanal clusters
  - Expertise in handling DSLR and natural lighting, indoor, studio lighting techniques
  - Complete knowledge of photo editing on Adobe Creative Suite including Photoshop, Illustrator, Lightroom, Adobe Sketch, Sketchbook, or similar programs
  - A Degree in Photography