



NATIONAL INSTITUTE OF FASHION TECHNOLOGY
(Ministry of Textiles, Government of India)

“The Repository: Textiles and Crafts” – (RTC) Project

Inviting Expression of Interest (Eoi) for hiring Individual Professionals for Photography and Videography.

Schedule :

S. No.	Eoi related Information	Details
1	Date of Publication of the Eoi	10/09/2022
2	Last Date & Time of the submission of applications	01/10/2022
3	Date and Time of the interview	will be notified accordingly to the qualified applicants

National Institute of Fashion Technology

Near Gulmohar Park, Hauz Khas,
New Delhi – 110016

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

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1. Introduction

National Institute of Fashion Technology (NIFT), established in 1986 under the aegis of the Ministry of Textiles, Government of India, is widely acknowledged as the premier fashion institute in India incorporating the domains of design, technology and management.

2. Background

NIFT has recently undertaken a new initiative to strengthen the knowledge base of the textile sector and position the cultural identity of Indian crafts in the global market scenario thereby preserving the rich textile and craft heritage for the posterity. The Ministry of Textiles has approved a project for development of a national knowledge portal titled *Bharatiya Vastra Shilpa Kosh* or *Repository -Indian Textiles and Crafts* (RTC) by NIFT under the Craft Cluster Initiative of the NHDP programme of DC (Handlooms & Handicrafts) . The Indian Textiles and Crafts Repository is being planned as an online resource network for the textile, clothing and craft sectors of India.

3. Project Aim& Objectives

To preserve and promote Indian textiles and crafts through an interactive Web and App based platform for the following key areas (not limited to):

- a) Showcasing creativity and diversity of traditional Indian textile, clothing and crafts (connected to textiles, and personal accessories), and their continuity in contemporary India
- b) Digitization of both tangible and intangible research related to textiles, apparel and allied areas (like costumes, personal accessories etc)
- c) Dissemination of historical and contemporary information and narratives on Indian textiles, clothing and crafts to a global audience comprising research scholars, craft enthusiasts and relevant industry.
- d) Assimilation of information resource pertaining to Indian textile and apparel industry.

4. Scope of work

4.1 Photography:

- a) Photographer shall be required to take still photography of various cultural objects, textiles materials, designs, art works, print materials, manuscripts, events etc.
- b) Photographer may undertake night-time shoots as well for selected locations.

4.2 Videography:

The professional will have to handle video shoots / records for the craft processes, textile objects, events etc., if required.

4.3 Technical Specifications:

The professional will take the photo shoot / video shoot of the above said objects. He must submit still image / video and audio output as per the required technical parameters/specifications or standards as mentioned below:

(A) Technical parameters of True Color Still Image (Photography):

(i) Master Copy (Overlapping columns)

1. Minimum ImageQuality	Image Mode	:	24 bit RGB mode
	Image Resolution	:	6000 x 4000 pixels
2. High Image Quality	Image Mode	:	24 bit RGB mode
	Image Resolution	:	7680 x 4320 pixels
3. Output format		:	Raw
4. Image Color Quality		:	True Color

(ii) Copy for Image uploading

1. Compression : minimum 72 ppi to 96 ppi resolution
2. Dimensions : Longest dimension should be set to 3000 pixels maintaining the aspect ratio of the image whether Landscape or Portrait.
3. Watermark : Image Watermark to be applied on each Access Quality image
4. Color Quality : True Color Quality

(B) Technical parameters of Video

- | | | |
|-----------------|---|--|
| Format | : | mp4 |
| Codec | : | H264 |
| Dimensions | : | 1,280×720 (HD) or 1,920×1,080(Full HD) |
| Aspect Ratio | : | 16:9 |
| Frame Rate | : | 25 |
| Audio Codec | : | AAC |
| Audio Bit Rate | : | 160 Kbps or better |
| Video Thumbnail | : | 200 pixels x 180 pixels (Width x Height) with 72 dpi in JPEG |

(C) Technical parameters of Audio

- | | | |
|----------|---|--------------------|
| Format | : | mp3 |
| Bit Rate | : | 160 Kbps or better |

5. Quantity of Objects

Approximately 10,000 objects are there for photography and videography. This is the estimated quantity which may increase or decrease as per requirements.

6. Period of Empanelment

The Empanelment of maximum two professionals shall be for two years (02 years) from the date of agreement which can be further extended for One (1) year or as per requirements. The empanelment letter will be issued for one year initially and it will be extended after one year as per performance of the professional.

7. Payments

The Payments shall be made to the photographer/videographers per the approved Project policy on per day basis and will be released monthly. The payment will be made only for approved photoshoots and videography job as per the policy of the Project.

8. Location of Work

The maximum photoshoot and videography will be held at NIFT, New Delhi. If there is any need to undertake photoshoot or videography outside of the NIFT, New Delhi premises, then travelling, lodging, and boarding (TA/DA) will be given as per Assistant Professor level of NIFT.

9. Eligibility Criteria

- a) The professionals should have experience of at least Five years (5) years # in the government projects / educational projects / library projects / fashion industry / private sector etc.
- b) The professionals should have the expertise in still photography and videography.

c) The professionals should have capabilities of handling postproduction, image editing, video editing etc.

Minimum requirements can be waived in exceptional cases.

10. Proposal Submission

- A. The professional shall submit the following:
- i. Detailed Curriculum Vitae (CV)
 - ii. Proofs of Experience
 - iii. Portfolio

The application maybe emailed to **rtc@nift.ac.in** on or before (end date and time) as per **Annexure-I**. The applicant must read all the terms and conditions before applying and should submit the documents as per requirements. The applications received after the given date and time will not be accepted.

If the applicant has any query then he / she may e-mail his / her query to **rtc@nift.ac.in** or call **011-26542054** on or before the last date. The queries received on email, will be answered by email only. The queries will not be answered by post or in any other manner.

11. Proposal evaluation

The selection committee will shortlist the professionals after evaluation of the submitted documents (CV, proofs of experience and portfolio). The names of the shortlisted applicants will be uploaded to NIFT's website. The professionals will be called for an interview. The date and time of the interview will be informed accordingly. The financial proposal (charges of the required work) will be submitted by the candidate at the time of interview in the sealed envelope to the selection committee.

12. Selection Process

The selection will be done on the QCBS (Quality and Cost Based Selection) based process where the 70% weightage will be given to the submitted documents i.e. CV, proof of experience, portfolio etc. and the 30% weightage will be given to the financial proposal (per day charges). The highest scorer candidate will be qualified for the selection. The selection committee will be done all the procedures of the selection process.

The scoring of the QCBS process will be done as mentioned below:

S. No.	Scoring Parameters	Criteria	Weightage	Maximum Weightage
Technical (Documentation) Proposal				
1	Qualification	a) 12 th Pass	4	10
		b) Graduation	5	
		c) 12 th + Certificate/r Diploma or equivalent in Videography/ filmmaking / Cinematography	6	
		d) Graduation (Photography/	8	

		Videography as a subject in Graduation course)		
		e) Graduation in Photography / Videography/ filmmaking / Cinematography	10	

2	Experience The professionals should have experience of at least two (2) years in the government projects / educational projects / library projects / fashion industry / private sector etc. He / she should have the expertise in still photography and videography, postproduction, image editing, video editing etc.	Less than Five years of experience. 5 years to 6 years of experience in same field. 6+ years to 7 years of experience in the same field. 8+ years or more experience in same field.	Not eligible 5 8 10	10
3	Portfolio	Professional must have submitted the portfolio of his work.	30	30
4	Interview	Interview	20	20
Total Score of Technical (Documentation) Part				70
Financial Proposal				
5	Financial Proposal	The financial proposal (charges of the required work) will be submitted by the candidate at the time of interview in the sealed envelope to the selection committee. The lowest charges (price) quote will score highest marks. The selection committee will give the score of financial proposals.	30	30
Total Score				100

13. Other terms and conditions

- a. Confidentiality of any data and information provided by RTC Project Office and NIFT should be maintained.

- b. The image / video / audio output will be the sole property of the RTC Project Office; any portion or part of the project should not be produced / published / re-produced or sold to others.
- c. The image / video / audio output shall be submitted to the RTC Project Office for approval in the required formats.
- d. The work would be treated as final and completed only after its approval by the Project coordinator or his nominated representative(s).
- e. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the competent authority at NIFT.
- f. Jurisdiction: The court of Delhi alone shall have the jurisdiction to try any matter of dispute or reference between the parties arising out of this EOI or agreement.

g. **Rights of NIFT:**

- a) NIFT reserves the right to accept / reject the applications received, or call for any additional information /clarification, or modify / cancel the selection process, if so required, without assigning any reason whatsoever.
- b) NIFT reserves the right to cancel/terminate the agreement any time without assigning any reason or failing to submit the report within stipulated time or unsatisfactory report or any reason as deemed fit.

Dr. Sanjeev Kumar
Project Coordinator
RTC Project
NIFT - HO

Annexure – I

Curriculum Vitae

**Passport sized
Self Attested
Photograph**

Application No. (for office use only): _____

(A) Personal Details of the Applicant

S. No.	Personal Information	
1.	Name	
2.	Mobile no.	
3.	E-mail ID	
4.	Present Address for Correspondence	
5.	Permanent Address	
6.	Educational Qualifications	
7.	Professional Qualifications	
8.	Any Training / Certification	

	Date of Birth	
10.	Nationality	
11.	Membership of Professional Association (If any)	
12.	PAN No.	
13.	Aadhar No.	

(B) Work Experience:

1.	Work Experience (total no. of years):	
2.	Details of Assignments / Projects Completed / Undertaken:	
	Title of Assignment / Project	Details of the Assignment / Project
1.		
2.		
3.		
4.		

(C) Any other: _____

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Name: _____

Signature: _____

Date : _____

Place : _____