



---

**EXPRESSION OF INTEREST (EOI)**

**FORENGAGEMENT OF A PROFESSIONAL AGENCY  
FOR CONDUCTING THEMATIC PRODUCT PHOTO-SHOOT  
FOR BOYANIKA**

---

**ODISHA STATE HANDLOOM W.C.S. LTD. (BOYANIKA)**

**BOYANA BHAWAN, UNIT-III, KHARAVELA NAGAR, BHUBANESWAR-751001  
TEL: (0674) 2395387, E-MAIL: boyanikabbsr@yahoo.in**

**ODISHA STATE HANDLOOM W.C.S. LTD. (BOYANIKA)**  
**HANDLOOMS, TEXTILES & HANDICRAFTS DEPARTMENT, GOVT. OF ODISHA**

**EXPRESSION OF INTEREST (EOI) FOR ENGAGEMENT OF A PROFESSIONAL AGENCY**  
**FOR CONDUCTING THEMATIC PROUCT PHOTOSHOOT FOR BOYANIKA**

No. 1604

Date: 22.06.2026

Expression of Interest (EOI) in sealed cover along with requisite documents are invited from interested & experienced professional agencies for conducting thematic Product Photoshoots & Videography for Boyanika.

The Bid Document can be downloaded from the website: [www.boyanika.com](http://www.boyanika.com). The bidder has to submit the cost of document i.e., Rs.500/- in shape of DD favoring Managing Director, Boyanika with the technical bid. The last date of receipt of the sealed offers in the office at Boyanika is up to **05.00PM on dt.15.07.2026** by **Speed Post/ Registered Post** only. The "Technical Bids" will be opened at **4.30 P.M. on dt.20.07.2026** in presence of the bidders or their authorized representatives. The "Financial Bids" of qualifying bidders will be opened on suitable date and time under intimation to the qualified bidders.

The bidders have to submit documents as specified along with technical bid in conformity with the detail terms & conditions in bid documents.

**The authority reserves the right to accept or reject any or all the offers without assigning any reason thereof.**

Sd/-  
**Managing Director**

## **DATA SHEET**

| <b>Sl. No.</b> | <b>Particulars</b>                                                                                                   | <b>Details</b>                                                                                                                                                                                       |
|----------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1              | Name of the Client                                                                                                   | Odisha State Handlooms W.C.S. Ltd. (Boyanika), Handlooms, Textiles & Handicrafts Department, Govt. of Odisha                                                                                         |
| 2              | Method of Selection                                                                                                  | QCBS (Quality and Cost-Based Selection)                                                                                                                                                              |
| 3              | Date of Issue of EOI                                                                                                 | 25.06.2026                                                                                                                                                                                           |
| 4              | Deadline for Submission                                                                                              | 15.07.2026                                                                                                                                                                                           |
| 5              | Date of Technical Bid Opening                                                                                        | 20.07.2026                                                                                                                                                                                           |
| 6              | Date of Financial Bid Opening                                                                                        | To be intimated to technically qualified bidders separately                                                                                                                                          |
| 7              | Bid Document Fee (Non-refundable)                                                                                    | Rs. 500/- (Rupees Five Hundred) only in shape of DD favoring Managing Director, Boyanika drawn in any scheduled commercial bank payable at Bhubaneswar.                                              |
| 8              | Earnest Money Deposit (EMD)<br>*Refundable subject to satisfactory performance & compliance to laid down conditions. | Rs. 10,000/- (Rupees Ten Thousand) only in shape of DD favoring Managing Director, Boyanika drawn in any scheduled commercial bank payable at Bhubaneswar.                                           |
| 9              | Contact Person                                                                                                       | 1. Sri Arta Ranjan Mohapatra<br>Chief Manager (Marketing)<br>Contact: +91-7077630555<br>2. Sri Abhisek Nayak<br>Manager- Business Development & Monitoring<br>Contact: +91-8114791599                |
| 10             | Postal Address for Submission                                                                                        | Managing Director,<br>Odisha State Handlooms W.C.S. Ltd. (Boyanika)<br>Boyan Bhawan, Unit-III, Kharavela Nagar,<br>Bhubaneswar, Odisha-751001<br>Phone: 0674-2395387<br>Email: boyanikabbsr@yahoo.in |
| 11             | Mode of Submission                                                                                                   | Speed Post / Registered Post only to the address as specified at Sl. No 10 during the office hours only. Submission of bid through any other mode and late bid will be rejected.                     |
| 12             | Place of opening of proposal                                                                                         | Chamber of Managing Director, Boyanika                                                                                                                                                               |
| 13             | Website to visit for download of bid document.                                                                       | <a href="https://www.boyanika.com/tender/">https://www.boyanika.com/tender/</a>                                                                                                                      |

**EXPRESSION OF INTEREST (EOI) FOR ENGAGEMENT OF**  
**A PROFESSIONAL AGENCY FOR THEMATIC PRODUCT PHOTOSHOOT**  
**FOR BOYANIKA**

**TERMS OF REFERENCE**

**1. Introduction**

- 1.1. Boyanika, the Odisha State Handloom Weavers Co-operative Society Ltd., an apex society functioning under the administrative control of Handlooms, Textiles & Handicrafts Department, Government of Odisha, represents the rich heritage and artistry of Odisha's Handloom sector. Established in 1956, Boyanika serves as a bridge between Odisha's skilled weavers and a global audience, showcasing the unparalleled craftsmanship and cultural ethos of the region.
- 1.2. With a network of 40 stores spanning Odisha, New Delhi, and Kolkata, Boyanika stands as a symbol of Odisha's vibrant cultural identity and a trusted name for high-quality Handloom products. Its offerings include an exquisite array of sarees, fabrics, and garments, each narrating a story of meticulous artistry. Boyanika's essence lies in its authenticity and cultural significance.
- 1.3. The organization collaborates with master weavers and design experts, blending innovation with traditional aesthetics. It plays a pivotal role in empowering weavers through its extensive network of primary weavers' co-operative societies. By providing sustainable livelihoods, ensuring fair trade practices, and uplifting rural communities, Boyanika is not just a brand but a movement for socio-economic transformation.
- 1.4. With the growing global demand for sustainable and handmade textiles, Boyanika is well-poised to boost its sales performance in E-commerce as well. To further augment its branding, marketing, and digital outreach efforts, Boyanika invites Expression of Interest (EOI) from reputed and experienced agencies for conducting Thematic Product Photoshoots & Videography.

**2. Objective**

- 2.1. Expression of Interest (EOI) in sealed cover along with requisite documents are invited from eligible and experienced professional agencies for conducting professional product photo-shoot & making shorts/ reels featuring an Ollywood Celebrity Actress and Grade-A models (Male & Female).
- 2.2. These photo-shoots & reels making etc. are intended for promotional activities, including E-Commerce website, social media campaigns, hoardings/ Banners displays and other brand promotion activities.

**3. Duration**

- 3.1. The engagement shall be for one year from the date of agreement, extendable based on performance.

#### 4. Scope of Work

4.1. The agency is required to provide end-to-end services for all aspects of the scope of work for the entire duration of engagement. The detailed scope of work, which inter alia includes but is not limited to the following, has been divided across following segments which need to be adhered to while working:

4.1.1. Festive/ Rebate based Product Photography/ Videography.

4.1.2. Occasion based Product Photography/ Videography.

4.1.3. Product based Product Photography/ Videography.

#### 4.2. Festive/ Rebate based Product Photography/ Videography

| Sl. No | Festival Based          | Products to be Involved                                                                  |     |            |           | Model/ Celebrity | Deliverables |               |       |
|--------|-------------------------|------------------------------------------------------------------------------------------|-----|------------|-----------|------------------|--------------|---------------|-------|
|        |                         | Sarees                                                                                   |     | Ready made | Mens Wear |                  | Photos       | Banner Photos | Reels |
|        |                         | Variety                                                                                  | Qty | Qty        | Qty       |                  |              |               |       |
| 1      | Mother's Day            | Cotton/ Silk Sarees (Khandua, Sambalpuri Bandha Cotton & Silk, Nuapatana Cotton, Bomkai) | 1   | 1          |           | Model            | 10           | 2             | 1     |
| 2      | Savitri Brata           | Silk Sarees (Khandua, Sambalpuri Bandha Silk, Bomkai)                                    | 3   |            |           | Celebrity        | 15           | 4             | 3     |
| 3      | Raja Festival           | Silk Sarees (Khandua, Sambalpuri Bandha Silk, Bomkai)                                    | 5   | 5          |           | Celebrity        | 50           | 3             | 3     |
| 4      | Raksha Bandhan          | Silk Sarees (Khandua, Sambalpuri Bandha Silk, Bomkai, Scrafs/ Stole/ Dupatta)            | 1   | 1          | 1         | Model            | 15           | 2             | 1     |
| 5      | Ganesh Puja/ Nuakhai    | Silk Sarees (Khandua, Sambalpuri Bandha Silk, Bomkai)                                    | 3   |            |           | Celebrity        | 15           | 3             | 2     |
| 6      | Dussehra/ Kumar Purnima | Silk Sarees (Khandua, Sambalpuri Bandha Silk, Bomkai)                                    | 3   |            | 1         | Celebrity        | 20           | 3             | 2     |
| 7      | Deepavali               | Silk Sarees (Khandua, Sambalpuri Bandha Silk, Bomkai, Tassar)                            | 10  |            | 2         | Celebrity        | 70           | 7             | 5     |
| 8      | Prathamastami           | Silk Sarees (Khandua, Sambalpuri Bandha Silk, Bomkai, Tassar)                            | 2   | 1          |           | Model            | 15           | 2             | 1     |

#### 4.3. Occasion based Product Photography/ Videography

| Sl. No. | Festival Based                      | Products to be Involved                                     |     |            |           | Model/ Celebrity | Deliverables |               |       |
|---------|-------------------------------------|-------------------------------------------------------------|-----|------------|-----------|------------------|--------------|---------------|-------|
|         |                                     | Sarees                                                      |     | Ready made | Mens Wear |                  | Photos       | Banner Photos | Reels |
|         |                                     | Variety                                                     | Qty | Qty        | Qty       |                  |              |               |       |
| 1       | Office Wear Get Up                  | Cotton Sarees (Sambalpuri Bandha Cotton & Nuapatana Cotton) | 6   | 6          |           | Model            | 60           | 5             | 2     |
| 2       | Bridal Get Up & Wedding Collections | Bridal Heavy Silk & Tassar/ Tissue Sarees                   | 10  |            |           | Celebrity        | 50           | 15            | 3     |
| 3       | Family Event based                  | Cotton/ Silk/ Tassar Sarees                                 | 2   | 2          | 2         | Model            | 20           | 4             | 2     |

#### 4.4. Product Based (inclusive of above deliverables):

| Sl. No. | Product Based                                                                                        | Qty | Photos | Reels |
|---------|------------------------------------------------------------------------------------------------------|-----|--------|-------|
| 1       | Khandua                                                                                              | 12  | 65     | 4     |
| 2       | Sambalpuri Bandha                                                                                    | 15  | 75     | 8     |
| 3       | Tassar                                                                                               | 7   | 35     | 4     |
| 4       | Bomkai                                                                                               | 14  | 70     | 8     |
| 5       | Ready Made Kurti/ Dupatta                                                                            | 19  | 95     | 4     |
| 6       | Accessories- Ladies Hand bags, Clutches, Potli Bags, Tote Bags, Gents Wallets, Laptop Bags, Notepads | 10  | 50     | 5     |
| 7       | Mens Collections (Shirt/ Jacket/ Tie/ Joda)                                                          | 9   | 45     | 5     |

#### 4.5. Submission of Deliverables

| Sl. No. | Deliverables  | Qty |
|---------|---------------|-----|
| 1       | Photos        | 435 |
| 2       | Banner Photos | 55  |
| 3       | Reels         | 27  |

4.5.1. The Photoshoot is to be completed within 10 days of placing the work order & post completion, the agency will intimate Boyanika via letter/ email. The softcopy of the final edited output images in HD along with all raw images & edited videos/ reels/ shorts in 4k in MP4 & MOV format along with all audio mixed & unmixed files in MP3 format are to be submitted in a pen drive/ SSD only within 15 days of completion of shoot.

4.5.2. For the Festive based & occasion based photoshoots, the outputs have to be submitted Festive wise & Occasion wise respectively in separate folders each containing sub-folders of Photos, Banner photos and reels. E.g.- For Mothers' Day, there will be one folder, which will have 3 sub-folders- Photos, Banner Photos & Reels and likewise. Similarly, for the product based photoshoot, for one product category, there has to be one folder for one product that will have sub-folders for Photos & Reels. E.g.- For Khandua, there will be one folder, which will have 12 sub-folders each of which have two folders- Photos (containing 65 photos) & Reels (containing 4 reels) and likewise.



**4.5.3. A comprehensive booklet is to be submitted, which should be a color printed (glossy paper) document having all photos & banner photos.**

## **5. Eligibility Criteria**

- 5.1. The bidder must be registered firm under relevant acts.
- 5.2. The Average annual turnover of last three financial years (FY 2025-26, FY 2024-25 & FY 2023-24) must be at least Rs.4.00 Cr. or above.
- 5.3. The bidder must have completed minimum three assignments of product photo-shoots in last three financial years (FY 2025-26, FY 2024-25 & FY 2023-24).
- 5.4. The bidder must have completed minimum three assignments of any professional work related to Fashion/ Campaigns involving celebrities in last three financial years (FY 2025-26, FY 2024-25 & FY 2023-24).
- 5.5. The bidder must have experience of working with Central Govt./ State Govt./ any other Govt. bodies in last three financial years (FY 2025-26, FY 2024-25 & FY 2023-24).
- 5.6. Capability to manage a celebrity; complete styling and production requirements (makeup artist, stylist, photographer & videographer, and technical crew) within a tight timeline.

## **6. Terms & Conditions for Applying**

- 6.1. The bid document in sealed cover super scribed "Submission of Bid for Selection as Professional Agency for conducting Product Photoshoot for Boyanika" should be received by the office at Odisha State Handlooms W.C.S. Ltd. (Boyanika), Boyana Bhawan, Unit-III, Kharavela Nagar, Bhubaneswar, Odisha-751001 up to 5.00 PM on dt 15.07.2026 via Speed Post/ Registered Post only.
- 6.2. The agencies must submit their proposal by Speed Post/ Registered Post only to the address as specified at Sl.No.10 of the DATA SHEET during the office hour only on or before the last date and time for submission of proposal as specified at Sl.No. 4 of the DATA SHEET. Submission of proposal through any other mode and late bid will be rejected. Boyanika will not be responsible for postal delay/ any consequence in receiving of the proposals.
- 6.3. The agency shall deposit earnest money as prescribed in the EOI as a guarantee of good faith. The amount will be counted towards security for due performance of the contract. In the event of refusal to execute the agreement in schedule time, the same will be forfeited. If the offer of the agency is not accepted, the earnest money will be refunded without any interest.
- 6.4. The above deposit of agency shall remain as security for the due rendering of services. On successful completion of the event, the same will be refunded as per agreement.
- 6.5. Communication by email from the authorized email address of Boyanika ([boyanikabbsr@yahoo.in](mailto:boyanikabbsr@yahoo.in)) would be treated as full and final communication in all respect.

## **7. Selection of Agency**

- 7.1. The agency will be selected on the basis of Quality cum Cost Based Selection (QCBS) mode with weightage ratio 70:30 (Technical: Financial) assessed by the designated committee.
- 7.2. The technical bid will be opened first by a designated committee on a pre-decided date and time in presence of the bidders/ their representatives.

- 7.3. The bidders will be called for interaction with the Evaluation committee where they will present their credentials. The bidders will be required to present their submitted presentation in front of the Evaluation committee for evaluation.
- 7.4. The technically qualified bidders will be notified about the financial bid opening date and time via email.
- 7.5. The financial bid of the qualified bidders only will be opened by a designated committee on the pre-decided date and time.
- 7.6. The qualified bidders will be notified of the selection results via email.

## **8. Technical Bid**

- 8.1. The bidder has to submit the Technical Bid in the prescribed format i.e., Covering letter and other information as per the “Annexure-IV” along with following documents fulfilling the eligibility criteria.
  - 8.1.1. Demand Draft of Rs. 500/- (Rupees five hundred) only in favour of Managing Director, Odisha State Handlooms W.C.S. Ltd. (Boyanika), drawn in any scheduled commercial bank payable at Bhubaneswar towards bid document cost.
  - 8.1.2. Earnest Money in form of a demand draft of Rs. 10,000/- (Rupees Ten Thousand) only in favour of Managing Director, Odisha State Handlooms W.C.S. Ltd. (Boyanika), drawn in any scheduled commercial banks payable at Bhubaneswar.
  - 8.1.3. Valid registration certificate of the bidder towards its constitution.
  - 8.1.4. GST Registration Certificate and up-to-date returns of the last two financial years (i.e. FY 2024-25, FY 2023-24).
  - 8.1.5. CA certified Balance Sheet & documents to be furnished regarding the turnover (FY 2025-26, FY 2024-25 & FY 2023-24).
  - 8.1.6. Copy of PAN Card and up to date return copy of Income Tax for the last two financial years (i.e. FY 2024-25, FY 2023-24).
  - 8.1.7. Documents as required to show proof of work against points mentioned under Pt. 5.
  - 8.1.8. Detailed profile of the bidder including the profile of the Celebrity, Models and profiles of all technical crew to be submitted.
  - 8.1.9. Power of Attorney in favour of the person signing the bid on behalf of the bidder.
  - 8.1.10. Undertaking for not having any judicial proceedings pending against the bidder in the court of law. (Annexure-I).
  - 8.1.11. Undertaking in shape of affidavit for not have been blacklisted by any Central/ State Govt/ any autonomous bodies during the recent past (Annexure-II).
  - 8.1.12. Undertaking regarding trueness and correctness of the information submitted by the firm (Annexure-III).
  - 8.1.13. The bid submission checklist (Annexure-VII).
- 8.2. All the bidder shall be required to make presentations of maximum 30 (Thirty) minutes to demonstrate their credentials and the relevant concepts for the scope of work listed under Pt. 4. The soft copy & hardcopy of the PPT to be submitted in the technical bid. The presentations shall broadly cover the following aspects.
  - 8.2.1. Previous work on Professional Product Photo-shoot with Samples of previous work.



- 8.2.2. Previous works on Reels/ Shorts/ Videos of less than 60 Secs with Samples of previous work.
- 8.2.3. Detailed profiles of the Celebrity & Grade-A Models and entire technical crew- including the Director/ Creative Head, Stylist,
- 8.2.4. Detailed plan of action for execution of the photo-shoot & videography.
- 8.3. Anyone found guilty of furnishing false information shall be blacklisted by the H.T.&H. Department, Govt. of Odisha and EMD or Performance Security or both of such agencies shall be forfeited.
- 8.4. **Evaluation of Technical Bid**
- 8.4.1. The technical bid will be evaluated on the basis of bid documents submitted by the bidders and presentation before the committee considering all aspects of eligibility criteria and experience.
- 8.4.2. The Technical Bid scoring (TBs) of bidders shall be as per the mark scoring methodology of QCBS method. The committee members shall assess the technical presentation and assign marks.
- 8.4.3. **Scoring Method:**

| Components                                                  | Scoring mode                                                                                                                                                                                                                   | Max. Marks |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Past Work experience:<br>Nos of similar projects undertaken | Minimum three assignments of product photo-shoots in last three financial years (FY 2025-26, FY 2024-25 & FY 2023-24) - 15 marks<br><br>04 assignments and above- Additional 5 marks                                           | 20         |
| Past Work experience:<br>Nos of similar projects undertaken | Minimum three assignments of any professional work related to Fashion involving celebrities in last three financial years (FY 2025-26, FY 2024-25 & FY 2023-24) - 15 marks<br><br>04 assignments and above- Additional 5 marks | 20         |
| Past Work experience:<br>Nos of similar projects undertaken | Min. three assignments of working with Government of Odisha year in last 3 yrs. (FY 2025-26, 2024-25, 2023-24) - 10 marks                                                                                                      | 10         |
| Bidder Profile                                              | Detail profile of Celebrity, Model & Technical Crew                                                                                                                                                                            | 20         |
| Presentation                                                | Presentation as mentioned under Pt.8.2                                                                                                                                                                                         | 30         |
| <b>Total</b>                                                |                                                                                                                                                                                                                                | <b>100</b> |

8.4.4. **Bench Mark Score**

- 8.4.4.1. The bidder is required to achieve a min. Bench Mark Score of 70 marks.
- 8.4.4.2. The bidder securing less than the Bench Mark score will be rejected outright. Only those bidders that have achieved at least the Bench Mark Score in "Technical Bid" evaluation will qualify for opening of their Financial Bids.

## 9. Financial Bid

- 9.1. The Financial Bid shall be the lump-sum quote including GST for the scope of work mentioned in the EOI Bid Documents to be submitted in the prescribed format (Annex.-VI) which is to be submitted with the prescribed Covering Letter as per the Annex.-V). The financial bid provided should be inclusive of all costs for execution of all services as mentioned under scope of work under Pt.4.
- 9.2. The evaluation of the financial bid will be done on the overall financial amount as mentioned in Annexure VI.
- 9.3. Evaluation of Financial Bids
  - 9.3.1. Financial Bids of the qualified bidders, in achieving the bench mark score of 70 marks in Technical Bid, would be opened on the scheduled date & time.
  - 9.3.2. The lowest financial bid will be given a Financial Bid score (FBs) of 100 Marks. The Financial Bid Score of others will be computed as follows

$$FBsl = \frac{100 \times \text{Lowest Financial Bid Amount}}{F1}$$

(F1 = amount of financial bid of corresponding participant)

- 9.4. Combined and final evaluation  
The offers of the qualified bidders will be finally ranked according to their combined Technical Bid Scores and financial Bid Score as follows:  

$$CS = TBs \times Tw + FBs \times Fw$$

Where CS is the combined score and Tw & Fw are weightages assigned to Technical Bid and Financial Bid score that shall be 0.70 & 0.30 respectively i.e., in the weightage ratio of 70:30. Selection of the bidder shall be solely basing on the highest combined score (CS).

## **10. Terms & Conditions for Selected Bidder**

- 10.1. Selected bidder has to abide by any conditions / alterations as imposed by the authority time to time.
- 10.2. The selected bidder will nominate a dedicated manager who shall be stationed at Bhubaneswar and shall be responsible for immediate interaction with the Boyanika office at Boyana Bhawan, Unit-III, Kharavela Nagar, Bhubaneswar as and when required.
- 10.3. The product photo-shoot is to be done at Outdoor locations as lifestyle photography as per the scope of work. The stocks from E-Commerce Cell will be used for the photo-shoot and the photo-shoot will be executed in presence of the Stock In-charge of E-Commerce Cell.
- 10.4. If any loss or damage is caused to Boyanika or its products including its IP rights, usage permissions & data protection, the damage/ loss amount shall be recovered from the unpaid bills or adjusted from the performance security deposit.
- 10.5. Applicable income tax shall be deducted at source from all accepted payments, in accordance with the provisions of Income Tax Act, 1961 as amended from time to time.
- 10.6. Boyanika would not be responsible for arranging fooding, transportation, lodging and boarding either at Bhubaneswar or at any other place for the employees/ vendors/ models/ celebrity as deployed by the agency. Arrangements must be made by selected bidder.
- 10.7. The selected bidder may be engaged for other projects under the HT&H Deptt., Govt. of Odisha on similar terms and conditions after mutual negotiation.

- 10.8. The selected bidder shall have to sign an agreement in Non-Judicial Stamp paper of appropriate value with deposit of Rs.50,000/- in shape of Demand Draft favoring Managing Director, Boyanika drawn in any scheduled commercial bank payable at Bhubaneswar, towards performance security within 5 days after acceptance of the EOI proposal.
- 10.9. The Performance Security includes the amount deposited at EMD with the EOI document.
- 10.10. Failure to comply with the conditions of the agreement shall constitute sufficient ground for the forfeiture of the Performance Security.
- 10.11. No interest shall be paid on the Performance Security. The Performance Security shall be refunded after successful completion of the engagement period.
- 10.12. In case of breach of any terms & conditions, the performance security deposit of the selected bidder shall be liable to be forfeited besides annulment of the agreement.
- 10.13. Contract Negotiation, if required will be held at a date, time and address under intimation to the selected bidder. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract.

## **11. Mode of Payment**

- 11.1. The total contract value will be paid in two phases.
- 11.2. The terms for the release of payment are as follows:
  - 11.2.1. Phase I- 20 % of the contract value shall be paid by Boyanika as advance.
  - 11.2.2. Phase II- 80 % of the contract value will be paid after submission of all deliverables as per the required quantity, quality and arrangement as mentioned in the scope of work after deduction of penalty if any.
- 11.3. Deduction of tax at source, if applicable, shall be made at the appropriate rate, as per the prevailing law at the time of payment.
- 11.4. All payments will be done against submission of invoice.
- 11.5. In case of failure to achieve 100% of each deliverable, the payment will be paid in accordance to the percentage achieved or as decided by Managing Director, Boyanika.

## **12. Governing Law & Penalty Clauses**

- 12.1. Boyanika will provide only the products to the selected agency/ vendor. All other arrangements such as location, associated products such as matching blouses, petticoats, accessories, footwear, jewelry etc., technical crew members such as makeup artist, stylist, photographer, videographer, equipments etc. shall be arranged & managed by the selected agency.
- 12.2. The products should not get damaged, soiled, stained or damaged in any other way.
- 12.3. Deliverables must be submitted within 20 days of placing of the work order. The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified or unacceptable delay in delivery may result in the cancellation of the contract for pending activities, with Boyanika reserving the right to complete the remaining work through another agency.
- 12.4. Boyanika reserves the right to deduct any applicable penalties or costs from payments due or to become due to the selected bidder. The payment or deduction of such sums shall not

relieve the selected bidder from the obligations and liabilities under the contract of prevailing laws of Government of India/ Government of Odisha.

- 12.5. No additional expenses beyond the approved cost will be approved under any circumstances.
- 12.6. The agency must ensure the timely execution of the event, smooth coordination, and the submission of all required deliverables as per the agreed scope.
- 12.7. All aspects of the event, including celebrity, models, direction, management, styling, makeup, and technical arrangements i.e. lighting, photography/ videography must be executed with the highest professional standards.
- 12.8. The agency shall be solely responsible for any legal, statutory, or compliance-related matters arising from the execution of the event.
- 12.9. Force Majeure: In case of unforeseen circumstances (natural calamities, Government restrictions, etc.), both parties will mutually decide on the necessary course of action.
- 12.10. Failure on selected bidder's part to furnish the deliverables as per the agreed timeline or any deliberate delay will enforce a penalty @ 1% subject to maximum of 10% of the approved rate for the respective work assigned. The amount will be deducted from the subsequent payment. In addition, the Performance Security Deposit amount shall also be forfeited.
- 12.11. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the selected bidder shall be final.
- 12.12. The authority reserves the right to reject any or all the offers without assigning any reason thereof.

#### Dispute Resolution

- 12.13. Any dispute arising out of the EOI, the decision of the Director of Textiles & Handloom, Odisha shall be final & binding to all.
- 12.14. In case of a dispute, it will be governed by the laws of the court in Bhubaneswar.

\*\*\*\*\*

**UNDERTAKING**

*(On the Bidder's Letter Head regarding not having any pending judicial proceedings for any criminal offence)*

I, hereby undertake that there is no criminal case pending in any Court of Law against our agency or against the Proprietor/ Director/ Persons to be deployed by our agency.

I/ we further certify that Proprietor/ Director/ Persons to be deployed by our company have not been convicted of any offence in any Court of Law during the recent past. I understand that I am fully responsible for the contents of this undertaking and its truthfulness.

Yours sincerely,

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of the Signatory:

Name of the Bidder and Address:

**UNDERTAKING**

*(On the Stamp Paper of appropriate value in shape of affidavit from the Notary regarding non-blacklisting)*

I, hereby undertake that, our agency has not been blacklisted/ debarred by any of the Central Government/ State Government Department/ Office or by any Public Sector undertaking (PSUs) and not blacklisted by any authority during the recent past.

Yours sincerely,

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of the Signatory:

Name of the Bidder and Address:



**UNDERTAKING**

*(On the Bidder's Letter Head regarding trueness of the submitted information)*

I hereby declare that all the information and statements provided in the technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal.

Yours sincerely,

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of the Signatory:

Name of the Bidder and Address:

**TECHNICAL BID COVERING LETTER**  
*(ON BIDDER LETTER HEAD)*

[Location Date]

To

[Name and Designation of

Tender Inviting Authority]

(Office Address and Location]

Sub:- EOI for selection as Professional Agency for conducting Thematic Product Photo-shoot for Boyanika (Technical Proposal).

Sir,

I, the undersigned, offer to participate in the tender process to provide services in accordance with your EOI Notice No. \_\_\_\_\_ Dated \_\_\_\_\_. We are hereby submitting our proposal via Speed Post/ Registered Post, which includes Technical Proposal sealed in an envelope.

I, hereby declare that all the information and statements provided in the technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal.

I, hereby unconditionally undertake to accept all the terms and conditions as stipulated in the EOI document. In case any provision of this tender is found violated by our agency, then your office shall have the rights to reject our proposal including forfeiture of the earnest money deposit absolutely.

Yours sincerely,

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of the Signatory:

Name of the Bidder and Address:

| Sl. No. | Specification                                               | Details         |
|---------|-------------------------------------------------------------|-----------------|
| 1       | Name of the Bidder                                          |                 |
| 2       | Name of the Director/ Proprietor                            |                 |
| 3       | Full Address of Registered Office (if any)                  | Postal Address: |
|         |                                                             | Telephone No.:  |
|         |                                                             | Fax No.:        |
|         |                                                             | E-Mail Address: |
| 4       | Details of Demand Draft submitted towards Bid Document Cost | DD No:          |
|         |                                                             | Date:           |
|         |                                                             | Amount: (Rs.)   |
|         |                                                             | Drawn on Bank:  |
| 5       | Details of Demand Draft submitted towards EMD               | DD No:          |
|         |                                                             | Date:           |
|         |                                                             | Amount: (Rs.)   |
|         |                                                             | Drawn on Bank:  |
| 6       | Name & Contact No. of the authorized person signing the bid |                 |
| 7       | Bank Name                                                   | Account No.:    |
|         |                                                             | Bank Name:      |
|         |                                                             | Branch Name:    |
|         |                                                             | IFSC:           |

#### 8. Financial Turnover of the bidder for the last 3 financial years.

| Financial Year | Turn over Amount (in INR) | Average Turnover (in INR) |
|----------------|---------------------------|---------------------------|
| 2025-26        |                           |                           |
| 2024-25        |                           |                           |
| 2023-24        |                           |                           |

#### 9. Declaration

I, Shri \_\_\_\_\_, Son/ Daughter/ Wife of Shri \_\_\_\_\_, Proprietor/ Director/ Authorized signatory of \_\_\_\_\_ (Name of the Service Provider), competent to sign this declaration and execute this tender.

I have carefully read and understood all the terms and conditions of the tender and undertake to abide by them. The information and documents furnished along with the tender are true and authentic to the best of my knowledge and belief. I am well aware of the fact that, furnishing of any false information/ fabricated document would lead to rejection of our tender at any stage besides liabilities towards prosecution under appropriate law.

(Signature of Authorized Representative with seal)

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

Date \_\_\_\_\_

Enclosures:

- i. Bid processing Fee in the form of Demand Draft in original.
- ii. EMD in the form of Demand Draft in original.
- iii. Copy of tender document (each page must be signed and sealed)
- iv. Duly filled Technical Bid
- v. List of Documents as applicable.

**FINANCIAL BID COVERING LETTER**

*(ON BIDDER LETTER HEAD)*

[Location Date]

To

[Name and Designation of

Tender Inviting Authority]

(Office Address and Location]

Sub:- EOI for selection as Professional Agency for conducting Thematic Product Photo-shoot for Boyanika (Financial Proposal)

Sir,

I, the undersigned, offer to provide the services for (*insert title of the Service*) in accordance with your EOI No. \_\_\_\_\_ Dated \_\_\_\_\_. Our financial price has been attached. This amount is inclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the tender document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations. I have carefully read and understood the terms and conditions of the tender to provide the services accordingly.

I understand that you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised Signatory

(Signature in full and initials with Date and Seal)

Name and Designation of Signatory: \_\_\_\_\_

Address of the Bidder: \_\_\_\_\_

**FORMAT FOR FINANCIAL PROPOSAL**

| <b>Name of the Assignment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Financial Quote in Rs.<br/><i>Amount in Figure &amp; Word</i><br/><i>(Inclusive of GST as applicable)</i></b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <p><b>Fees for the entire services as the Professional Agency for conducting Professional Product Photoshoot (Photos &amp; Banner Images) &amp; Videoshoot (Reels/ Shorts/ Short Videos etc.) for Boyanika which interalia includes the following:</b></p> <ol style="list-style-type: none"><li><b>1. Engagement fees of Ollywood Celebrity Actress.</b></li><li><b>2. Engagement fees of Grade-A Male &amp; Female Models.</b></li><li><b>3. Photographer and Videographer fees.</b></li><li><b>4. Director/ Creative Director fees.</b></li><li><b>5. Makeup Artist, Stylist, Costume Coordination and Grooming.</b></li><li><b>6. Professional Camera, Drone, Lighting and allied equipment.</b></li><li><b>7. Outdoor shoot expenses within Bhubaneswar city and outskirts.</b></li><li><b>8. Editing, Retouching, Color Correction and Post Production.</b></li><li><b>9. Music, Audio Mixing and Mastering.</b></li><li><b>10. Delivery of final outputs in prescribed formats.</b></li><li><b>11. All manpower, logistics, transportation, incidental and overhead expenses.</b></li></ol> |                                                                                                                  |

Authorised Signatory  
(Signature in full and initials with Date and Seal)

Name and Designation of Signatory: \_\_\_\_\_

Address of the Bidder: \_\_\_\_\_

**BID SUBMISSION CHECK LIST**

| <b>Sl. No</b>                          | <b>Description</b>                                                                                                                                                    | <b>Submitted (Yes/ No)</b> | <b>Page No.</b> |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----------------|
| <b><u>TECHNICAL BID (ORIGINAL)</u></b> |                                                                                                                                                                       |                            |                 |
| 1                                      | Covering letter along with information in Bidders Letter Head (Annexure-IV)                                                                                           |                            |                 |
| 2                                      | Bid Processing Fee (Demand Draft)                                                                                                                                     |                            |                 |
| 3                                      | EMD (Demand Draft)                                                                                                                                                    |                            |                 |
| 4                                      | Copy of Incorporation/ Registration Certificate                                                                                                                       |                            |                 |
| 5                                      | Copy of the GST Registration Certificate and up-to-date returns for FY 2024-25 & FY 2023-24                                                                           |                            |                 |
| 6                                      | Copy of PAN Card and up to date return copy of Income Tax for FY 2024-25 & FY 2023-24                                                                                 |                            |                 |
| 7                                      | CA certified audited Balance Sheet & documents to be furnished regarding the turnover (FY 2025-26, FY 2024-25 & FY 2022-23)                                           |                            |                 |
| 8                                      | The copy of Work Completion Certificates/ Work Orders in support of executing similar kind of projects/ assignments as required against points mentioned under Pt. 5. |                            |                 |
| 9                                      | Detailed profile of the bidder including the profile of the Celebrity, Models and profiles of all technical crew to be submitted.                                     |                            |                 |
| 10                                     | Power of Attorney in favour of the person signing the bid on behalf of the bidder.                                                                                    |                            |                 |
| 11                                     | Undertaking for not having any judicial proceedings pending against the bidder in the court of law (Annexure-I).                                                      |                            |                 |
| 12                                     | Undertaking for not have been black-listed by any Central Govt./ State Govt./ any Autonomous Bodies during the recent past (Annexure-II).                             |                            |                 |
| 13                                     | Undertaking regarding trueness and correctness of the information submitted by the firm (Annexure-III).                                                               |                            |                 |
| 14                                     | The bid submission checklist (Annexure-VII).                                                                                                                          |                            |                 |
| 15                                     | Presentation Soft copy in Pen drive & Color-printed Hard copy                                                                                                         |                            |                 |
| <b><u>FINANCIAL BID (ORIGINAL)</u></b> |                                                                                                                                                                       |                            |                 |
| 1                                      | Covering Letter in Bidders Letter Head (Annexure-V)                                                                                                                   |                            |                 |
| 2                                      | Duly filled in Financial Bid (Annexure-VI)                                                                                                                            |                            |                 |

**It is to be ensured that:**

All information has been submitted as per the prescribed format only. Each part has been separately bound with no loose sheets and each page of all the three parts are page numbered along with Index Page. All pages of the proposal need to be sealed and signed by the authorised representative.

Authorised Signatory (in full and initials with Date and Seal): \_\_\_\_\_

Name and Designation: \_\_\_\_\_

