



Ref. No. BIRD.LKO/ DPSP/ /2025-26
Date: 24th March 2026 44669

All the empanelled vendors

Dear Sir,

Rate Contract for Photography and Videography

We intend to Rate Contract for Photography and Videography. Sealed quotations are invited for rate contract for photography and videography as per the enclosed specifications and terms and conditions.

The last date for submission of quotation is at 15th April 2026 at 14.00 Hrs. The quotation will be opened on same day at 15.00 Hrs. in presence of suppliers who choose to remain present.

Yours faithfully,

Abhishek Srivastava

(Abhishek Srivastava)
Administrative Officer

Encl: as above

Rate Contract for Photography and Videography

Terms and conditions:

- 1. Validity of Contract:** The Rate Contract shall remain valid for a period of one (1) year from the date of issuance of the Work Order. The contract may be extended for a further period of one (1) year, subject to satisfactory performance, mutual consent, and organizational requirements, at revised rates with an increase not exceeding 5% of the existing rates.
- 2. Acceptance of L1 Rates:** All vendors who participated under this Rate Contract shall mandatorily agree to provide photography and videography services at the L1 (Lowest-1) rates arrived in this rate contract. Refusal to accept L1 rates for assigned work may result in non-allocation of work.
- 3. Scope and Timing of Services:** The agency may be required to provide photography and/or videography services during training programmes and other official events (such as GC/FC, meetings, workshops, etc.) organized by BIRD, Lucknow preferably from Monday to Friday. However, services may also be required on Saturdays, Sundays, or holidays, as per requirements.
- 4. Assignment of Work:** The contact number shall be communicated to the concerned officers of BIRD, who will coordinate with the agency for assignment of work as and when required.
- 5. Delivery Timelines:** The agency shall ensure timely delivery of all photographs and video recordings in the prescribed formats and quality standards. Any unjustified delay may attract penalties and/or adversely affect future assignments under this contract.

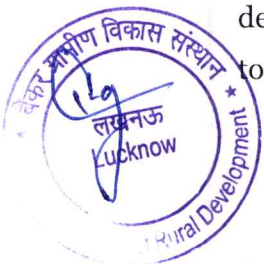
6. Billing and Submission of Claims

- After completion of each assignment, the agency shall raise a bill duly certified by the concerned faculty/officer.
- All bills pertaining to services rendered during a particular month shall be consolidated and submitted preferably by the first week of the succeeding month.

The bill must clearly mention the GST Number of BIRD, Lucknow (copy enclosed) and be raised for photography/videography services rendered during that month.



- **All bills shall be addressed to:** The Director, Bankers Institute of Rural Development (BIRD), Lucknow.
- 7. **GST Compliance:** Submission of a valid GST-compliant invoice is mandatory for processing payments. The invoice must clearly specify the GST number, description of services, applicable rates, taxes, and total amount payable.
- 8. **Confidentiality:** The agency shall maintain strict confidentiality of all photographs, videos, and related material captured during official events. The content shall not be disclosed, published, shared, or used for any personal, promotional, or commercial purpose without prior written approval from the competent authority of BIRD, Lucknow.
- 9. **Ownership and Intellectual Property Rights:** All photographs, videos, raw footage, edited content, and related materials produced under this contract shall be the exclusive property of BIRD. The agency shall hand over all raw and edited content within the agreed timelines and shall not retain or reproduce any copies without written authorization.
- 10. **Mode of Payment:** Payment shall be made through Account Payee NEFT/Online Transfer to the bank account of the agency, subject to submission of complete and correct documentation.
- 11. **Damage to Property:** Any damage caused to the property, equipment, or premises of BIRD during execution of the work shall be made good by the agency at its own cost.
- 12. **Termination of Contract:** In case the services of the agency are found unsatisfactory, BIRD, Lucknow reserves the right to terminate the contract at any time during the contract period, without assigning any reason, by giving appropriate notice.
- 13. **Deployment of Professional Personnel:** The agency shall deploy qualified and professional photographers/videographers as and when required by BIRD, Lucknow.
- 14. **Conduct at Site:** The agency shall ensure that its personnel maintain proper decorum and shall not cause or permit any nuisance, disturbance, or inconvenience to participants, staff, visitors, or occupants at or near the site of work.



15. Technical Standards

- Photography and videography shall be carried out using high-quality professional equipment.
- Videos shall be recorded and delivered in Progressive HD format, with videography preferably carried out using 4K technology, as specified by BIRD, Lucknow.

16. Equipment and Accessories: All cameras, lenses, lighting, audio equipment, storage devices, and other accessories required for photography and videography shall be arranged and maintained by the agency at its own cost.

17. Acknowledgement and Acceptance: The agency shall submit a signed copy of this letter as a token of acceptance of the above terms and conditions, addressed to Bankers Institute of Rural Development (BIRD), Lucknow.

Yours faithfully

Abhishek Srivastava
(Abhishek Srivastava)
Administrative Officer



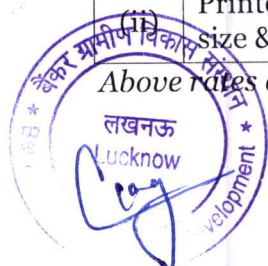
Photography and Videography Rates

1. Name of the Shop:- _____

2. Name of the Proprietors:- _____

Sr. No	Particulars	Unit	Rates (₹)
1	Digital Photography with full frame mirror less camera Soft image (01 Hours)	Per Hour	
2	Digital Photography with full frame mirror less camera Soft image (02 Hours)	Per Assignment	
3	Digital Photography with full frame mirror less camera Soft image (04 Hours)	Per Assignment	
4	Digital Photography with full frame mirror less camera Soft image (08 Hours)	Per Day	
5	Photo Print Post card Size 3 x 5 inch 200 GSM (grams per square meter) or above	Per Print	
6	Photo Print 4 x 6 inch 200 GSM (grams per square meter) or above	Per Print	
7	Photo Print 5 x 7 inch 200 GSM (grams per square meter) or above	Per Print	
8	Group Photography with name mounting (8 x 12 inch) Min 10 pcs 200 GSM (grams per square meter) or above	Per Print	
9	Digital Video Recording with full frame Mirrorless Camera (01 Hours)	Per Hour	
10	Digital Video Recording with full frame Mirrorless Camera (02 Hours)	Per Assignment	
11	Digital Video Recording with full frame Mirrorless Camera (Half Day/04 Hours)	Per Assignment	
12	Digital Video Recording with full frame Mirrorless Camera (Full Day/08 Hours)	Per Day	
13	Digital Video Recording full frame Mirrorless full frame Camera	Per Video	
14	Drone Video Recording Full Day	Per Video	
15	Printing on Merchandise (inclusive of item cost)		
(i)	Printed Mug (Sublimation print, standard white mug)	Per Piece	
(ii)	Printed T-Shirt (Cotton / Poly-Cotton, size & colour as approved)	Per Piece	

Above rates are valid for a period of 01 year from date of issue of work order



Signature with seal and date