



राष्ट्रीय फैशन प्रौद्योगिकी संस्थान

सांविधिक संस्थान निफ्ट अधिनियम 2006, द्वारा शासित और
वस्त्र मंत्रालय, भारत सरकार द्वारा स्थापित

National Institute of Fashion Technology

A Statutory Institute under the NIFT Act 2006 and
Set up by the Ministry of Textiles, Government of India

NIFT/Hyd/CIC/Chhaap 2025

Dt: 26/8/2025

NOTICE INVITING QUOTATIONS

Sealed NIQs are invited from Agencies for “Video and Photography Coverage for Celebrating “CHHAAP” at Shilparamam 11 Sep to 17 September 2025”.

The sealed NIQ's shall be super scribe with “Video and Photography Coverage for Celebrating “CHHAAP” at Shilparamam 11 Sep to 17 September 2025” to be submitted to Purchase Department at NIFT Campus, Opp. to Cyber Towers, Hitech City, Madhapur, Hyderabad on or before 01-09-2025 by 3.00 pm and will be opened on same day at 3:30PM.

NIFT reserves the right to accept or reject any quotation in part or whole without assigning any reason thereof.

TERMS & CONDITIONS

1. The quoted rates shall be inclusive of all taxes as applicable, no extra shall be payable on this account.
2. Rates offered shall be binding and valid for till the completion of work/supply.
3. The bidders / agencies must enclose copy of the PAN card of the company / Proprietor or GST No. of the company
4. The bidders / agencies must enclose copies of previous Work Orders / Work Completion Certificate from the concerned of similar works.
5. The bidders / agencies should enclose original DD towards EMD for Rs.10,000/- (Rupees Ten thousand only) in favour of NIFT, payable at Hyderabad.
6. The EMD of successful bidder will be returned after completion of the event as certified by the concerned authority.
7. The EMD of the unsuccessful bidder will be returned within 15 days after awarding the Work Order to the successful bidder.
8. Payment will be released after completion of the event and against submission of original invoice.
9. TDS as per rule shall be deducted from the bills.
10. The conditional quotation will not be accepted.
11. **Donations to NIFT are exempted under Sec 80(G) of Income Tax Act 1961.**

Signature of the agency / bidder

डिजाईन, मैनेजमेंट और प्रौद्योगिकी का सर्वश्रेष्ठ संस्थान

An Institute of Design, Management and Technology

(An ISO 9001 : 2008 Certified Institute)


Purchase Officer

के. गणेश्वर राव / K. GANESWARA RAO
सहायक निदेशक (अडिमें) / Asst. Director (Admin)
क्रय अधिकारी / Purchase Officer
राष्ट्रीय फैशन प्रौद्योगिकी संस्थान
National Institute of Fashion Technology

(वस्त्र मंत्रालय, भारत सरकार)

(Ministry of Textiles, Govt. of India)

माध्यापूर, सेबराबाद, हैदराबाद - 500 081

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Opp. Cyber Towers, Madhapur, Cyberabad, Hyderabad - 500 081

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Hyderabad

12. Scope of work:

1. The coverage requirements include:
 - Document the entire lifecycle of CHAAP: preparations, inauguration, daily activities, demonstrations, pavilion, stalls, performances, fashion show, and closing.
 - Provide hourly photographic updates during the event for media and official communication.
 - Deliver final post-produced images and films in addition to daily outputs.
 - Produce both a long-format archival film (45-60 minutes) and a 15-minute highlight version with daily sub-sections.
 - Create special thematic short films highlighting craft demonstrations, the theme pavilion, and the fashion show.

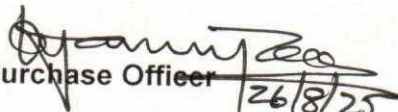
All equipment, including cameras, lighting, drones, and editing workstations, will be arranged by the photography and videography providing agency. NIFT Hyderabad will only provide an internet-connected computer for image transfer and coordination.

The detailed scope of Work is attached at Annexure and the bidders are requested to quote as per the Annexure.

2. If the work is not attended as per the schedule the EMD shall be forfeited.
3. If the work is not done as per the requirement and found unsatisfactory penalty of 0.5% and maximum of ten percent (10%) shall be charged & deducted from the bill as deemed fit by the Director NIFT.
4. **Details of agency / bidder**
 - a. Name of the agency / bidder :
 - b. Name of the authorized person (Owner / proprietor / partner) :
 - c. Address of the agency :
 - d. Contact No. :
 - e. Email ID :
5. Quotation of any agency without the enclosures (S. Nos. 3 to 5) of page no. 1 shall be rejected out rightly.
GST No. :
PAN No. :
EMD of Rs.10,000/- in favour of NIFT : DD No.

Last date of submission of quotation : 01.9.2025 by 3:00PM
Date of opening of quotation : 01.9.2025 by 3:30PM

Signature of the agency / bidder


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Name of Work: - "Video and Photography Coverage for Celebrating "CHHAAP" at Shilparamam 11 Sep to 17 September 2025"

| S. No. | Particulars | Scope of Work | Qty. | Amount (in Rs.) |
|--------|-----------------------------|---|-------|-----------------|
| 1 | Photography | | | |
| | Deliverables | Description | 1 job | |
| | Hourly Updates | 15-20 processed images to be provided every hour for social media and press. | | |
| | Daily Folders | Edited high-resolution images categorised by theme/activity, delivered each day. | | |
| | Final Post-Produced Archive | Complete set of finalised, colour-corrected high-resolution images (300 DPI) (JPEG + web-optimised versions) delivered within seven days after event completion. | | |
| 2 | Videography | | | |
| | Deliverables | Description | 1 job | |
| | Daily Highlight Reels | 3-5 min video per day, delivered next morning. | | |
| | Special Thematic Films | Craft Demonstrations (2-3 min each), Theme Pavilion (2-3 min), Fashion Show (5-7 min). | | |
| | Final Films | <ol style="list-style-type: none"> 1. Long-format Detailed Film (45-60 min) – archival documentary with extended coverage. 2. 15-minute Highlight Film – summarised version with daily sub-sections (Preparations, Inauguration, Demonstrations, Pavilion, Fashion Show, Bazaar, Closing). 3. All deliverables delivered within seven days after event completion. | | |
| | Sub Total | | | |
| | GST | | | |
| | Grand Total | | | |

(Rupees)

Signature of the agency / bidder


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ANNEXURE

CHAAP 2025 - Photography & Videography Details

Venue: Shilparamam, Hyderabad

Dates: 11-17 September 2025

1. Introduction

The CHAAP event at Shilparamam will showcase India's rich craft heritage through live demonstrations, thematic exhibits, student performances, and a fashion show. Craftsmen from across the country will display and sell their work, while workshops and cultural programmes will engage diverse audiences. This plan outlines the photography and videography coverage, focusing on real-time dissemination, archival preservation, and the creation of high-quality promotional outputs for both the Ministry of Textiles and NIFT Hyderabad.

2. Coverage Objectives

- Document the entire lifecycle of CHAAP: preparations, inauguration, daily activities, demonstrations, pavilion, stalls, performances, fashion show, and closing.
- Provide hourly photographic updates during the event for media and official communication.
- Deliver final post-produced images and films in addition to daily outputs.
- Produce both a long-format archival film (45-60 minutes) and a 15-minute highlight version with daily sub-sections.
- Create special thematic short films highlighting craft demonstrations, the theme pavilion, and the fashion show.

3. Activities & Coverage Requirements

Preparatory Activities

- Activities: Venue setup, stall construction, branding installation, craftsmen arrival, student rehearsals.
- Coverage: Hourly photographs, time-lapse sequences, behind-the-scenes videography, short interviews.

Inauguration

- Activities: Dignitary arrivals, ceremonial inauguration, speeches, inaugural walkthrough.
- Coverage: Multi-camera video coverage, wide and close-up photographs, candid documentation, and walkthrough film.

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Craft Demonstrations & Workshops

- Activities: Artisan demonstrations, visitor/student workshops.
- Coverage: Hourly photographs, short documentary-style films of each demonstration (3–5 mins), artisan interviews, and Guest interviews.

Theme Pavilion

- Activities: Curated craft displays and thematic exhibits.
- Coverage: High-resolution photographs of exhibits and displays, walkthrough videography, 2–3 min pavilion film.

Sale & Display Stalls

- Activities: Craftsmen showcasing and selling products, visitor interactions.
- Coverage: Product highlights, candid photos of engagement, and walkthrough video of bazaar atmosphere.

Cultural Activities & Performances

- Activities: Cultural shows (music, dance etc).
- Coverage: Stage photography, audience reaction images, multi-angle video coverage, daily highlight clips.

Fashion Show

- Activities: Collections on the runway, backstage preparations.
- Coverage: 3-camera videography, runway photography, backstage documentation, 5–7 min fashion show film.

Closing & Valedictory

- Activities: Final speeches, felicitation, closing remarks, group photographs.
- Coverage: Multi-camera video of proceedings, photographs of dignitaries and participants, closing montage film.

4. Deliverables

Photography

| Deliverable | Description |
|-----------------------------|--|
| Hourly Updates | 15–20 processed images to be provided every hour for social media and press. |
| Daily Folders | Edited high-resolution images categorised by theme/activity, delivered each day. |
| Final Post-Produced Archive | Complete set of finalised, colour-corrected high-resolution images (300 DPI) (JPEG + web-optimised versions) delivered within seven days after event completion. |

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Videography

| Deliverable | Description |
|------------------------|---|
| Daily Highlight Reels | 3–5 min video per day, delivered next morning. |
| Special Thematic Films | Craft Demonstrations (2–3 min each), Theme Pavilion (2–3 min), Fashion Show (5–7 min). |
| Final Films | <ol style="list-style-type: none">1. Long-format Detailed Film (45–60 min) – archival documentary with extended coverage.2. 15-minute Highlight Film – summarised version with daily sub-sections (Preparations, Inauguration, Demonstrations, Pavilion, Fashion Show, Bazaar, Closing).3. All deliverables delivered within seven days after event completion. |

5. Technical Specifications

Photography

- Full-frame DSLRs/Mirrorless cameras, wide/telephoto lenses, lights, drone (permissions-based).
- Outputs: High-resolution JPEGs (300 DPI) + web-optimised JPEGs, RAW backup.

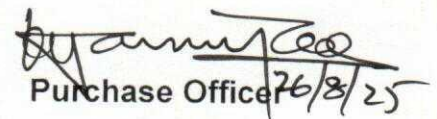
Videography

- 4–5 cameras (4K recording), tripods, gimbals, lights, external audio (lapel + shotgun mics), drone coverage.
- Outputs: MP4 (1080p & UHD), subtitled final films (English & Hindi).

6. Team Composition

- Photography Team: 4 photographers + 1 on-site editor (for Inauguration, Closing Ceremony, Fashion Show and Cultural programmes).
- Videography Team: 4 videographers + 1 Editor (for Inauguration, Closing Ceremony, Fashion Show and Cultural programmes).
- Media Coordinator: 1 person managing live updates and liaising with team NIFT.

Signature of the agency / bidder


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7. Delivery Timeline

During CHAAP: Hourly photo updates and daily highlight videos.


Within one week post-event:

- Final post-produced photo archive.
- Long-format detailed film (45–60 min).
- 15-minute highlight film with daily sub-sections.
- Special thematic short films.

Important Notes:

- Other than an internet-connected computer for transferring and dumping images during the event, all other equipment requirements — including cameras, lighting, drones, audio devices, and editing workstations — will be the responsibility of the photography and videography team.
- Any change in the deliverable requirement and timelines will be communicated from time to time

Signature of the agency / bidder


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