

THAKURGANTI MANDRO SAKHI SILK HANDLOOM WEAVERS PRIVATE LIMITED

VILL-KANDHAR, PANCHAYAT-BHAGAIYA, BLOCK-THAKURGANTI, BHAGAIYA, GODDA, MEHARMA, JHARKHAND - 813208
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Letter No: TMSSHWPL/26-27/03

Dated: 13/05/2026

LETTER OF INVITATION

To,

The Interested Firms/Institutions

Sub: - Hiring of Consultant for Product catalogue development, Product Photography- (Wide Background Shots), Product Mood Shots with Models, Design of Branding Materials (Labels, Logo, Brochures), Linkage with E-Commerce and Online Sales Channels and Documentation of Best Practices for TMSSHWPL.

Dear Sir:

1. You are hereby invited to submit technical and financial proposals for consultancy services required for Product catalogue development, Product Photography- (Wide Background Shots), Product Mood Shots with Models, Design of Branding Materials (Labels, Logo, Brochures), Linkage with E-Commerce and Online Sales Channels and Documentation of Best Practices for Producer Enterprise, which could form the basis for future negotiations and ultimately a contract will be entered between you and TMSSHWPL.
2. **Scope of Work:** The scope of work includes the following components:

2.1 Product Catalogue Development

Activities:

- a. Design and development of professional product catalogues for print and digital dissemination
- b. Content writing, editing, and standardization of product descriptions
- c. Photography and visual curation of cluster products

Deliverables:

- a. One digitally printed product catalogue featuring 80–100 cluster products

2.2 Product Photography – Wide Background Shots

Activities:

- a. High-resolution product photography with white or theme-based backgrounds
- b. Image processing and optimization for print and digital platforms

Deliverables:

- a. 100–125 high-resolution product images covering 50–60 cluster products
- b. One E-catalogue in PDF format
- c. Three digitally printed catalogue

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DIRECTOR

2.3 Product Mood / Lifestyle Photography with Models

Activities:

- a. Conceptualization and execution of lifestyle/mood photography using professional models
- b. Styling, location selection, and post-production

Deliverables:

- a. 15–20 high-resolution lifestyle/mood images
- b. One E-catalogue in PDF format
- c. Three digitally printed catalogues

2.4 Design of Branding Materials

Activities:

- a. Design or redesign of logo for TMSSHWPL, if required
- b. Design of product labels, packaging, and promotional materials
- c. Design of brochures and branding collaterals

Deliverables:

- a. Final artwork files for logos, labels, packaging materials, and brochures in print- and digital-ready formats

2.5 Linkage with E-Commerce and Online Sales Channels

Activities:

- a. Facilitation and support for onboarding of cluster products onto e-commerce platforms such as Amazon, Flipkart, India MART, and similar portals
- b. Assistance in preparation of product listings including images, descriptions, and basic catalogue structuring as per platform norms

Deliverables:

- a. Successful onboarding of identified cluster products on selected e-commerce platforms

2.6 Documentation of Best Practices

Activities:

- a. Photo and video documentation of cluster activities, training programs, production processes, and enterprise operations
- b. Development of written case studies, success stories, and weaver profiles

Deliverables:

- a. Edited photo and video documentation
- b. Raw photo and video files
- c. Written documentation and case studies
- d. Submission of deliverables in soft copy and hard copy formats

3. The following documents are enclosed to enable you to submit your proposal:

- (a) Terms of reference (TOR) (Annexure-I);
- (b) Supplementary information for consultants, including a suggested format of curriculum vitae (Annexure- II); and
- (c) A sample format of the contract for consultants' services under which the service will be performed (Annexure-III).

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DIRECTOR

4. **The Submission of Proposals:** The proposals shall be submitted in two parts, viz., Technical and Financial, and should follow the instructions and format given in the "Supplementary Information for Consultants." The Technical proposal will be opened first for evaluation. The Financial proposal of technically qualified Firms/Institutions will be opened only.

Proposals must be in a sealed envelope, and the envelope should consist of two separate envelopes, e.g., (1) Technical bid and (2) Financial bid, and both envelopes should be put in a single envelope.

Proposals should be addressed to: **The Chief Executive Officer, Thakurganti Mandro Sakhi Silk Handloom Weavers Private Limited, Vill- Kandhar, Panchayat-Bhagaiya, Block-Thakurganti, Bhagaiya, Godda Meharna, Jharkhand, India – 812308.**

The proposals will be received in the office of TMSSHWPL up to **15:30 hours on 6 June, 2026**, by post/courier or by hand.

5. **Deciding Award of Contract:**

Quality and competence of the consulting service shall be considered as the paramount requirement.

Negotiations will be held with you only if the technical proposal is acceptable. You must be prepared to furnish the detailed cost break-up and other clarifications to the proposals submitted by you, as may be required to adjudge the reasonableness of your price proposals. If the negotiation with you is successful, the award will be made to you. If negotiations fail, and if it is concluded that a contract with reasonable terms cannot be concluded with you, the process of selection of Consultant, issue of letter of invitation etc. will be repeated till an agreed contract is concluded.

6. Please note that the TMSSHWPL is not bound to select any of the Consultant submitting proposals.
7. You are requested to hold your proposal valid for a period of **120 days** from the date of submission during which period you will maintain without change, your proposed price. The TMSSHWPL will make its best efforts to finalize the agreement within this period.
8. Please note that the cost of preparing a proposal and of negotiating a contract including visits to TMSSHWPL, if any; is not reimbursable as a direct cost of the assignment.
9. Assuming that the contract can be satisfactorily concluded by **June 2026**, you will be expected to take up/commence the assignment after the date of signing of the contract.

10. **Tax Liability:**

Please note that the remuneration which you receive from this contract will be subject to the normal tax liability in India. Kindly contact the concerned tax authorities for further information in this regard, if required.

11. We would appreciate if you inform us by Telex/E-mail within three days from the receipt of the letter:

- (a) Your acknowledgment of the receipt of this letter of invitation; and
- (b) Whether or not you will be submitting the proposal.


ARTHAKUF SANGHI
SILK HANDLOOM WEAVERS PVT. LTD.

DIRECTOR

For, Thakurganti Mandro Sakhi
Silk Handloom Weavers Pvt. Ltd

Sd/ **CEO**
Chief Executive Officer

Enclosures:

Annexure-I: Terms of Reference.

Annexure-II: Supplementary Information to Consultants.

Annexure-III: Draft contract under which service will be performed

Annexure-I Terms of Reference for empanelment of Consultant for Product catalogue development, Product Photography- (Wide Background Shots), Product Mood Shots with Models, Design of Branding Materials (Labels, Logo, Brochures), Linkage with E-Commerce and Online Sales Channels and Documentation of Best Practices of TMSSHWPL.

1. **Background:** TMSSHWPL proposes to engage a professional agency for Product Catalogue Development, Product Photography, Branding and Design Services, E-Commerce Enablement, and Documentation of Best Practices for cluster-based handloom products. The objective of this engagement is to enhance market readiness, brand visibility, digital presence, and long-term sustainability of the Producer Enterprise.

The outputs under this assignment shall also serve as reference material for future negotiations and may culminate in a formal contractual agreement between TMSSHWPL and the selected agency.

2. Objectives:

The key objectives of this assignment are as follows:

- To develop high-quality print and digital product catalogues for cluster products
- To create professional product and lifestyle photography suitable for e-commerce and promotional use
- To strengthen branding and visual identity of TMSSHWPL
- To facilitate linkage of cluster products with national e-commerce platforms
- To document best practices, success stories, and production processes for institutional learning and replication

3. Scope of Work

3.1 Product Catalogue Development

Activities:

- Design and development of professional product catalogues for print and digital dissemination
- Content writing, editing, and standardization of product descriptions
- Photography and visual curation of cluster products

Deliverables:

- One digitally printed product catalogue featuring 80–100 cluster products

3.2 Product Photography – Wide Background Shots

Activities:

- High-resolution product photography with white or theme-based backgrounds
- Image processing and optimization for print and digital platforms

Deliverables:

- 100–125 high-resolution product images covering 50–60 cluster products
- One E-catalogue (PDF format)

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DIRECTOR

- c. Three digitally printed catalogues

3.3 Product Mood / Lifestyle Photography with Models

Activities:

- a. Conceptualization and execution of lifestyle/mood photography using professional models
- b. Styling, location selection, and post-production

Deliverables:

- a. 15–20 high-resolution lifestyle/mood images
- b. One E-catalogue (PDF format)
- c. Three digitally printed catalogues

3.4 Design of Branding Materials

Activities:

- a. Design or redesign of logo for TMSSHWPL, if required
- b. Design of product labels, packaging, and promotional materials
- c. Design of brochures and branding collaterals

Deliverables:

- a. Final artwork files for logos, labels, packaging materials, and brochures in print- and digital-ready formats

3.5 Linkage with E-Commerce and Online Sales Channels

Activities:

- a. Facilitation and support for onboarding of cluster products onto e-commerce platforms such as Amazon, Flipkart, India MART, and similar portals
- b. Assistance in preparation of product listings including images, descriptions, and basic catalogue structuring as per platform norms

Deliverables:

- a. Successful onboarding of identified cluster products on selected e-commerce platforms

3.6 Documentation of Best Practices

Activities:

- a. Photo and video documentation of cluster activities, training programs, production processes, and enterprise operations
- b. Development of written case studies, success stories, and weaver profiles

Deliverables:

- a. Edited photo and video documentation
- b. Raw photo and video files
- c. Written documentation and case studies
- d. Submission of deliverables in soft copy and hard copy formats

4. Deliverables Summary

Sl. No.	Component	Key Deliverables
1	Product Catalogue Development	Printed catalogue (80-100 products)
2	Product Photography	100-125 images, 1 e-catalogue (PDF), 3 printed catalogues

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3	Mood Photography	15-20 images, 1 e-catalogue (PDF), 3 printed catalogues
4	Branding Materials	Logos, labels, packaging, brochures
5	E-Commerce Linkage	Product onboarding on selected platforms
6	Best Practices Documentation	Edited & raw photo/video, case studies

5. **Reporting and Review:** All deliverables shall be submitted to TMSSHWPL for review and approval. Revisions, if any, shall be incorporated as per mutually agreed terms. Periodic progress updates shall be shared during the assignment period.
6. **Duration of Assignment:** The duration of the assignment shall be finalized mutually upon award of work and shall be mentioned in the formal agreement.
7. **Ownership and Usage Rights:** All photographs, designs, documents, and related materials developed under this assignment shall remain the property of TMSSHWPL, unless otherwise specified in the agreement.
8. **General Terms:** The agency shall ensure confidentiality of all project-related information. All work shall adhere to applicable government guidelines and quality standards. Any modification to the scope shall be undertaken only with written approval of TMSSHWPL.
9. **Eligibility Criteria:**
- Registered firm/agency/individual with relevant PAN, GST (if applicable)
 - Proven track record of similar assignments in the handloom/textile/CSR sector preferred
 - Portfolio or samples of past work in the applied category
 - Experience: Minimum 5 years' experience in the field of videography/Product Photography- (Wide Background Shots), Product Mood Shots with Models, Product catalogue, Design of Branding Materials (Labels, Logo, Brochures), Linkage with E-Commerce and Online Sales Channels and Documentation of Best Practices.
 - Experience of working with government, NGOs, Producer Companies or social enterprises will be an advantage.
 - Consultants may apply for a single service component or multiple components as per their expertise. Each component will be evaluated separately.
10. **Setup/Equipment used for the Photography/Videography:**
- The video camera used for the shooting should be of HD range of professional cameras or equivalent or higher side.
 - DSLR or High-Resolution camera should be used for photography.
 - Editing set up required for knowledge products editing (FCP preferable).
 - Makeup Artists and Models for Product Photography- (Wide Background Shots), Product Mood Shots with Models
 - All equipment's/gadgets or any additional manpower/equipment required for the above activities should be provided/arranged by the consultant.

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11. Deliverable: Annual Rate Chart on the following activities.

Sl. No	Activities to be undertaken	Remarks
1	One digitally printed product catalogue featuring 80-100 cluster products	
2	100-125 high-resolution product images covering 50-60 cluster products	
	One E-catalogue in PDF format	
	Three digitally printed catalogues	
3	15-20 high-resolution lifestyle/mood images	
	One E-catalogue in PDF format	
	Three digitally printed catalogues	
4	Final artwork files for logos, labels, packaging materials, and brochures in print- and digital-ready formats	
5	Successful onboarding of identified cluster products on selected e-commerce platforms	The consultant will provide all the required equipment, manpower etc. For the videography, all master tapes must be archived by the consultant
6	Edited photo and video documentation	
	Raw photo and video files	
	Written documentation and case studies	
	Submission of deliverables in soft copy and hard copy formats	

Duration of the Consultancy: One year from the date of signing of the contract and the rate quoted should remain constant during the contract period. If the performance is satisfactory, the contract can be extended for a further period of one year.

Reporting: All the day-to-day activities and quality of the photography and videography shall be verified by the CEO, Nodal Officer (Block and District), Board of Directors.

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DIRECTOR

SUPPLEMENTARY INFORMATION FOR CONSULTANTS

Proposals

1. Proposals should include the following information:

(a) **Technical Proposals**

- (i) Firm/Institution details (Form-2).
- (ii) An outline of recent experience on assignments/ projects of similar nature executed during the last ten years in the format given in Form F-3
- (iii) A description of the manner in which Consultant would plan to execute the work. Work plan time schedule in Form F-4 and approach or methodology proposed for carrying out the required work.
- (iv) Indicative Timeline Table (Activity, Duration, Deliverables)
- (v) The Consultant's comments, if any, on the data, services and facilities to be provided by TMSSHWPL indicated in the Terms of Reference (TOR).

2. **Financial Proposals**

The financial proposals should include the Schedule of Price Bid in Form F - 5.

3. **Contract Negotiations**

The aim of the negotiations is to reach an agreement on all points with the consultant and initial a draft contract by the conclusion of negotiations. Negotiations commence with a discussion of Consultant's proposal, the proposed work plan, and any suggestions you may have made to improve the Terms of Reference. Agreement will then be reached on the final Terms of Reference and the bar chart, which will indicate periods in months and reporting schedule. Once these matters have been agreed, financial negotiations will take place and will begin with a discussion of your proposed monthly rates.

4. **Terms of Payment ***

The mode of payment for the work performed by the Consultant shall be as follows:

- (i) All payments will be made after completion of the assignment, as per the approved rates.

Note: All payments shall be made upon submission of bills by the Consultant after completion of the assignment.

5. **Review of Reports/Photography/Videography:**

A review committee of THSSHWPL will review the activities undertaken and any suggestion any modifications/changes considered shall be incorporated immediately.

FOR THAKUR GANGTI MANDRO SAKHI
SILK HANDLOOM WEAVERS PVT. LTD.

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DIRECTOR

FORM NO. F-1

From:

To
The Chief Executive Officer,
Vill-Kandhar, Panchayat-Bhagaiya, Block-Thakurganti
Meharma, Godda, 813208
Jharkhand

Sub: - Hiring of Individual Consultant for Product catalogue development, Product Photography- (Wide Background Shots), Product Mood Shots with Models, Design of Branding Materials (Labels, Logo, Brochures), Linkage with E-Commerce and Online Sales Channels and Documentation of Best Practices for TMSSHWPL.

I _____ hereby declare that our firm/institution is submitting a Technical and Financial Proposal for selection as a service provider for TMSSHWPL.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India, namely the "Prevention of Corruption Act 1988".

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

Yours faithfully,

FOR THAKUR GANGTI MANDRO SAKHI
SILK HANDLOOM WEAVERS PVT. LTD.

आरती देवी शर्मा देवी
DIRECTOR

Signature: _____

Full name: _____

and address: _____

FORM F-2**FORMAT OF FIRM/INSTITUTIONS DETAILS**

1	Name of the Firm/Institution	
2	Email Id	
3	Registraion/Incorporation Certificate	
4	Legal Status (Individual/Proprietorship/Partnership/Pvt Ltd/Any Others	
5	Year of Establishment	
6	Registered office Address	
7	PAN No.	
8	GST No. (If Applicable)	
9	Tender No & Title	
10	Deceleration of acceptance of all terms and conditions with signature and seal	
11	Contact Person and Designation	
12	Any Other (Please Specify)	

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FORM F-3

ASSIGNMENTS OF SIMILAR NATURE SUCCESSFULLY COMPLETED
DURING LAST 3 YEARS (FY)

Outline of recent experience on assignments of similar nature:

Sl. No.	Name of the Assignment	Name of the Project	Owner or Sponsoring Authority	Cost of Assignment	Date of Commencement	Date of Completion	Links or Samples
1	Product Catalogues						
2	Product Photography						
3	Branding & Design						
4	E-Commerce Listing						
5	Written Video Documentation of best practice.						

Note: Please attach certificates from the employer by way of documentary proof, if any:

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SILK HANDLOOM WEAVERS FVL LTD.

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DIRECTOR

FORM F-4

WORK PLAN TIME SCHEDULE

A. Field Investigation

Sl. No.	Activities to be undertaken	Month wise Program		
		1 st Month	2 nd Month	3 rd Month

B. Compilation and submission of reports

1. Draft Final Report

2. Final Report

C. A short note on the line of approach and methodology outlining various steps for performing the assignment.

D. Comments or suggestions on "Terms of Reference."

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शारदा देवी शर्मा
DIRECTOR

FORM F-5

SCHEDULE OF PRICE BID:

Sl. No	Activities to be undertaken	Unit Price (INR) Including GST.
1	One digitally printed product catalogue featuring 80-100 cluster products	
2	100–125 high-resolution product images covering 50–60 cluster products	
	One E-catalogue in PDF format	
	Three digitally printed catalogues	
3	15–20 high-resolution lifestyle/mood images	
	One E-catalogue in PDF format	
	Three digitally printed catalogues	
4	Final artwork files for logos, labels, packaging materials, and brochures in print- and digital-ready formats	
5	Successful onboarding of identified cluster products on selected e-commerce platforms	
6	Edited photo and video documentation	
	Raw photo and video files	
	Written documentation and case studies	
	Submission of deliverables in soft copy and hard copy formats	

Signature of Consultant

Note: The selected consultant will provide all the required equipment, studio, model, manpower etc. For the videography, all master tapes must be archived by the consultant.

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DIRECTOR

Draft Letter of Contract

Sub: - Hiring of Individual Consultant for Product catalogue development, Product Photography- (Wide Background Shots), Product Mood Shots with Models, Design of Branding Materials (Labels, Logo, Brochures), Linkage with E-Commerce and Online Sales Channels and Documentation of Best Practices for TMSSHWPL.

(Name of Consultant)

We herewith confirm your consulting appointment to carry out the above-mentioned assignment specified in the attached Terms of Reference.

For administrative purposes (Name of responsible staff of Borrower) has been assigned to administer the assignment and to provide the Consultant with all relevant information needed to carry out the assignment. The services will be required in (Name of Project) for about _____ days/months, during the period from _____ to _____. These dates are estimates and (Name of Borrower) may find it necessary to postpone or cancel the assignment and/or shorten or extend its duration. However, every effort will be made to give you, as early as possible, notice of any such changes. In the event of termination, the (Name of Consultants) shall be paid for the services rendered for carrying out the assignment to the date of termination, and will provide the (Name of Borrower) with any reports or parts thereof, or any other information and documentation gathered under this Contract prior to the date of termination.

This Contract, it's meaning and interpretation and the relations between the parties shall be governed by the laws of the Union of India.

Set out below are the terms and conditions under which you have agreed to carry out the assignment. The services to be performed, the estimated time to be spent, and the reports to be submitted will be in accordance with the attached Terms of Reference.

This Contract will become effective upon confirmation of this letter by you and will terminate on _____, or such other date as mutually agreed.

Payments for the services will not exceed an amount of _____.

You will be paid your charges as follows, within 30 days of receipt of invoice a fee of:

Amount	Currency	
.....		upon receipt of a confirmed copy of this letter and submission of inception report.
.....		upon receipt of the draft report.
.....		upon receipt of the final report acceptable to (Name of Client)

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The above fee includes all the costs related to carrying out the services, including overhead and any taxes.

You will be responsible for appropriate insurance coverage. In this regard, you shall maintain medical, travel, accident and third-party liability. You shall indemnify and hold harmless, the (Name of Client) against any and all claims, demands, and/or judgments of any nature brought against the (Name of Client) arising out of the services under this Contract. The obligation under this paragraph shall survive the termination of this Contract.

All materials produced or acquired under the terms of this Contract written, graphic, film, magnetic tape or otherwise shall remain the property of the (Name of Client). The (Name of Client) retains the exclusive right to publish or disseminate reports arising from such materials. The rights and duties provided for in this paragraph shall continue, notwithstanding the termination of this Contract or the execution of its other provisions.

You will carry out the assignment in accordance with the highest standard of professional and ethical competence and integrity, having due regard to the nature and purpose of the assignment, and will conduct yourself in a manner consistent herewith.

You will not assign this Contract or sub-contract or any portion of it without the Client's prior written consent.

You should agree that, during the term of this Contract and after its termination, you and any entity affiliated with you, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

You shall pay the taxes, duties fees, levies and other impositions levied under the Applicable law and the Client shall perform such duties, in regard to the deduction of such tax, as may be lawfully imposed.

You will also agree that all knowledge and information not within the public domain which may be acquired during the carrying out of this Contract, shall be, for all time and for all purpose, regarded as strictly confidential and held in confidence, and shall not be directly or indirectly disclosed to any person whatsoever, except with the (Name of Client) written permission.

Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with Arbitration & Conciliation Act 1996.

Read and Agreed:

Place:

(Signature & Name of

Consultant) Date:

(Signature & Name of Client's Representative)

Attachment: (i) Terms of Reference and Scope of Services; and (ii) Consultant's Reporting Obligation

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