

**Government of India**  
**Ministry of Home Affairs**  
**Office of the Registrar General, India**  
**2A Mansingh Road, New Delhi 110011**  
**censusindia.gov.in**

**Date 31st January 2011**

**Tender Notice 9/12/2011 CD (CEN) Part B dated: 31<sup>st</sup> January 2011**

Sealed Tenders are invited by the Registrar General & Census Commissioner, India for the **Appointment of Professional Photographer or Professional Agency to photographically document Census 2011 Operations**

**Last Date of Submission of Tender: 3:00 PM on 7<sup>th</sup> February 2011**

**Opening of Tender: 3: 30 PM**

**Background:**

1. The Population Census in India undertaken by the Union Government is a mammoth and gigantic operation where information on every resident of the country is collected every ten years. The information is used to prepare developmental plans and in studying different characteristics of the population.
2. The Population Enumeration phase of Census 2011 will begin on 9<sup>th</sup> February 2011 and culminate on 5<sup>th</sup> March 2011.
3. To document the Census 2011 operation in general and to collect a snapshot of the land and the people depicting the diverse culture and geography as existing at this time it is proposed to appoint a professional firm or professional individual photographer who will be responsible for taking good quality photographs.
4. The photographs would be the property of Office of the Registrar General, India
5. The photographs may also be used to produce a Coffee Table Book on Census 2011 or in any manner as decided by the Registrar General, India

**Theme:**

*"Strength in numbers. Our Census. Our Future."*

"All our life, the population of our country has been discussed with absolute negativity. The number of people has always been an obstacle for national

growth and individual empowerment, besides being the cause for every single problem the people of this country face. It is only now, after all these years, that it is now believed that our population is in fact, our strength.

Skilled, yet cheap labour has resulted in many entrepreneurs in our country. Our young and growing labour force has a sizeable section that is proficient in English, and the remaining masses are eager for employment opportunities. These are strengths being leveraged by not just various classes of our own country, but also by foreign countries and international organisations/ multi national companies. To leverage this population is key for India. Much needs to be done to fully utilize India's population in a positive direction.

This Census, this one time, every individual of our population – from every region, every village, every city; every religion, whether Hindu, Muslim, Jain, Christian, Sikh, or a follower of any other faith; the elderly, the children, the infants; the differently abled, to the woman solely carrying out her familial responsibilities – each one of them, irrespective of their qualifications, will come forward to help the country move forward. Together, they will get counted and not leave a single individual behind. They are the strength that the country wants to identify.”

The photographs would have to capture this ethos in a creative manner.

#### **Eligibility Criteria for Bidders:**

6. The Bidder should be registered with the Government/Municipal Authorities etc., as required under the Law for carrying out business. In case of individual photographer, she/he has to be accredited by the Government (Central or State). A copy of the said Certificate (s) is to be enclosed with the Bid. **The Bidder should not have been blacklisted by any Central Government/State Government Offices and any other public Sector Undertakings.**

#### **Zonal Divisions:**

- a. The country is divided into six zones for the purpose of coverage as in the following:

North Zone: 1. Jammu & Kashmir, 2. Himachal Pradesh, 3. Punjab, 4. Chandigarh, 5. Uttarakhand, 6. Haryana, 7. Delhi, 8. Uttar Pradesh

East Zone: 9. Bihar, 10. Jharkhand, 11. West Bengal, 12. Sikkim, 13. Orissa

North-eastern Zone: 14. Assam, 15. Meghalaya, 16. Arunachal Pradesh, 17. Nagaland, 18. Manipur, 19. Mizoram, 20. Tripura

Western Zone: 21. Madhya Pradesh, 22. Chhattisgarh, 23. Rajasthan, 24. Gujarat, 25. Dadra & Nagar Haveli, 26. Daman & Diu, 27. Maharashtra, 28. Goa

South Zone: 29. Andhra Pradesh, 30. Tamil Nadu, 31. Karnataka, 32. Kerala, 33. Lakshadweep, 34. Pondicherry, 35. A & N Islands.

**Methodology:**

- i. The entire photography in the country has to be taken up and completed within the specified period of 9<sup>th</sup> February 2011 to 5<sup>th</sup> March 2011.
- ii. The successful Agency/Photographer should have sufficient organizational arrangement to appoint local representatives in each Zone as it will not be practical or economically feasible to cover the entire country from one location within the specified period.
- iii. The photographers would have to travel to the local towns/villages for taking the photographs as per the theme specified above on subjects listed below in item (iv).
- iv. The photographer will have to undertake photography in consultation with and support from the local Directorate of Census Operations located at all State/UT Capitals except Daman & Diu and Dadra & Nagar Haveli.
- v. The successful Agency/Photographer will have to take creative photographs covering the enumeration process (i.e., canvassing by Enumerators, Supervision, Publicity, Discussion with local persons, etc) as well as subjects dealt in census (i.e., Population, Children, literates & illiterates, SCs/STs, linguistic groups, disabled persons, economic activity, migration and fertility).
- vi. The subject matter will have to be depicted through photography of the landscape and the people.
- vii. Photograph from any other source (Websites, Image Bazaar, etc) will not be accepted.

**List of locations:**

- a. All State/UT capitals and the villages located within 50 to 100 KM of the capital cities (35 States)
- b. Inhospitable areas: In J&K, Uttarakhand, Himachal Pradesh, Rajasthan, A & N Islands (5 locations)
- c. Forest areas: Jharkhand, Chhattisgarh, Karnataka (3 locations)

- d. Tribal areas: A&N Islands, Arunachal Pradesh, Nagaland, Mizoram, Madhya Pradesh, Maharashtra (6 locations)

**Number of photographs:**

- a. The successful Agency/Photographer will have to submit at least 50 good quality photographs on the subjects specified for each of the locations above (minimum 49 locations).
- b. The photographs would have to cover both the towns as well as the villages. Of the total 50 photographs for towns and villages, at least 20 photographs should be from the villages.
- c. The photograph of the subject creatively is the ultimate deliverable.
- d. Only photographs, which are found to be of good quality, will be accepted. In case of shortfall in the specified number of photographs to be submitted as deliverables the photographer/Agency will have to submit fresh photographs.

**Specifications**

- The photographs would have to be taken by a high resolution professional camera
- The photograph should have minimum resolution of 300 dpi
- The size of the photograph should be 9 cm X 7 cm.

**Submission of tender:**

7. Intending firms/professional photographers fulfilling the eligibility criteria should submit their Bid in prescribed proforma at **Annex-I** in separate sealed covers duly superscribed as "Bid for Supply of Photographs".
8. It should be addressed to "**The Senior Research Officer (SS), Office of the Registrar General, India, 2A Man Singh Road, New Delhi 10011.**"
9. If tenders are submitted by hand, then sealed envelope must indicate TENDER NO. & DUE DATE OF OPENING as well and shall be deposited in the TENDER BOX provided for the purpose.
10. If the tenders are sent by post, then tender must be sent in double cover INSIDE COVER should have TENDER NO. & DUE DATE OF OPENING AND SEALED while OUTSIDE COVER should only bear address of the purchaser without mentioning tender number & due date of opening and need not be sealed.

**Earnest Money Deposit (EMD):**

11. Bidders are required to deposit Rs 20,000/- (Rupees Twenty thousand only) towards EMD in the form of Account Payee Demand Draft/Banker's Cheque from any Nationalised/Scheduled Bank drawn in favour of "PAO (Census)" payable at New Delhi along with the Bid.
12. Any bid without EMD will be rejected by the Purchaser as non responsive.
13. Unsuccessful Bidder's Earnest Money will be discharged/ returned as promptly as possible, but not later than 30 days after the expiration of the period of bid validity prescribed by the Purchaser.
14. The successful bidder's EMD will be returned only after the completion of supplies to the satisfaction of the purchaser.
15. Bank charges towards preparation of EMD are to be borne by the Bidder. No interest will be payable by the Purchaser on the amount of the EMD.
16. **Failure of the successful Bidder to comply with the supply order shall constitute sufficient grounds for the annulment of the award and forfeiture of the EMD, in which event the purchaser may make the award to the next lowest evaluated Bidder at the risk and cost of the successful Bidder.**

**Payment:**

17. Payment of the contracted amount will be released in the following order:
  - a. Mobilization Advance: 20% of the contracted amount
  - b. Balance 80%: On supply of all the photographs in digital format to **"The Senior Research Officer (SS), Office of the Registrar General, India, 2A Man Singh Road, New Delhi 10011 as per approved specifications.**
  - c. Applicable Income Tax will be deducted from the total amount at source as per IT rules.

**Sales Tax/VAT clearance Certificate:**

18. A copy of latest Sales Tax/VAT clearance certificate duly self-attested should be submitted along with offer.

**Bank Charges:**

19. Bank charges, if any, shall be borne by the successful tenderer.

**Delivery:**

20. The photographs will have to be delivered within 15<sup>th</sup> April 2011
21. The photographs will have to be delivered in .jpg and .psd formats in DVD as well as in a detachable hard disk.
22. The material should be properly delivered to **"The Senior Research Officer (SS), Office of the Registrar General, India, 2A Man Singh Road, New Delhi 10011 as per approved specifications** in conformity with the specification and supplied to the satisfaction of the concerned authority/ Purchaser.

**Purchaser's Right to Accept any Bid and Reject any or all Bids:**

23. The Purchaser (Office of the Registrar General, India) reserves the right to accept any bid, and to annul the Tender Process at any time prior to award of Contract or reject any or all bids without assigning any reason thereof and without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders on the grounds for the Purchaser's action.

**Amendments to the Tender:**

24. Before the last date for the receipt of tender, the Directorate may amend any of the tender conditions as may be desired or wherever the Directorate feels that such an amendment is absolutely necessary. The Directorate at its discretion may or may not extend the due date and time for the submission of tender documents on account of amendments. Any such amendments to the tender conditions will be put on the Census Website [www.censusindia.gov.in](http://www.censusindia.gov.in) (Tender).

**Proforma for Bid and its Enclosures:**

25. There will only be one bid giving details of technical as well as financial bids.
26. The Tender Bid submitted must include the following details
  - a. Name of the Firm/Agency/Photographer
  - b. Name of the Firm/Agency/Photographers in each Zone
  - c. Methodology and the plan for taking photographs
  - d. Full details of the programme to cover each location
  - e. Specifications of Camera to be used in all locations
  - f. Complete CV showing past experiences

g. Other:

- i. EMD of specified amounts in the form of Account Payee Demand Draft/Banker's Cheque from any Nationalised/Scheduled Bank drawn in favour of "PAO (Census)" payable at New Delhi
  - ii. Copies of Income Tax Returns for 2007-08, 2008-09, 2009-2010
  - iii. A copy of latest Sales Tax/VAT clearance certificate duly self-attested/stamped;
  - iv. Copy of the Registration Certificate of the Bidder/Firm;
  - v. In case of Individual Photographers copy of the Accreditation Certificate form Central/State Government or Press Information Bureau be enclosed
  - vi. Self Certificate, duly signed by the tenderer that the tenderer is not currently blacklisted by any other Central Government/State Government Department / Public Sector Undertakings.
-