

## अनुबंध | Contract



अनुबंध क्रमांक | Contract No: GEMC-511687736614449

अनुबंध तिथि | Contract Generated Date : 02-Jan-2026

बोली/आरए/पीबीपी संख्या | Bid/RA/PBP No.: [GEM/2025/B/6637866](#)

संगठन विवरण   Organisation Details	खरीदार विवरण   Buyer Details
<p>प्ररूप   Type : Central Government</p> <p>मंत्रालय   Ministry : Ministry of Communications</p> <p>विभाग   Department : Department of Telecommunications (DOT)</p> <p>संगठन का नाम   Organisation Name : NATIONAL INSTITUTE OF COMMUNICATION FINANCE</p> <p>कार्यालय क्षेत्र   Office Zone: Ghitorni New Delhi</p>	<p>पद   Designation : ACCOUNTS OFFICER PROCUREMENT</p> <p>संपर्क नंबर   Contact No. : 011-26502583-</p> <p>ईमेल आईडी   Email ID : modak.71@gov.in</p> <p>जीएसटीआईएन   GSTIN : 07DELN14784A1DA</p> <p>पता   Address : National Institute of Communication Finance, Mehrauli-Gurgaon Road, Ghitorni, New Delhi-11004, SOUTH WEST DELHI, DELHI-110047, India</p>

वित्तीय स्वीकृति विवरण   Financial Approval Detail	भुगतान प्राधिकरण विवरण   Paying Authority Details
<p>आईएफडी सहमति   IFD Concurrence : Yes</p> <p>प्रशासनिक अनुमोदन का पदनाम   Designation of Administrative Approval: DG</p> <p>वित्तीय अनुमोदन का पदनाम   Designation of Financial Approval : DG</p>	<p>Role: DDO</p> <p>भुगतान का तरीका   Payment Mode: PFMS</p> <p>पद   Designation : Assistant Accounts Officer2</p> <p>ईमेल आईडी   Email ID : suja.n@gov.in</p> <p>जीएसटीआईएन   GSTIN : -</p> <p>पता   Address: National Institute of Communication Finance, Mehrauli-Gurgaon Road, Ghitorni, New Delhi-11004, SOUTH WEST DELHI, DELHI-110047, India</p>

परिषिती विवरण Consignee Details			
क्र.सं.  S.No	परिषिती नाम & पता Consignee Name & Address	सेवा विवरण Service Description	मात्रा Quantity
1	संपर्क   Contact : - ईमेल आईडी   Email ID : vivek.sangtiani@gov.in जीएसटीआईएन   GSTIN : - पता Address : National Institute of Communication Finance, Mehrauli-Gurgaon Road, Ghitorni,New Delhi-110047, SOUTH WEST DELHI, DELHI-110047, India	Videography and Photography Services - Photography; Event Coverage; Event Photography	200

सेवा प्रदाता विवरण   Service Provider Details
<p>जेम विक्रेता आईडी   GeM Seller ID : 00EH240011884135</p> <p>कंपनी का नाम   Company Name : FRIEND MEDIA ADD CO.</p> <p>संपर्क नंबर   Contact No. : 09996084319</p> <p>ईमेल आईडी   Email ID : gurmeetsingh1133@gmail.com</p> <p>पता   Address : SHOP NO 2039, Circular Road, Rohtak, Circular Road, Rohtak, Circular Road, Rohtak, Rohtak, HARYANA-124001, -</p> <p>एमएसएमई पंजीकरण संख्या   MSME Registration number : UDYAM-HR-11-0009970</p> <p>जीएसटीआईएन   GSTIN: 06AVWPG8372L1ZQ (R)</p>
<p>खरीदार द्वारा सत्यापित एमएसएमई स्थिति   MSME Status as verified by buyer : Verified</p>
<p>एमएसई सामाजिक श्रेणी   MSE Social Category : General</p> <p>एमएसई लिंग श्रेणी   MSE Gender : Male</p>

\*जिसके नाम के पक्ष में GST/TAX इनवॉइस पेश किया जाएगा | GST / Tax invoice to be raised in the name of - Buyer

### सेवा विवरण | Service Details

सेवा प्रारंभ दिनांक (नवीनतम) | Service Start Date (latest by): 16-Jan-2026

सेवा समाप्ति तिथि | Service End Date : 15-Jan-2028

श्रेणी नाम | Category Name : Videography and Photography Services

बिलिंग चक्र   Billing Cycle: monthly			
विवरण   Description		Number Of Events to be Covered during Contract Period	Cost Per Coverage of Event As Per Video/Photo Shoot
Type Of Service	Photography	200	1652.5
Type Of Event	Event Coverage		
Type Of Photography/Videography	Event Photography		
Photo/Video Format	Jpg		
Photo/Video Resoultion	Full HD		
Event Duration to be covered	2 hours		
Time Of Delivery	2 Hours		
Live Telecast Projection	No		

कुल राशि (सूत्र) | Total Amount (Formula) :

( Cost Per Coverage of Event As Per Video/Photo Shoot*Number Of Events to be Cover ed during Contract Period )	
ऐडऑन के बिना कुल मूल्य   Total Value without Addons(INR)	330500
कुल एडऑन मूल्य   Total Addon Value(INR)	0
ऐडऑन सहित कुल मूल्य   Total Value Including Addons(INR)	330500
अनुबंध की राशि  Amount of Contract	
सभी शुल्क और करों सहित कुल अनुबंध मूल्य  Total Contract Value Including All Duties and Taxes(INR)	330500
मूल्य विभाजन की पेशकश की   Price Break up offered : <a href="#">प्राइज़ ब्रेक अप ऑफ़र किए गए दस्तावेज़ लिंक</a>   Price Break up offered Document link	
एसएलए विवरण  SLA Details	
<div>Special Terms and Conditions</div> <div>For</div> <div>Photography and Videography Services</div>	
<div>1. Agreement Overview</div> <p>This Agreement represents a Special Terms and Conditions (STC) and Service Level Agreement (SLA) between the Buyer and Service provider. The purpose of this agreement is to facilitate rendering of Photography and Videography Services at Buyer's premises or any other premises designated by buyer. This Agreement outlines the scope of work, obligations of both buyer and service provider, special terms and conditions related to service delivery and payment of services for mutual understanding of the stakeholders. The Agreement remains valid till completion of scope of services or end of contractual duration (whichever is earlier) unless either superseded by a revised agreement mutually endorsed by the stakeholders or terminated by either of the parties thereof.</p> <p>The Services contracts placed through GeM shall be governed by following set of Terms and Conditions:</p> <div><div>1. General terms and conditions for Services;</div><div>2. Service Specific STC of the Services contracts shall include the service level agreement (SLA) for the service;</div><div>3. BID / Reverse Auction specific ATC.</div></div> <p>The above terms and conditions are in reverse order of precedence i.e. ATC supersedes Service specific STC which supersede GTC, whenever there are any conflicting provisions. The above set of terms and conditions along with scope of work and service level agreement as enumerated in the document shall be construed to be part of the Contract between Buyer and Service Provider.</p>	
<div>2. Objectives and Goals</div> <p>The objective of this agreement is to ensure that all the commitments and obligations are in place to ensure consistent delivery of services to buyer by service provider.</p> <p>The goals of this agreement are to:</p> <div><div>1. Provide clear reference to service ownership, accountability, roles and responsibilities of both parties.</div><div>2. Present a clear, concise and measurable description of services offered to the buyer.</div><div>3. Establish terms and conditions for all the involved stakeholders, it also includes the actions to be taken in case of failure to comply with conditions specified.</div><div>4. To ensure that both the parties understand the consequences in case of termination of services due to any of the stated reasons.</div></div> <p>The agreement will act as a reference document that both the parties have understood the above-mentioned terms and conditions and have agreed to comply by the same. The agreement can also be revised/ modified on mutual consent of the stakeholders.</p>	
<div>3. Parties to Agreement</div> <p>The main stakeholders associated with this agreement are below-</p> <div><div>1. Buyer: Buyer is responsible to provide clear instructions, approvals and timely payments for the services availed</div><div>2. Service Provider: Service provider is responsible to provide all the required services in timely manner. Service provider may also include seller, any authorized agents, assignees, successors and nominees as described in the agreement.</div></div> <p>The responsibilities and obligations of the stakeholders have been outlined in this document. The document also encompasses service level/ deductions in case of non-adherence to the defined terms and conditions. It is assumed that all stakeholders have read and understood the same before signing the document.</p>	
<div>4. Scope of Services</div> <div><div>• Pre-production planning and coordination- Scripting and story board, Logistics for the complete crew. Selection and preparation of videography/photography equipment (cameras, lenses, lighting, sound, etc.).</div><div>• Crew Management- Coordination of the videography/photography team (camera operators, sound technicians, lighting crew, etc.).</div><div>• Shooting- On-location or studio shooting as per the agreed schedule.</div><div>• Scriptwriting and storyboarding- Creation of storyboards to outline visual elements and sequences</div><div>• On-location and studio shooting</div><div>• Post Production Activities- Audio and Video editing/mixing, color correction, and grading, sound effects, voice overs. Delivery of final edited videos in specified formats.</div><div>• Quality Assurance- Standards and criteria to be defined for quality assurance. Procedures to be defined for client feedback and approval at various stages.</div><div>• Additional Services-</div><div><div>o Live Streaming- Setup and management of live streaming services for events.</div><div>o Aerial Videography/Photography- Use of drones for capturing aerial footage.</div><div>o Multilingual Support- Subtitling and dubbing services in multiple languages.</div><div>o Distribution- Assistance with video distribution on platforms like YouTube, Vimeo, or social media.</div></div></div>	
<div>5. Terms and Conditions</div> <div>5.1 Buyers Obligations</div> <div><div>1. To ensure a successful collaboration and smooth execution of videography and photography services, the buyer should provide clear requirements to the service provider.</div><div>2. Buyer should provide a comprehensive brief outlining the scope of the project, including objectives, themes, key messages, and any specific requirements or preferences including preferences, formats, resolutions etc.</div><div>3. Buyer should review initial drafts of photographs and videos promptly and provide constructive feedback within the agreed timeframe to the service provider.</div><div>4. Buyer should designate a primary point of contact to liaise with the service provider for all communications and approvals.</div><div>5. Buyer Organization should make necessary arrangements for smooth entry to the place of event like issue of pass, Icards etc as per compliances.</div><div>6. Buyer should Provide clear instructions to access to necessary locations for event.</div><div>7. Ensure timely feedback on drafts and deliverables.</div><div>8. Buyer should timely inform service provider about any changes in schedule or requirements before the event starts.</div></div>	
<div>5.2 Service Provider Obligations</div> <div><div>1. For photography and video shooting, all the necessary equipments like digital video camera (HD ones), Lenses for Camera, flashlight, tripod, related accessories</div></div>	

- (memory card, lens cleaning kit, batteries etc), audio equipments, editing tools, assistants etc will have to be arranged by the Service Provider as per requirement.
2. It is service provider's responsibility to bring all the back drops, props for videography and photography if required as mentioned by the Buyer in their requirement.
3. Required number of Drones to be arranged by the service provider if mentioned by the buyer in the requirement for providing services.
4. Timely presence of representatives from the service provider at the venue before the event starts.
5. After the photography/videography of the informed program / ceremony, all photographs and videos will have to be loaded on the computer/pen drive/hard drive/emailed and to be handed over to the Buyer Organization as mentioned by the buyer.
6. If mentioned by the Buyer Organization, photos and videos to be made available for social media post immediately after the event.
7. All photography and videography tasks must be executed according to the instructions provided by the designated officer. Additionally, the resulting photographs and video footage shall not be shared with any parties other than the Buyer department.
8. Service Provider must provide quality service, photo and video recording quality, mixing, voice over service should be best.

### 5.3 Other Terms & Conditions

1. If the photographer or videographer fails to arrive at the specified time, the task will be assigned to an alternate photographer or videographer, Deductions and Penalties will be imposed on the Service Provider as mentioned in the contract.
2. Additional number of photographers (if required) to be arranged by the Service Provider without any additional cost to the Buyer.
3. After award of contract and acceptance of terms and conditions, there will be no change in rates till the termination of contract.
4. Poor videography / photography shall not be accepted. Buyer has every right to accept or reject the quality of video / photographs.
5. The Service Provider shall be responsible for safety of his equipment. While entering the premises, the service provider shall follow entry rules and obtain necessary permits.
6. The service provider shall not to disclose any photographs, videos, or related materials to any third party without the express consent of the client. All deliverables will be provided exclusively to the buyer department.
7. The service provider shall adhere to all applicable laws, regulations, and industry standards. This includes obtaining necessary permits, releases, and permissions for all shoots.

### 6. Payment Terms and Conditions

- 6.1 Payment shall be made once the Service Provider submits the invoice online on GeM alongwith other relevant documents and after generation of Service Delivery Acceptance Certificate (SDAC) by consignee for the submitted invoice.
- 6.2 All deductions (if applicable) will be accounted/deducted during SDAC generation before making the payments. Payment will be made through bank transfer only and in no circumstance cash/ cheque payment will be made.

### 7. Deductions / LD

Sl. No	Service Level Agreement	Base Line Performance	Penalties for breach		
			1 Instance	2 Instance	3 Instance
1	Delay in delivery	On time	1% of the billing amount	1% of billing amount	1.5% of billed amount per instance thereon
2	Failure to Deliver	Zero	1% of billing amount	1.5% of billing amount	2% of billed amount per instance thereon
3	Quality not acceptable	Zero	1% of billing amount	1.5% of billing amount	2% of billed amount per instance thereon
4	violation/Non-compliance related to requirements/rules and regulations	Zero	1% of billing amount	1.5% of billing amount	Buyer may cancel or terminate the contract
5	Cumulative Penalty	Cumulative Penalty shall be capped at 10% of the total contract value.			

### 8. Amendment to contract

During service delivery period some conditions may occur when the Buyer and/ or Service Provider may require to amend the Contract, some of such conditions may be as followed-

**8.1 Amendment of the Contract after event of Force Majeure:** A Force Majeure (FM) means extraordinary events or circumstance beyond human control such as an event described as an act of God (like a natural calamity) or events such as a war, strike, riots, crimes (but not including negligence or wrongdoing, predictable/seasonal rain and any other events specifically excluded in the clause).In case of occurrence of such event which has affected either party directly to perform the agreed services, the contract can be amended. However, cause, evidence and nature of such effect shall be notified to the other party.

8.2 Amendment in statutory variations: All statutory variations leading to increase in the cost of the contract will be debited to the buyer accounts.

## 9. Termination of contract

The Agreement shall be come to an end either on completion of the Contract Period or shall be terminated for the following reasons:

**9.1 Mutual consent:** The contract may be terminated based on mutual consent in case the services are no longer required. Termination based on mutual consent will not attract any penalties or shall not be liable for any extra payments other than payment of invoices raised till the time of termination including notice period.

**9.2 Breach of contractual obligations:** The Buyer shall have the right to terminate the Contract effective immediately by giving written notice to the Service Provider if, the Service Provider breaches a material provision of this Contract where that breach is not capable of remedy; or if the Service Provider breaches any provision of this Contract and fails to remedy the breach within 14 days after receiving notice requiring it to do so.

**9.3 Breach of SLAs:** The contract may also be terminated by the Buyer if i) the cumulative penalties rise to 10% of the contract value.  
However, termination of this Contract shall not affect any accrued rights or remedies of either party.

## 10. Service Formula

Total Cost = Cost Per Coverage of Event as Per Photo/Video Shoot \* Number of Events

\*\*\*\*\*End Of Document\*\*\*\*\*

अतिरिक्त आवश्यक डेटा/दस्तावेज़: खरीदार | Additional Required Data/Document(s) : Buyer

1. Scope of Work as per Buyer's Requirement : [click here](#)

अतिरिक्त डेटा/दस्तावेज़ : विक्रेता | Additional Data/Document(s) : Seller

1. Additional Doc 1 (Requested in ATC) : [click here](#)
2. Certificate (Requested in ATC) : [click here](#)
3. Documentary Evidence As Per Buyer's Requirement : [click here](#)
4. Documentary Evidence As Per Buyer's Requiremen : [click here](#)

ईपीबीजी विवरण | ePBG Detail

सलाहकार बैंक   Advisory Bank :	State Bank of India
ईपीबीजी प्रतिशत (%)   ePBG Percentage(%):	3.00
बोली लगाने वाले को बोली के नियमों और शर्तों के अनुसार लागू ईपीबीजी प्रस्तुत करना होगा   The bidder shall furnish ePBG as applicable as per bid's terms and conditions	

नियम और शर्तें | Terms and Conditions

### 1. General Terms and Conditions-

- 1.1 This contract is governed by the [General Terms and Conditions](#), conditions stipulated to this Product/Service as provided in the Marketplace.
- 1.2 This Contract between the Seller and the Buyer, is for the supply of the Goods and/ or Services, detailed in the schedule above, in accordance with the General Terms and Conditions (GTC) unless otherwise superseded by Goods / Services specific Special Terms and Conditions (STC) and/ or BID/Reverse Auction Additional Terms and Conditions (ATC), as applicable
- 1.3 All GeM Sellers / Service Providers are mandated to ensure compliance with all the applicable laws / acts / rules including but not limited to all Labour Laws such as The Minimum Wages Act, 1948, The Payment of Wages Act, 1936, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976, The Payment of Gratuity Act, 1972 etc. Any non-compliance will be treated as breach of contract and Buyer may take suitable actions as per GeM Contract.

### 2. Buyer Added Bid Specific Terms and Conditions-

#### 2.1 Generic

OPTION CLAUSE: The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. However, once the contract is issued, contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration

#### 2.2 Buyer Added Bid Specific ATC:

Buyer uploaded ATC document [Click here to view the file](#).

#### 2.3 Service & Support:

AVAILABILITY OF OFFICE OF SERVICE PROVIDER: An office of the Service Provider must be located in the state of Consignee. DOCUMENTARY EVIDENCE TO BE SUBMITTED.

Note:

1. Service Providers are required to raise invoices online as per the contract terms on GeM portal. Timely invoice submission is mandatory for compliances, smooth payment processing, and will also contribute to improving their ratings.
2. The Excess settlement has been enabled for this contract. The service provider can claim additional charges, if applicable, in the invoice. Any additional charges must be supported with documentary evidence.

नोट: यह सिस्टम जनरेटेड फाइल है। कोई हस्ताक्षर की आवश्यकता नहीं है।

Note: This is system generated file. No signature is required.