

TENDER CALL NOTICE

Tender for Photography, Videography, Branding, Publicity & Paid Promotion of Tourism Points of Interest (POIs) and Homestays in Ladakh

Tender Reference No.: leho/1442/2026

Tender Date: 07-08-2026

Last Date & Time for Submission: 14-08-2026 at 4pm.

Project Duration: 18 Months

Mode of Submission: by email or sealed tender

Email: leholadakh09@gmail.com

1. INVITATION FOR TENDER

Ladakh Environment and Health Organization (LEHO) invites tenders from registered, eligible and experienced agencies/firms for undertaking professional Photography, Videography, Branding, Publicity, Digital Marketing and Paid Promotion of selected Tourism Points of Interest (POIs), tourism destinations and homestays in the Union Territory of Ladakh.

The selected agency shall undertake the assignment for a period of **18 months** from the date of issue of the Work Order/Agreement, unless otherwise extended or modified with the approval of LEHO.

Selection of the agency shall be made on the basis of **L1 (Lowest Financial Bid) among technically qualified bidders**.

2. BACKGROUND AND OBJECTIVE

The objective of the assignment is to professionally document, showcase and promote lesser-known destinations, routes, tourism experiences and homestays of Ladakh through high-quality photography, videography, digital branding, social media promotion, search engine optimization and targeted online advertising.

The assignment aims to:

- a. Promote lesser-known tourism destinations and experiences in Ladakh;
- b. Increase visibility of participating homestays;
- c. Encourage balanced geographical distribution of tourism;

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- d. Reduce excessive tourist pressure on frequently visited destinations;
- e. Create high-quality digital assets for long-term tourism promotion;
- f. Strengthen the digital presence of identified destinations and homestays;
- g. Generate increased online visibility, engagement and interest through organic and paid digital campaigns; and
- h. Promote sustainable and responsible tourism in accordance with applicable tourism policies and sustainable tourism principles of the Union Territory of Ladakh.

3. DURATION OF ASSIGNMENT

The total duration of the assignment shall be **18 months** from the date specified in the Work Order/Agreement.

The selected agency shall submit a detailed implementation schedule within **15 days from the date of issue of the Work Order.**

The schedule shall include:

- Mobilization and inception;
- Location planning;
- Photography schedule;
- Videography schedule;
- Post-production;
- Development of promotional content;
- Social media content calendar;
- Blog publication schedule;
- SEO activities;
- Paid digital campaign schedule;
- Reporting milestones; and
- Final handover.

The schedule shall be reviewed and approved by LEHO before implementation.

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4. DETAILED SCOPE OF WORK

4.1 Photography of Homestays

The agency shall undertake professional photography of approximately **350 homestays**, based on the list/location details provided or approved by LEHO.

Photography shall, wherever applicable, cover:

- Exterior/façade;
- Entrance;
- Guest rooms;
- Beds and room amenities;
- Kitchen;
- Dining area;
- Bathroom/toilet facilities;
- Lobby/common areas;
- Kitchen garden;
- Traditional architectural elements;
- Views from the homestay;
- Homestay owners/hosts, subject to consent;
- Local experiences associated with the homestay; and
- Other relevant areas/features.

The agency shall capture sufficient photographs to comprehensively represent each homestay.

A minimum of **15 final edited high-resolution photographs per homestay** shall be submitted, subject to availability of photographable areas.

Both high-resolution master files and web-optimized versions shall be provided.

The agency shall ensure that the photographs are suitable for use on websites, social media, publications, brochures and other promotional materials.

4.2 HD/4K Videography of Tourism POIs

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The agency shall produce **8 professional promotional videos** covering identified offbeat tourism locations, routes, special events and/or tourism experiences.

Each video shall:

- Have a minimum duration of approximately **3.5 minutes**;
- Be professionally shot and edited;
- Be delivered in HD/4K quality;
- Include aerial/drone footage wherever permissible and appropriate;
- Include appropriate background music;
- Include professional voice-over wherever required;
- Include titles, captions and graphics;
- Incorporate LEHO/project branding;
- Be optimized for web and social media use; and
- Be provided in final master as well as web-compatible formats.

The exact locations/themes shall be finalized in consultation with LEHO.

4.3 6K/8K Cinematography / Promotional Film

The agency shall produce **one flagship cinematography/ad film** using professional 6K/8K production capability.

The film shall showcase Ladakh's lesser-known destinations, homestays, tourism experiences, culture, landscape and responsible tourism opportunities.

The film shall:

- Be professionally conceptualized, scripted, shot and edited;
- Use 6K/8K source footage wherever required;
- Include professional colour grading;
- Include professional sound design;
- Include appropriately licensed background music;
- Include professional voice-over;
- Include motion graphics/titles wherever required;

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- Include aerial footage wherever legally permissible;
- Be customizable for multiple language versions;
- Be capable of being adapted into shorter promotional editions;
- Be suitable for web portal, exhibitions, events, YouTube and other promotional platforms; and
- Be uploaded/published on designated digital platforms as directed by LEHO.

The selected agency shall submit the proposed concept/storyboard/script for approval before commencement of the principal shoot.

5. SOCIAL MEDIA AND DIGITAL CONTENT

5.1 Reels and Short Videos

The agency shall develop short-form promotional content for platforms including:

- Instagram;
- Facebook;
- YouTube; and
- Other platforms approved by LEHO.

The agency shall prepare a content calendar covering the 18-month assignment.

A minimum of **4 Reels/short-form videos per month** shall be produced during the active campaign period, unless otherwise approved by LEHO.

Content shall be adapted to platform-specific dimensions and technical requirements.

5.2 Blogs

The agency shall prepare and publish **one tourism-related blog per week** during the active content campaign period.

Blogs shall contain:

- Professionally written tourism information;
- Relevant photographs;

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- Destination information;
- Homestay information wherever applicable;
- Responsible tourism messaging;
- Relevant keywords;
- Metadata;
- Internal/external linking wherever appropriate; and
- Search-engine-friendly structure.

The content shall be factually verified with LEHO/project representatives before publication wherever necessary.

6. SEARCH ENGINE OPTIMIZATION

The selected agency shall undertake appropriate SEO activities for the digital content created under the assignment.

The activities shall include, wherever applicable:

- Keyword research;
- On-page SEO;
- Page titles and meta descriptions;
- Image optimization;
- Image alt text;
- Search-engine-friendly URLs;
- Internal linking;
- Content optimization;
- Submission of URLs for indexing;
- Search Console/indexing support;
- Basic technical SEO recommendations; and
- Periodic SEO performance reporting.

The agency shall not employ black-hat SEO techniques or practices that may adversely affect the reputation or ranking of LEHO/project websites.

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7. PAID DIGITAL PROMOTION

The selected agency shall plan, execute, monitor and optimize paid promotional campaigns using platforms such as:

- Google Ads;
- YouTube Ads;
- Facebook/Meta Ads; and
- Other digital advertising platforms approved by LEHO.

The campaigns shall target potential tourists/customers based on appropriate factors including geography, demographics, interests and travel intent.

The agency shall provide a campaign/media plan for prior approval by LEHO.

Advertising Expenditure

The bidder shall clearly indicate separately:

A. Agency/Professional Fee for management of paid campaigns; and

B. Actual Media/Advertisement Spend.

No advertisement/media expenditure beyond the approved budget shall be incurred without prior written approval of LEHO.

Actual media expenditure shall be supported by appropriate platform invoices/statements/evidence.

8. DIGITAL CAMPAIGN PERFORMANCE REPORTING

The selected agency shall submit periodic reports covering, wherever applicable:

- Campaign expenditure;
- Impressions;
- Reach;
- Video views;
- Engagement;
- Clicks;
- Click-through rate;

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- Cost per click;
- Cost per thousand impressions;
- Website traffic;
- Social media growth;
- Audience demographics;
- Geographic performance;
- Conversion/enquiry information wherever trackable;
- SEO performance;
- Top-performing content; and
- Recommendations for subsequent campaigns.

Reports shall be submitted **monthly**, with consolidated quarterly analysis.

9. TOURISM TRADE FAIRS / EXHIBITIONS

The agency may be required to provide creative, branding and promotional support for participation in State/Central Government tourism fairs, exhibitions or promotional events.

Such support may include:

- Digital promotional material;
- Films/videos;
- Display creatives;
- Presentation content;
- VR-compatible content, where required; and
- Campaign/promotional support.

Any travel, stall construction, physical display, influencer engagement or other expenditure outside the defined scope shall be undertaken **only after prior written approval of LEHO** and shall not automatically form part of the base financial bid unless specifically included in the BOQ.

10. RAW DATA AND DIGITAL ASSET HANDOVER

The selected agency shall submit:

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- RAW photographs;
- Edited photographs;
- RAW video footage;
- Final edited videos;
- 6K/8K source footage;
- Reels/short-form videos;
- Graphics;
- Animation/project files;
- Audio files;
- Voice-over files;
- Source/editable project files;
- Final promotional creatives;
- Blog content;
- Campaign creatives; and
- Other digital assets produced under the assignment.

All deliverables shall be provided on an appropriate external storage device/hard drive supplied by the selected agency, unless otherwise agreed.

11. FILE AND FOLDER ORGANIZATION

All photographs and videos shall be properly organized for future retrieval.

An indicative folder structure shall be:

Village Name

→ Homestay Name/Number

→ Exterior

→ Room 1

→ Room 2

→ Kitchen

→ Bathroom

→ Lobby/Common Area

→ Kitchen Garden

→ Host/Owner

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- Local Attractions/Experience
- Other Relevant Areas

Files belonging to different homestays shall not be mixed.

All folders and files shall follow a standardized naming convention approved by LEHO.

12. HOMESTAY AVAILABILITY

The agency shall coordinate with LEHO/project representatives and the concerned homestay owners before undertaking photography.

Where a homestay is:

- Closed;
- Under renovation;
- Temporarily unavailable;
- Not ready for photography;
- Inaccessible; or
- Otherwise unavailable for reasons not attributable to the selected agency,

the same shall be documented and reported to LEHO.

LEHO may, depending upon project requirements, provide a replacement homestay/location.

The agency shall make reasonable efforts to cover all homestays confirmed and made available for photography.

13. TRAVEL, LOGISTICS AND FIELD ARRANGEMENTS

Unless specifically provided otherwise in the Financial BOQ, the quoted professional cost shall include expenses required for execution of the assignment, including:

- Local transportation;
- Travel;
- Boarding and lodging;
- Equipment transportation;

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- Field manpower;
- Photography/videography equipment;
- Data storage;
- Editing infrastructure; and
- Other routine operational expenses.

Any exceptional expenditure shall require prior written approval of LEHO.

14. DRONE AND REGULATORY COMPLIANCE

Where drone/aerial photography is proposed, the selected agency shall ensure compliance with all applicable laws, rules, permissions and restrictions.

Drone operations shall be undertaken only at locations where such operations are legally permissible.

The agency shall be responsible for deploying appropriately qualified/licensed personnel and obtaining permissions falling within the agency's responsibility.

No unauthorized drone operation shall be undertaken under this assignment.

15. ELIGIBILITY CRITERIA

The bidder shall:

1. Be a legally registered agency/company/firm/entity;
2. Possess valid PAN and GST registration, wherever applicable;
3. Have relevant experience in photography, videography, tourism promotion, destination marketing, digital marketing or similar assignments;
4. Demonstrate successful completion/implementation of similar assignments;
5. Possess adequate professional manpower;
6. Possess/access professional photography and videography equipment;
7. Have experience in social media management and digital advertising;
8. Have capability for professional video post-production;

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9. Submit a portfolio/showreel/sample work;
10. Not have been blacklisted/debarred by any Government Department/PSU/statutory body, subject to an appropriate declaration; and
11. Provide true and verifiable information in the tender submission.

LEHO reserves the right to verify credentials and seek supporting documentation/reference confirmation.

16. DOCUMENTS TO BE SUBMITTED

A. Technical Bid

The Technical Bid shall contain:

1. Registration Certificate;
2. PAN;
3. GST Certificate, wherever applicable;
4. Agency/company profile;
5. Details of relevant experience;
6. Copies/details of similar assignments;
7. Portfolio/showreel/sample work;
8. Technical proposal;
9. Proposed methodology;
10. 18-month implementation/work plan;
11. Team structure;
12. CV/profile of key professionals;
13. Equipment details;
14. Digital marketing experience;
15. Proposed quality-control mechanism;
16. Declaration regarding blacklisting/debarment;
17. Declaration regarding conflict of interest; and
18. Other documents requested by LEHO.

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No financial information shall be included in the Technical Bid.

B. Financial Bid

The Financial Bid shall be submitted separately in the prescribed BOQ/financial format.

Financial bids shall be opened/evaluated only for bidders declared technically qualified.

17. TECHNICAL QUALIFICATION

Technical proposals shall be evaluated before opening the financial bids.

An indicative technical evaluation framework shall be:

Parameter	Marks
Relevant organizational experience	20
Experience in similar tourism/media assignments	20
Quality of photography/videography portfolio	20
Proposed methodology and implementation plan	15
Qualification and experience of proposed team	10
Equipment/technical capability	5
Digital marketing/social media experience	10
Total	100

A bidder shall be required to secure a minimum of **70 marks out of 100** to qualify technically.

LEHO may seek clarifications and/or conduct a technical presentation if required.

18. FINANCIAL EVALUATION AND SELECTION

Financial bids of only technically qualified bidders shall be opened.

The bidder quoting the **lowest evaluated financial price (L1)** among the technically qualified bidders shall ordinarily be considered for award of the contract, subject to:

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- Responsiveness of the bid;
- Verification of credentials;
- Arithmetical correctness;
- Acceptance of tender terms;
- Reasonableness of rates; and
- Approval of the Competent Authority.

LEHO shall not be bound to accept a technically non-responsive bid merely because it contains the lowest price.

19. FINANCIAL BOQ

Bidders shall provide item-wise financial quotations broadly in the following format:

Sr. No.	Deliverable	Quantity	Unit Rate	Amount
1	Professional photography of homestays	Approx. 350		
2	HD/4K promotional videos	8		
3	6K/8K flagship promotional film	1		
4	Reels/short videos	As specified		
5	Weekly blogs/content	As specified		
6	SEO services	18 months		
7	Social media/digital campaign management	18 months		
8	Paid advertisement campaign management fee	18 months		
9	Data storage/hard drive and final handover	Lump Sum		
10	Other approved deliverables, if any			

Subtotal: ₹_____

GST: ₹ _____

Total Contract Price including applicable taxes: ₹ _____

Paid Media/Advertisement Spend: To be shown separately and shall not be mixed with the professional/service fee unless specifically instructed by LEHO.

20. MILESTONE-BASED PAYMENT

Payment shall be released against satisfactory completion and acceptance of milestones.

An indicative payment schedule shall be:

Milestone	Payment
Approval of inception report, detailed work plan, creative strategy and content calendar	10%
Completion and acceptance of first major photography/videography tranche	20%
Completion and acceptance of approximately 50% of field photography and related deliverables	20%
Completion and acceptance of all field photography and 8 HD/4K videos	20%
Completion and acceptance of flagship film and substantial digital campaign deliverables	15%
Completion of 18-month assignment, final campaign report and handover of all RAW/source/final files	15%
Total	100%

Payments shall be subject to:

- Verification of deliverables;
- Submission of invoice;
- Applicable statutory deductions;
- Acceptance/approval by LEHO; and
- Compliance with contractual requirements.

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Media/advertisement expenditure, where applicable, may be reimbursed/paid separately against approved campaign budgets and supporting platform documentation.

21. REVIEW AND ACCEPTANCE OF DELIVERABLES

All deliverables shall be subject to review and approval by LEHO.

LEHO may require correction of:

- Technical defects;
- Incorrect information;
- Poor-quality output;
- Branding inconsistencies;
- Editing issues;
- Missing deliverables; or
- Outputs not conforming to the approved scope.

Up to **two normal rounds of revisions** may be required for creative deliverables.

Corrections arising from failure of the agency to comply with approved specifications shall not be treated as additional work.

22. INTELLECTUAL PROPERTY RIGHTS

All photographs, RAW files, footage, edited videos, films, graphics, designs, scripts, blogs, voice-overs, creatives, source files and other materials produced specifically under this assignment shall, upon payment in accordance with the contract, become the property of LEHO, subject to applicable law and third-party licensed assets.

LEHO shall have the right to:

- Publish;
- Reproduce;
- Edit;
- Adapt;
- Translate;

- Archive;
- Distribute;
- Display;
- Broadcast; and
- Use such material for project, tourism, institutional and promotional purposes.

The agency shall not sell, commercially exploit or transfer project-specific content to third parties without prior written permission of LEHO.

23. COPYRIGHT AND THIRD-PARTY MATERIAL

The agency shall ensure that music, stock footage, photographs, fonts, graphics, templates and other third-party material incorporated into deliverables are appropriately licensed for the intended use.

The agency shall maintain relevant licence/permission records wherever applicable.

The agency shall be responsible for copyright violations arising from unauthorized material introduced by it.

24. CONSENT AND PRIVACY

The agency shall respect privacy and obtain necessary consent wherever identifiable persons are prominently photographed/filmed for promotional use, in accordance with applicable requirements.

No sensitive or inappropriate personal information shall be published without authorization.

25. DATA BACKUP AND RETENTION

The agency shall maintain secure backup copies of all project data during the assignment.

Project data shall not be permanently deleted until LEHO confirms successful receipt and acceptance of the final handover.

26. CONFIDENTIALITY

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The agency shall maintain confidentiality of all non-public information, data, documents, credentials and materials shared by LEHO.

Such information shall not be disclosed to any third party except where necessary for authorized execution of the assignment or required by law.

27. CHANGE IN SCOPE

Any additional work or material change in the approved scope shall be undertaken only after prior written approval of LEHO.

No claim for additional payment shall be entertained for work undertaken without such approval.

28. DELAYS AND FORCE MAJEURE

The selected agency shall adhere to the approved implementation schedule.

Reasonable extension may be considered where delays arise from circumstances beyond the agency's reasonable control, including:

- Extreme weather;
- Road closures;
- Natural disasters;
- Government restrictions;
- Security restrictions;
- Location/homestay unavailability;
- Delay in permissions; or
- Other force majeure events.

The agency shall promptly inform LEHO of such circumstances and their anticipated impact.

29. TERMINATION

LEHO may terminate the contract, wholly or partly, in the event of:

- Material breach of contract;
- Persistent failure to meet agreed deliverables;

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- Unreasonable delay attributable to the agency;
- Submission of false information;
- Fraudulent practices;
- Serious violation of applicable law; or
- Other material contractual default.

Before termination for remediable default, the agency may be provided reasonable opportunity to rectify the default.

Payment upon termination shall be limited to satisfactorily completed and accepted deliverables, subject to contractual provisions.

30. BID VALIDITY

The bid shall remain valid for a minimum period of **90 days** from the last date of submission unless otherwise specified by LEHO.

31. CLARIFICATIONS

Bidders may seek clarification regarding the tender up to the date specified below:

Last Date for Queries: _____

Email: leholadakh09@gmail.com

Any clarification/addendum issued by LEHO shall form part of the tender document.

32. SUBMISSION OF TENDER

The tender shall be submitted in accordance with the submission procedure specified by LEHO.

The submission shall be clearly marked:

“TENDER FOR PHOTOGRAPHY, VIDEOGRAPHY, BRANDING, PUBLICITY & PAID PROMOTION OF TOURISM POIs AND HOMESTAYS IN LADAKH”

Last Date & Time: 14-08-2026 at 4pm

Submission Mode: email or sealed tender

GH Road Skara Yokma Leh Ladakh

Email: leholadakh09@gmail.com

Physical Address, if applicable: Office of the Ladakh Environment and health Organisation (LEHO) GH roof Skara Yokma Leh-Ladakh

Technical and Financial Bids shall be kept/submitted separately as instructed in the tender.

33. GENERAL TERMS AND CONDITIONS

1. LEHO reserves the right to verify any information submitted by bidders.
2. Incomplete, conditional or materially non-responsive bids may be rejected.
3. LEHO may seek clarification from bidders without permitting material alteration of the bid.
4. Canvassing in any form may result in disqualification.
5. Bidders shall disclose actual or potential conflicts of interest.
6. The selected agency shall comply with applicable laws, regulations and statutory requirements.
7. Subcontracting of material components of the assignment shall require prior approval of LEHO.
8. LEHO reserves the right to increase/decrease quantities or modify implementation schedules in accordance with project requirements and applicable procurement procedures.
9. The selected agency shall maintain professional standards throughout fieldwork and interaction with homestay owners, tourists and local communities.
10. The selected agency shall comply with LEHO's approved branding and communication guidelines.
11. The selected agency shall not publish project content independently before approval where such approval is required.
12. LEHO reserves the right to accept or reject any or all tenders, wholly or partly, in accordance with applicable procedures, without thereby incurring liability to bidders.

34. DISPUTE RESOLUTION AND JURISDICTION

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Any dispute arising from the assignment shall initially be resolved through mutual consultation between LEHO and the selected agency.

Where the dispute cannot be resolved mutually, further dispute-resolution proceedings shall be undertaken in accordance with the terms of the final Agreement/Work Order and applicable law.

Subject to applicable law, courts having jurisdiction over **Leh, Union Territory of Ladakh** shall have jurisdiction over matters arising from the assignment.



Tashi Thomkat

Chairman, Purchase Committee (LEHO)
Ladakh Environment and Health Organization (LEHO)
GH Road Skara Yokma, Leh, Ladakh

Date: 07-08-2026

ANNEXURE I – TECHNICAL BID CHECKLIST

Sr. No.	Document	Submitted (Yes/No)
1	Registration Certificate	
2	PAN	
3	GST Certificate	
4	Company/Agency Profile	
5	Similar Assignment Details	
6	Portfolio/Showreel	

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- 7 Technical Proposal
- 8 Methodology
- 9 18-Month Work Plan
- 10 Team Details/CVs
- 11 Equipment Details
- 12 Digital Marketing Experience
- 13 Blacklisting Declaration
- 14 Conflict-of-Interest Declaration
- 15 Other Supporting Documents

ANNEXURE II – FINANCIAL BID

Name of Bidder: _____

GSTIN: _____

PAN: _____

Component	Amount (₹)
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Photography of approximately 350 homestays

8 HD/4K promotional videos

1 flagship 6K/8K film

Reels/short-form content

Blog/content development

SEO services

Digital/social media management

Paid campaign management fee

Data storage/final handover

Other specified services

Subtotal

GST

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Grand Total

Separate Indicative Media/Advertising Budget, if applicable:

₹ _____

I/We certify that the above quotation has been prepared after understanding the complete scope of work and applicable terms and conditions.

Authorized Signatory: _____

Name: _____

Date: _____

Seal: _____