



राष्ट्रीय शैक्षिक अनुसंधान और प्रशिक्षण परिषद्  
NATIONAL COUNCIL OF EDUCATIONAL RESEARCH AND TRAINING

**PUBLICATION DIVISION**

Applications are invited for empanelment of Artists/Comic Artists/Graphic Designers/ Book Designers/Illustrators/ Cartographers, etc. from individuals/firms for preparing panel of artists in the Council for the designing work of textbooks, brochures, posters, folders, etc.

- I. An internal committee of NCERT will consider all the applications received for empanelment.
- II. Decision of the committee will be final.
- III. Details of the artists in different categories finalized by the committee will be uploaded on the NCERT website.
- IV. Artists who had applied earlier and their names are in the current panel, need not apply afresh, but make sure that they mail their consent on their intent to work with the Council for subsequent renewal.
- V. The rates for Art work/Design etc. are given below.

Kindly email your brief resume and portfolio/sample of work to on **empanelmentartist@gmail.com**; Cc to **pd.ncert@nic.in** by March 31, 2023 or send by post to **Head, Publication Division, NCERT, Sri Aurobindo Marg, New Delhi - 110016**

**Note:** Those who have already applied to the previous advertisement need not apply again.

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**National Council of Educational Research and Training**  
 Publication Division

9<sup>th</sup> November 2016  
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Notification

Rates for Art Work / Designs etc.

Sl. No.	Item	Approved Rates (in Rs.)
<b>1.</b>	<b>Illustrations</b>	
	i. Simple geometrical drawings	150
	ii. Detailed geometrical drawings or charts used in text/ Technical, scientific and engineering drawings	400
	iii. Mono-colour line, or line and tone illustration (figurative)	600
	iv. Mono-colour line, or line and tone illustration (non-figurative)	400
	v. Two colour line, or line and tone illustration (non-figurative)	500
	vi. Two colour line, or line and tone illustration (figurative)	700
	vii. Multi colour line, or line and tone illustration, washed drawing (figurative & non-figurative)	1,000
	viii. Simple line illustration for use as fillers or tail piece	100

<b>2.</b>	<b>Cover Design</b>	
	i. Two colour cover design (payment for transparency, photographs extra)	2,400 for single colour or simple two colour cover design.
	ii. Multi colour cover design	4,000 irrespective of 2 or 4 colour (includes front/back covers; no extra payments for transparency/ photographs, illustration of any other art work)
<b>3.</b>	<b>Page Layouts</b>	
	i. Page layout, design and visualization for brochures, booklets and books (including illustrations, photographs, graphs etc. used on the page)	800 Per Page Single colour  1,700 Per Page Two or Multi Colour  Outputs will include (a) Composing rough prints, (b) final colour prints (c) softcopy

	<p>ii. Textbook rates for layout only (positioning of text and pre-provided images/illustrations/ in 2-4 colours</p>	<p>500 per page  (includes cleaning of images and adjustment for noise, brightness and contrast; CMYK conversion)</p>
	<p>iii. Single colour layout of pages  (layout, design, pre-provided images and text formatting, including tables and boxes) e.g. NCF-2005 document</p>	<p>200 per page  (includes cleaning of images and adjustment for noise, brightness and contrast; Grayscale conversion)</p>
	<p>iv. 2-4 colour layout of pages  (layout, design, pre-provided images and text formatting, including tables and boxes) e.g. NCF-2005 based syllabus</p>	<p>400 per page  (includes cleaning of images and adjustment for noise, brightness and contrast; CMYK conversion)</p>
4.	<p><b>Template Designs for Book</b></p> <p>Where the grid/ template has been visualized and developed by the designer with pre-provided images, and the actual placement and formatting is done in-house: This includes designing 12-15 elements such as Chapter Opening, Unit Pages, Folios, Exercises, Boxes, Tables, Prelim Pages, etc.</p>	<p>4 colour books for Primary, Upper Primary, Secondary and higher secondary stage (class I-XII)- 25,500</p> <p>Single/ 2 colour for Secondary and higher secondary stage (class IX-XII)- 15,000</p> <p>Single/ 2 colour for Primary and Upper Primary stage (class I-VIII)- 17,000</p>
5.	<p><b>Photographs/ Images</b></p> <p>i. Photographs</p> <ul style="list-style-type: none"> <li>• Black &amp; White &amp; Coloured</li> </ul> <p>(not images downloaded from the internet) scanned in 300 dpi and hard copy of at least 4" x 6" or digital image</p>	<p>500 per image</p>
	<p>ii. Cleaning of images  (digital photographs/ illustrations) and other colour corrections</p>	<p>150 per illustration/ image</p>

	iii. For downloaded images from internet or Clip Art	200 Must specify source/site from which the download has been done. Clip Art must be from original source (not pirated copy)
6.	Variation/modifications of original Art work	25% of original cost
7.	Maps	
	i. Simple outline map	200
	ii. Physical/political map in one-two colours	Political Map – 1,000 Physical Map – 12,000  (with labels and legends)
	iii. Physical/political map in three or more colours	1,300 (with labels and legends) - -
	iv. Data based map in one or two colours	1,200 (with labels and legends)
	v. Data based map in three or more colours	1,300 (with labels and legends)

**New Category for Art Work/ Design**

Sl. No.	Item	Approved Rates
1.	<b>Folder any size one side</b> i. 2 fold ii. 3 fold iii. 4 fold	1,600 One Side 2,400 One Side 3,200 One Side
2.	<b>Poster</b> Minimum Size A3 up to 20"x30"	4,000
3.	<b>Coffee table book</b>	1,600 per page
4.	<b>Story Board and Comic Strip</b> i. Mono Colour ii. 2-4 Colour	400 per frame 600 per frame
5.	<b>Double Spread Pages</b> (Special rates of 2,000 were approved for single case Firkee)	4,000

The above rates have been approved by 132<sup>nd</sup> Finance Committee of NCERT.

*Naval Kishore*  
(Naval Kishore)  
Administrative Officer  
Publication Division