



REQUEST FOR PROPOSALS (RFP) FROM COMMUNICATION AGENCIES/CONSULTANTS FOR THE DEVELOPMENT OF VIDEO DOCUMENTARY & PHOTO BANK FOR A PUBLIC HEALTH INTERVENTION PROGRAM

Title	Request for Proposal for Video Documentary & Photo Bank for a public health intervention program
Duration	02 Months
Project Areas	Assam
RFP Opening Date	16 December 2023
RFP Closing Date	26 December 2023
Technical & Financial proposals to be submitted to:	https://forms.gle/7KAeWQqvNRPejv9J9

1. About SELCO Foundation:

Established in 2010, SELCO Foundation’s mission is to develop holistic solutions that use sustainable energy as a catalyst to address poverty alleviation alongside ensuring environmental sustainability. SELCO's interventions lead to the sustainable delivery of essential services such as healthcare and education and enable improvements in livelihoods productivity till the last mile. The foundation does this by also developing enabling conditions, i.e., the ecosystem for sustainable energy innovations to be locally developed, adopted and scaled.

(Read more about SELCO here: <http://www.selcofoundation.org>)

2. About the Assignment:

As a part of its “Energy for Health” program, SELCO Foundation aims to strengthen health services delivery through the deployment of sustainable energy solutions and energy efficient medical equipment for health centers in Assam, thereby improving access to quality health care for a population of over 4 million.

The SELCO Foundation plans to develop a professional video documentary and photo bank capturing learnings from an intervention designed to strengthen referral structure of the “Mother, Neonatal, & Child Health (MNCH)” and “Immunization” value chains. The intervention has been designed to incorporate decentralized renewable energy solutions and energy efficient medical equipment at five levels of health centers, namely District hospitals, Sub-divisional hospitals, Community health centers, Primary health centers & Subcenters in



Assam. Proposals (Technical & Financial) from eligible communication agencies/ consultants are invited to conduct video documentary and photo banks as mentioned in the TOR.

3. Terms of Reference (TOR)

Site Locations : Bodoland(Kokrajhar, Chirang, Baksa, Udalguri) , Kamrup & Goalpara districts of Assam State.

SL No	Activity	Key Tasks	Work Product	Key Deliverables	Timeline
1	Develop a professional video documentary and photo bank capturing logistics, approach and installation of DRE (Decentralized Renewable Energy) solutions across Assam health centers.	<p>Pre-production Phase:</p> <ul style="list-style-type: none"> -Coordinate with the SELCO Foundation team to understand the program & output requirements. -The script should be drafted in accordance with SELCO Foundation guidelines and must strictly adhere to them. -Coordinate with SELCO Foundation team on required permissions / approvals for the shoot at health facilities & other necessary logistic requirements <p>Production Phase:</p> <ul style="list-style-type: none"> -Utilize drones and high-resolution cameras to capture videos and photos focusing on value chain comprehensive documentation on solar, load wiring installations, and energy efficient medical equipment's implemented by SELCO Foundation. -Create two long video documentaries, with subtitles, detailing the entire process in the diverse and challenging terrain of Assam. 	<p>Professional processed photos – at least 30</p> <p>Professional processed and edited long videos (10 -15 minutes) documentary – 2</p> <p>Professional processed and edited short videos (1 - 3 minutes) - at least 6 videos</p>	<p>-Professional processed photos (story telling) and</p> <p>-Ready - to -air video documentary knitting the success story of operationalization of decentralized renewable energy solutions and energy efficient medical equipment at health centers including interviews with key stakeholders</p>	60 days
2	Develop a professional video documentary and photo bank capturing learnings from the “strengthening referrals for value chains” approach implementation at health centers in Assam				



		<p>-Produce & create captivating short clips for social media purposes</p> <p>Post-Production Phase:</p> <p>-The video crew should handle translation and subtitling, including onscreen texts for solutions.</p> <p>-A total of 5 rounds of editing, spanning from the initial rough-cut to the completion of the final video.</p> <p>-The raw photographs & videos should be submitted to SELCO Foundation & upon handing over, the owner will be SELCO Foundation</p>			
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4. Eligibility criteria:

- The agency/consultant should have at least 3 - 5 years of proven experience in videography/video editing & Photography
- The agency should be able to demonstrate that they can capture emotions and testimonials from the communities under strict timelines
- The ability to coordinate and work well as part of a team, delivering content (video) that meets brand standards and guidelines
- Demonstrated experience of conception, production and editing of mini video documentaries.
- Experience covering documentaries relevant to Health setups
- This assignment would require travel to project sites in Assam

5. Criteria evaluation:

- The proposals submitted by the prospective agencies/ consultants will be evaluated by an expert in-house committee on the following criteria -
 - Relevant background and experience
 - Technical Approach
 - Cost effectiveness
 - Timelines
- The final selection will rest with the competent authority of the SELCO Foundation.

6. Other Terms and Conditions:

- Travel, stay, food and other logistics costs quoted should be as per actuals and organizations policy.



7. Patent, Copyright and other Proprietary Rights

- i. Except as is otherwise expressly provided in writing in the Contract, the Foundation shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Consultant has developed for the Foundation under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract. The Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the Foundation.
- ii. Subject to the foregoing provisions, all documents, reports, recommendations, documents, and all other data compiled by or received by the Consultant under the Contract shall be the property of the Foundation, shall be made available for use or inspection by the Foundation at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to the Foundation's authorized officials on completion of work under the Contract
- iii. The Consultant will treat all information given to him/her as information with proprietary value and will not disclose the same to competitors or any outsiders. The Consultant will not at any time, except under legal process, divulge any trade or business secret relating to the Foundation or any customer or agent of the Foundation, which may become known to him by virtue of his position as consultant, save in so far as such disclosure shall be necessary in the interest and for the benefit of the said Foundation and will be true and faithful to the Foundation in all dealings and transactions whatsoever relating to the said Foundation.
- iv. Reports or other data that are developed specifically for the performance of this Contract shall be the property of the Foundation and the Consultant shall deliver reports and data to the Foundation as per the milestones. Dissemination of the reports and any information from the said contracts shall be done with written approval from the Foundation.

- 8. Publicity, use of name & Logo of the Foundation:** The Consultant shall not advertise or otherwise make public for purposes of commercial advantage or goodwill that it has a contractual relationship with the Foundation, nor shall the Consultant, in any manner whatsoever use the name, emblem, logo or official seal of the Foundation or that of SELCO in connection with its business or otherwise without the written permission of the Foundation.

9. Submission of Proposals:

Interested Videographers / organizations, with relevant experience (please include samples and/or references of the previous similar work as proof of experience) and based out of India are requested to reach out with a detailed proposal giving a brief on the methodology and the process they will uptake for this project, including budgets (with break-ups and explanation), timelines and milestones and submit the same to google form <https://forms.gle/7KAeWQqvNRPejv9J9> on before 26th December 2023.

Any further queries please write to procurement@selcofoundation.org with a subject line: “**Video Documentary & Photo Bank for a public health intervention program**”