



## Terms of Reference (TOR)

### ToR for Video and pictorial Documentation of DRE powered backyard poultry coop solution in Davangere, Karnataka

<b>Title</b>	<b>Pictorial and Video Documentation in Davangere, Karnataka</b>
<b>Timeline</b>	<b>5 Weeks</b>
<b>Expected area of expertise</b>	<ul style="list-style-type: none"><li>• <b>Capturing high-resolution images of DRE integrated backyard poultry coop solution</b></li><li>• <b>End to end video production of the backyard coop solution (videos of solution in use)</b></li></ul> <p>*Please note there will be translation work and subtitling requirements</p>
<b>Apply Link</b>	<a href="https://forms.gle/XribX3FgXqjsnF1Q6">https://forms.gle/XribX3FgXqjsnF1Q6</a>

#### **About SELCO Foundation**

SELCO Foundation's mission is to create a platform of solutions that uses sustainable energy as a catalyst to bridge environmental sustainability and poverty alleviation. With holistic development as the primary focus, the organization strives to create equitable societies, where services are accessed by all communities. The interventions of SELCO lead to a sustainable delivery model of essential services like livelihoods, education, and health till the last mile. (Read more about SELCO here: <http://www.selcofoundation.org/>)

#### **About Built Environment**

The aim of the built environment program is to democratize access to design of livable habitats to address poverty and climate challenges in a climate-stressed world by integrating energy optimization through an ecosystem approach. Underserved communities are usually at the receiving end of the worst impacts of climate change coupled with improper ventilation, natural lighting and thermal conditions; the cost of building resilience and comfort is generally high. The overall energy performance of built environments is influenced by people, units and climate. Hence, innovations need to integrate energy optimization in the application of technologies and the environment of built spaces.

#### **1. Background**

In India, the livelihoods of 20.5 million people depend on livestock management, a sector where 3/4th of the labor force are women. Serving as both a primary and secondary source of income, animal husbandry acts as a crucial safety net, preventing individuals from slipping further into



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poverty. The decentralized nature of this practice not only fosters local food systems, curbing emissions associated with large-scale production, but also guarantees food and nutritional security at the community level. Furthermore, by generating employment opportunities and helping small businesses, decentralized animal husbandry plays a pivotal role in supporting and strengthening rural economies.

For small and marginal farmers who engage in poultry rearing as primary, secondary or tertiary source of income, high capital investment in shed construction is difficult. The sheds are usually set up ad-hoc in an unsustainable and inefficient way, leading to various challenges that directly and indirectly affect their production and income. Moreover, with the increase in climate change impacts, they are not able to build resilience and security in these livelihoods in the long run. Some of the problem statements identified in such livelihoods include:

- Heat and cold stress, safety conditions and shed management practices result in reduced weights, higher mortality, egg production and lower hatchability among the poultry birds.
- Increased predator attacks are observed due to lack of proper sheds, leading to loss of birds and eggs.
- Lack of dedicated egg laying and hatching areas have led to increased chances of egg breakage and affecting egg laying.
- Improper shed management techniques have increased the disease and mortality rates among the birds.

## **2. Project Summary**

In the context of improving productivity and income of marginalized farmers engaged in backyard poultry, SELCO Foundation has developed a few solutions that have been implemented in various parts of Karnataka. The solution developed and tested for backyard poultry coop deployed in Davangere district will be evaluated against the benchmarks for productivity and income, adoption and utilization, financial feasibility and replicability of the solution among the same typology of farmers.

This assignment necessitates video documentation and photography to capture the problem statement establishing need for improved built environments in the sector, solution features and impacts on productivity and income, adoption and utilization of the solutions through observations and testimonials from end users along with impacts validated through sector experts.

During the documentation process and interviews with end-users and experts, emphasize critical factors such as reduced mortality rates due to an enclosure that protects the chickens from predatory attacks, decreased susceptibility to diseases, and enhanced thermal comfort, especially in areas prone to heat stress. This film will contribute to the outreach campaigns and dissemination



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of improved built environments for increased productivity and income generation among small-scale landless farmers.

#### 3. **Goal**

To build awareness on the DRE Integrated Backyard poultry Coop Solution developed for tropical wet and dry regions like Davangere, Karnataka and showcase evidence of impact.

#### 4. **Objectives**

- a. To capture the potential of backyard poultry production to be a robust source of secondary income for farmers, the existing practices for production and infrastructure
- b. To generate photo and video collaterals showcasing the solution developed for Backyard Poultry Coop for farmers in Davangere district, Karnataka
- c. To articulate the impact of the DRE integrated coop solution for income generation and/or increase among landless farmers in rural geographies
- d. To highlight the utilization, production numbers, operation cum business models and operational challenges faced by the farmers to run the backyard poultry production with the solution implemented
- e. To document interviews of key experts in the sector on the need and potential for backyard poultry coop infrastructure in enhancing the productivity and income of farmers engaged in backyard poultry production

#### 5. **Scope of Work**

SELCO Foundation is seeking proposals from qualified firms or individuals to produce photo and video documentation showcasing the working and operations of Distributed Renewable Energy (DRE) integrated backyard poultry coop solution developed and implemented for landless farmers in Tropical wet and dry regions like Davangere in Karnataka.

##### **A. Pre-Production:**

- The script and storyboard to be developed by the production agency/individual in consultation with SELCO Foundation. Representatives from production agency/individual will need to interact with the end users to understand the livelihood activities pertaining to usage of the implemented coop solution, the before and after scenarios, feedback received on impact of the solution on productivity, income and well-being of the users.
- Based on the interactions with end users, production agency/individual will develop the script and story board for videos and will share the same with SELCO Foundation. Once approved, it may go for production. 2 iterations to be considered at this stage.



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#### B. Production:

- Capture all necessary shots including b-rolls, wide angles, closeups (of product design features, specifications, functionality, birds using different parts of the coop like nesting, feeding area etc.), aerial shots using drones, interactions with end-users, testimonials from end-users, general site documentation.
- Take high-resolution photographs or still images of the project sites, showcasing the built environment interventions inhabited by livestock and the shots of chickens in utilizing the different sections of the coop like nesting area, feeding area, hatching area etc. The farmers engaged in livelihood activities like feeding, cleaning, etc. needs to be captured.
- The video documentary language for the film will be regional and hence must be documented from the unique lens of the end-user's voice.
- Meet with sector experts, coordinated by SELCO Foundation, to record bites/capture testimonials/commentary (audio and/or video) on the impacts of optimizing the built environment and its effects on the productivity, income and well-being of small-scale landless farmers.

#### No. of coops, Solution, Site Location:

Sl No.	Solution to be captured	Number	Location
1	Backyard Poultry Coop	3	Davangere

- Critical themes to capture include:
  - Solution features:
    - Built environment: Materials used, size of the shed, spaces (nesting area, shelter), additional features (ramp),
    - Energy: 2 Lights, and solar energy
  - Utilization of the solution:
    - Use of Lighting in the night
    - Use of the shelter space by the birds
    - Use of the nesting area
  - Management of the shed:
    - End user providing feed to the birds
    - Enclosing the shed for security
    - Collecting eggs from the nesting area
    - Cleaning the shed space

#### C. Post-production:



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- The postproduction debrief meeting is critical prior to editing. Storyboard revision to be done at this stage keeping in mind field realities as viewed by the production agency/individuals.
- Addition of animations, 3D walkthroughs, etc. to be finalized at this stage.
- Required English subtitles, background music and voice over wherever required to be considered as per approval from SELCO Foundation.
- Quality of work and finalization of films is subject to SELCO Foundation approval, and 5 edits need to be planned in accordance with the same
- English subtitles for the testimonials recorded needs to be included in the videos post review by the SELCO team
- Voice over for the video needs to be included, upon confirmation on the content from the SELCO team
- During the post-processing or editing and finalization phase of the films, ensure a thorough review process with the SELCO team considering up to three (3) iterations.

#### 6. List of deliverables and timelines

Sl. No	Items	Timeline
01	<b>Video Script and story board:</b> Based on brief provided by SELCO Foundation.  Discussions with end users can be arranged (if required) with the support of the SELCO Foundation team	1 week from signing the contract
02	<b>Site visits:</b> 3 backyard poultry coops. Thoroughly document (photo and video) the built environment solution implemented, shed utilization via close-up of each of the design specifications i.e. different sections of the coop, end user* testimonials, etc.  *Consent to be taken with help from SELCO team and the concerned individuals prior to capturing the photo/video. A consent form template will be shared by SELCO team.	2 weeks from signing the contract



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03	<p><b>Interviews:</b></p> <p>Capture video/ audio interview of minimum 2 experts* (veterinarian/ poultry sector expert) speaking about the potential of backyard poultry production, need for an efficient coop design, some key indicators to measure the success of the solution developed.</p> <p>*Consent to be taken with help from SELCO team and the concerned individuals prior to capturing the photo/video. A consent form template will be shared by SELCO team.</p> <p>**Support in identifying experts can be provided by the SELCO Team</p>	1 week from signing the contract
04	Storyboard revision and presentation to the SELCO Team based on the content captured from the field.	1 week from site visits
05	<p><b>60 photos – (300 PPI or more, with typical dimensions ranging from 2,000 x 2,000 pixels)</b></p> <p>Submit high-quality photographs, emphasizing the built environment interventions inhabited and utilized by the livestock and managed by the farmers.</p>	1 week from site visits
06	<p><b>1 Video Film: 4-6 minutes long</b></p> <p>Final product* in broadcast standards and <b>full HD with 1080x1920 pixels resolution</b>, suitable for circulation on YouTube.</p> <p>** Subject to minimum 3 number of iterations.</p>	1 week from story board revision (deliverable number 04)
07	<p><b>2 short, edited videos with aspect ratio as 9:16</b>, suitable for circulation on social media platforms like Facebook, LinkedIn, Instagram &amp; YouTube:</p> <ol style="list-style-type: none"> <li>1. 20-40 seconds trailer video</li> <li>2. 10-15 seconds teaser video</li> </ol>	1 week from submission of video film (deliverable number 06)
	<b>Estimated comprehensive timelines: 5 weeks from signing the contract</b>	



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#### **Note:**

- Orientation and discussion sessions to be held with the Built Environment team of SELCO Foundation at every stage of the process.

#### **7. Timelines:**

**5 weeks** for the recording, editing, and delivery of videos and photographs after the onboarding of the videographer cum photographer.

#### **8. Eligibility Criteria:**

- Individual or agency that has a good working experience in a video shoot of a built space/ product, capturing impact on people
- Individual or agency that has good working experience in shooting high-quality pictures of a built space
- Post-production of videos and handing over of high-quality videos and images

#### **9. Selection Criteria:**

The proposal will be evaluated based on the following general areas:

- Agency will be evaluated based on prior work experience, portfolio, and wide experience in curating content both photo and videos
- Agency to understand the core value and mission of the organization, SELCO Foundation
- Agency to understand the aims and objectives of the DRE Integrated Backyard Poultry Coop Solution developed
- Agency to have a qualified team with relevant experience
- Agency to have prior knowledge of working with NGOs
- The financial proposal will be evaluated based on approach & work plan, prior work experience, expertise, cost, and proposed payment terms.

#### **10. Payment Terms:**

Fixed as per the agreement between consultant and SELCO Foundation. Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

##### **a) Provide split costs as follows:**

Sl. no	Items
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1	Equipment details and cost <b>(if any)</b>
2	Professional fee (per day)
3	Logistics (fuel and food)
4	Post-production 4-6 MINUTES - Editing, Audio Mastering, Packaging, Animations and Visual Assets Cost + 2 Short videos

1. Please provide a break-up of the costs as agreement quotation for the service provided on an official letterhead with signatures and stamps, wherever needed.
2. Kindly mention your name, address, contact information along with correct bank details and signature in the agreement quotation.
3. Please note that the prices quoted by the consultant are firm, final, and binding and not subject to variation on any account.
4. The quotation is inclusive of all necessary taxes and applicable costs.
5. Other than the proposed amount, no additional amounts will be paid as fuel, phone charges, etc.
6. Deliverables need to be submitted as per the given timeline or before the expected date.

#### b) Payment Timeline:

First payment instalment:	<b>30%</b> advance payment.
Second payment instalment:	<b>40%</b> upon submission of Deliverable number 5 (High Resolution photographs captured) and 1 <sup>st</sup> Draft of the produced film
Third payment instalment:	<b>30%</b> upon submission of final produced film post finalization and approval by SELCO Team, 2 short videos, and all raw footage

## 11. To apply

Interested consultants / 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/XribX3FgXqjsnF1Q6> on or before **6th July 2024**





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Any further queries please write to [procurement@selcofoundation.org](mailto:procurement@selcofoundation.org) with a subject line:  
**“Pictorial and Video Documentation of Backyard Poultry Coop Solution”**