



Terms of Reference (TOR)

TOR for Video Series and Documentation for SELCO Foundation's Finance Programs

Title	Video Documentation Creation of SELCO Foundation's Financial Programs
Timeline	09 Weeks
Expected area of expertise	<ul style="list-style-type: none">• Proficiency in videography, photography, editing, script writing.• Professional-grade photography equipment including DSLR and drone camera and editing software• Prior experience in covering social impact initiatives is preferred.
Apply Google Link	https://forms.gle/CwCihFUuEjt9stuP8 (Contact Procurement for Form Link)

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/>)

1. Summary of the project:

The project focuses on creating a video series and documenting case studies that highlight SELCO Foundation's financial programs. These outputs will showcase SELCO's finance initiatives' impact on local communities, particularly in enabling access to sustainable energy, improving livelihoods, and fostering economic development. The series and case studies will cover stories from different regions, capturing challenges, successes, and transformative effects of the programs.

SELCO Foundation is dedicated to advancing access to sustainable energy solutions, bridging poverty alleviation and environmental sustainability. A key aspect of achieving this mission is through financing programs that enable the scalability of Decentralized Renewable Energy (DRE) solutions across various livelihoods. To effectively



communicate the impact and importance of these financing models, SELCO Foundation intends to produce a series of videos.

This video series will focus on the financial models, business models, and key concepts such as leverage, affordability, and the strategic use of subsidies that SELCO Foundation employs to scale DRE solutions across different regions. The videos will be used to engage and inform stakeholders including government bodies, NGO partners, multilateral and bilateral organizations, and other relevant entities.

2. Goals and Objectives

This project aims to showcase how SELCO Foundation is powering progress through innovative financing. We'll create engaging videos that explain how smart money can fuel a brighter future with clean energy.

By diving into the world of finance and renewable energy, we'll uncover how SELCO is making a real impact on people's lives. From understanding complex financial models to crafting compelling stories, this project offers a unique opportunity to learn about sustainable development and effective communication.

- Highlight the impact of SELCO's financial programs on marginalized communities.
- Showcase the collaborative approach between SELCO Foundation and financial institutions.
- Emphasize the role of DRE solutions in enhancing livelihoods and reducing energy poverty.
- Promote awareness about the importance of innovative financing in achieving sustainable development.
- Document case studies for reporting and replication of successful models
- Unpacking seemingly complex financial models through human narratives that help the audience relate to the concepts and understand better in their own language

3. Scope of Work

Location: The Video documentation will cover a holistic view of multiple regions where SELCO Foundation's financial programs are operational.



Tentative Field shoot locations

S.No	State	Name of the Enterprises
1.	Karnataka	Agriculture, Animal Husbandry, Livelihoods, Resilient Micro Business - RMB
2.	Meghalaya	Agriculture, Animal Husbandry, Livelihoods, Resilient Micro Business - RMB
3.	Odisha	Agriculture, Animal Husbandry, Livelihoods, Resilient Micro Business - RMB
4	Assam	Agriculture, Animal Husbandry, Livelihoods, Resilient Micro Business - RMB

The proposed project shall include the following:

A. Planning and Pre-production:

- Coordinate with the SELCO team to understand the completed research for the video documentation
- Provide references to give an idea of what the final output would look like.
- Plan the basic outline of the videos with broad reference to frames, duration, theme, language and timeline in consultation with the SELCO Foundation team
- Prepare script, storyboard, visuals, outlines and any other forms of content required for the video.
- Plan shooting schedules and draft subtitles and voiceovers, considering regional languages.
- Provide a draft of the final script to be used.
- Provide a draft of the subtitles to be used.

B. Production:

- The video documentary language for the film will be an English and hence must be documented from the end-user's voice in regional language.
- Conduct video shoots, including interviews and on-site documentation in **Karnataka, Meghalaya, Assam and Odisha.**
- It would be the responsibility of the agency to complete the final video in a maximum of **Three drafts** within the timeline specified.
- The Agency will have to produce a video of up to **60- 75 minutes.** And **50 Photos**



- Capture drone footage for aerial shots and expansive views of project sites.
- The agency will be responsible for all stages of the film production i.e., ideating, scripting, filming, editing, voice-over/narration, graphics, motion-graphics, subtitling, dubbing etc.,
- To ensure high video quality, the resolution should be at least **1080p Full HD**, with **4K** preferred for even greater clarity. The standard frame rate will be 24 or 30 frames per second, with higher rates used for slow-motion shots.
- Photographs and Documentation (300 PPI or 4K, with typical dimensions ranging from 2,000 x 2,000 pixels)

C. Post-Production:

- Edit video content with on-screen text, motion graphics, narration, and background music.
- Incorporate SELCO Foundation branding and messaging.
- Provide up to **Three drafts** for review before final submission.
- Include English subtitles, with translation support from SELCO Foundation if necessary.

4. The video should cover the following topics:

S.No	Story Arc	Topic
1	The Challenge and the Need	Challenges in Accessing Finance for DRE Solutions, The Importance of Financial Inclusion
2	Innovative Financial Solutions	Introduction to SELCO's philosophy on financing for livelihoods, Innovative Financing Strategies: Blended, OPEX, CAPEX
3	Community and Enterprise Models	Community Financing and Cooperative Models, Supporting Micro-Enterprises and Social Enterprises
4	Implementation and Impact	Success Stories, Targeted Solutions for Vulnerable Communities, Long-Term Impact on Livelihoods and Communities
5	The Future Outlook	Leveraging Investments for Future Growth, The Future of Financing in Sustainable Development
6	Lessons Learned	Lessons Learned and Best Practices



References Link : <https://www.youtube.com/watch?si=7WmPCMc-q2C5FYb&v=64R2MYUt394&feature=youtu.be>

5. Deliverables

Remark	Works	Location	Output
Pre-production / Production / and Post - production	<ul style="list-style-type: none"> Plan the completed research and the video requirements. Prepare script, storyboard, visuals, motion graphics and the video including subtitles and voiceover. Narration and background music. Final draft in broadcast standards and full HD with frame rate will be 24 or 30 frames per second, with higher rates used for slow-motion shots. 	<ul style="list-style-type: none"> Conduct video shoots, including interviews and on-site documentation in Karnataka, Meghalaya, Assam and Odisha 	<ul style="list-style-type: none"> The Video should be up to 60- 75 minutes. The video should be at least 1080p Full HD, with 4K preferred for even greater clarity.
	<ul style="list-style-type: none"> Photographs and Documentation (300 PPI or 4K, with typical dimensions ranging from 2,000 x 2,000 pixels) 		<ul style="list-style-type: none"> 50 Photos (As per visited Sites)

Note:

- Execution of video shoots and delivery of edited videos under strict timelines.
- In the video include animated videos & motion graphics wherever required.



- It would be the agency/consultant responsibility to complete the final draft of the video in a **maximum of 3 rounds** of editing from the first rough-cut to the final video.
- All raw photographs, video footage shot, and images remain the intellectual property of during the assigned project period need to be handed over to SELCO Foundation who will be its sole owner. The agency / Consultant will have no copyright to the raw images, draft cuts, final cut, subtitles, scripts, or any other information that the agency / Consultant would obtain access during the course of this project
- Coordinate with SELCO Foundation representatives on scheduling shoot dates, permissions, and other logistical requirements.

6. Timeline:

Workplan and Task List	Week 1	Week 2-3	Week 4-6	Week 7-9
Planning and Pre-production				
Production				
Post-production				
Review, Draft and Final Production				

7. Requirements:

- The consultant must have proven track record in video documentation, especially in projects related to social causes and community development. Experience working in the financial and community development projects is a plus.
- Agency to have a technical person, who will be supporting the team in writing the script.
- The consultant should have strong project management skills, ensuring timely delivery of all deliverables, including the full-length documentary, short clips, interviews, script and storyboard, subtitles, and raw footage.
- The Consultant should have team an engaging, upbeat personality, who can capture the right emotion and testimonials from the communities.
- The ability to coordinate and work well as part of a team, delivering content (video) that meets brand standards and guidelines.
- Different category of stakeholders is to be consulted for the to understand the site assessment process.



- Agency are required to travelled to Karnataka, Odisha and Northeast India and take our input for the video development and video capturing.
- Strong organizational skills to meet tight deadlines and deliver high-quality content.

8. Technical Skills:

- The consultant must possess technical expertise in using professional-grade DSLR or mirrorless cameras, various lenses, external microphones, tripods, stabilizers, portable lighting kits, and drone cameras.
- Proficiency in professional editing software like Adobe Premiere Pro or Final Cut Pro is essential.
- Well versed with working on Google sheets and Docs for project coordination.
- Ability to sort the right video footage and access High-speed internet to share it online.

9. Selection Criteria

- The consultant required 5-8 experience in video documentation,
- The consultant should have strong project management skills, including the full-length documentary, short clips, interviews, script and storyboard, subtitles, and raw footage.
- Ability to deliver high-quality content within the specified timeline.
- The consultant should offer competitive pricing while maintaining high standards of quality. A detailed cost breakdown should be provided, ensuring transparency and alignment with the project's budget.

10. Payment Terms:

Payments will be made based on the completion of agreed deliverables. A detailed payment schedule will be included in the contract and based on considered each party agrees.

Agency are invited to submit a quotation against the deliverables.

11. Timeline:

09 Weeks from signing of contract

12. Financial proposal

Submit a detailed proposal including:

- Estimated Shoot days
- Budget breakdown (equipment rentals, editing, etc.)
- Travel and lodging Expenses by the consultant / Agency



Use below Table of Format for Financial Proposal: **Include breakup**

Expenses	Per Cost	Total Cost
Production		
Post-Production		
Transport & Lodging		
GST%		
Total		

13. To apply

Interested consultants / organisations, 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/CwCihFUuEjt9stuP8> on before **29/09/2024**.

Any further queries please write to procurement@selcofoundation.org with a subject line: **“Video Documentation for Creation of SELCO Foundation's Financial Programs”** (Name of Project)

Refer Terms and Condition:

- 1. Sub-contracting:** In the event that the Consultant requires the services of subcontractors to perform any obligations under the Contract, the Consultant shall obtain the prior written approval of the Foundation. Any rejection or non-performance of the subcontractor shall not, in and of itself, entitle the Consultant to claim any delays in the performance, or to assert any excuses for the non-performance, of any of its obligations under the Contract, and the Consultant shall be solely responsible for all services, obligations and deliverables performed by its subcontractors
- 2. Quality Assurance**
The data submitted to Selco Foundation should be accurate, complete, reliable and relevant. Consulting agency shall establish additional layers for data cleaning and submission.



3. Financials & Reporting

TDS will be deducted on the fixed amount as per Income Tax Act and Rate of Percentage. In accordance with the Central Board of Direct Taxes circular No. 7 of 2022 dated 30th March, 2022 in relation to the clarifications with respect to Section 114AAA of the Income-tax Rules, 1962, failure to link Aadhar number to the PAN card and/or failure by any person, who falls within the income tax bracket or otherwise, to file tax returns in relation to payment of TDS for any service (in accordance with Section 206AB and 206AA) and/or an inoperative PAN card will result in a 20% tax deduction.

4. Indemnification

Both parties shall indemnify and hold its Trustees, Directors and representative officers, employees, agents harmless from and against any and all claims, demands, actions, losses, liabilities, charges, damages, costs and expenses (including but not limited to reasonable attorney's fees) arising out of or resulting from (1) any claims arising in connection with activities undertaken by both parties in connection with the project or (2) Consultant's gross negligence or willful misconduct or breach of any undertaking, covenant, representation or warranty contained in this agreement and/ or the actual infringement of any patent, trademark, copyrights, trade secret or any other intellectual property right of the third party.

5. 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.

6. 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.

7. Observance of Law:

- (i) The Consultant shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the Contract.
- (ii) The Consultant represents and warrants that neither it, its parent entities, partners or subcontractors nor any of its subsidiary or affiliated entities (if any) is engaged in any practice inconsistent with the rights set forth in the *Child Labour (Prohibition and Regulation) Act of 1986*, which, *inter alia*, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral, or social development.
- (iii) The Consultant represents and warrants that it shall adhere to the mandates prescribed under the *Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013*, which requires all workplaces to have a Policy and Internal Committee to address complaints of sexual harassment that women may face at the workplace

8. Termination:

Either party may terminate this contract by giving a notice in writing to the other party stating their intention to terminate the same on the expiration of Seven (7) days from the date of such notice. In addition, the Foundation may also terminate this contract forthwith in the event of any fraud, misconduct or neglect of duties on the part of the Consultant. Any notice to be given hereunder shall be sufficiently given to the Consultant if forwarded by registered post or by Courier Service to the last known postal address of the Consultant and shall be sufficiently given to the Foundation if similarly forwarded to the registered office. Upon the termination of this contract and payment of the said fees due up to such termination, and payment of all disbursements and out-of-pocket expenses incurred up to the date thereof (provided the same have been incurred after obtaining prior approval), the Consultant shall deliver all deeds, documents and paper in his possession relating to the business of the Foundation or as the Foundation shall direct, and shall continue to afford him all reasonable assistance for concluding pending matters at the date of such termination without making any charge thereof.



9. Force Majeure:

- (i) *Force majeure* as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, terrorism, or any other acts of a similar nature or force, *provided that* such acts arise from causes beyond the control and without the fault or negligence of the Consultant
- (ii) In the event of and as soon as possible after the occurrence of any cause constituting *force majeure*, the affected Party shall give notice and full particulars in writing to the other Party, of such occurrence or cause if the affected Party is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under the Contract. The affected Party shall also notify the other Party of any other changes in condition or the occurrence of any event which interferes or threatens to interfere with its performance of the Contract. Not more than fifteen (15) days following the provision of such notice of *force majeure* or other changes in condition or occurrence, the affected Party shall also submit a statement to the other Party of estimated expenditures that will likely be incurred for the duration of the change in condition or the event of *force majeure*.
- (iii) On receipt of the notice or notices required hereunder, the Party not affected by the occurrence of a cause constituting *force majeure* shall take such action as it reasonably considers to be appropriate or necessary in the circumstances, including the granting to the affected Party of a reasonable extension of time in which to perform any obligations under the Contract.
- (iv) If the Consultant is rendered unable, wholly or in part, by reason of *force majeure* to perform its obligations and meet its responsibilities under the Contract, the Foundation shall have the right to suspend or terminate the Contract on the same terms and conditions as are provided for in this Contract.

10. Both the Foundation and the Consultant fully and freely intend to create an independent Contractor relationship under this Contract. Nothing herein shall be deemed to establish a partnership, joint venture, association or employment relationship between the parties. Both parties agree that the consultant has the right to sole and exclusive control over the manner and means employed in performing their activities under this Contract.

11. Settlement of disputes:

- (i) The Parties shall use their best efforts to amicably settle any dispute, controversy, or claim arising out of the Contract or the breach, termination, or invalidity thereof.
- (ii) Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, the matter shall be referred by either Party to arbitration in accordance with the Arbitration and Conciliation Act, 1996. The venue of the arbitration shall be at Bangalore. Likewise, the jurisdiction will vest with courts in Bangalore.