



## Terms of Reference (TOR)

### TOR for “Video Production of Labour Room & Maternity Ward in Meghalaya with SELCO Foundation”

<b>Title</b>	Video and Photo Documentation for Production of Maternity Ward in Ri Bhoi Meghalaya
<b>Timeline</b>	07 weeks
<b>Expected area of expertise</b>	<ul style="list-style-type: none"><li>• Working experience in a video shoot of a built space/ health facility/ capturing impact on people</li><li>• Professional-grade photography using equipment's including DSLR and drone camera</li><li>• Capturing high-resolution Video / photos of health facilities.</li></ul>
<b>Apply Google Link</b>	<a href="https://forms.gle/hnMNxAECLb4Gbxpu5">https://forms.gle/hnMNxAECLb4Gbxpu5</a> (Contact Procurement for Form Link)

#### 1. 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/>)

#### 2. 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.

#### 3. Background of the project:

Maternal and infant health care continue to be important flagships of development under the Sustainable Development Goals (SDG3). Although a record of 94.3% of all reported deliveries in India took place at a health institution, the coverage of health interventions and practices remain low due to lack of infrastructure and resources. Access to health services is still difficult in many



locations due to various reasons ranging from geographic location to the socio-economic status of the mother. Availability of proper care during and immediately after delivery is critical in saving the lives of mothers and newborns. Therefore, labor and delivery rooms play an important role in reducing maternal and neonatal mortality in the primary care setting. In the context of Meghalaya, the climate, topography, remoteness, etc. influences the access to maternal and child health care of the communities.

For healthcare, IPHS guidelines for the construction of labour and delivery rooms have to be generally followed. But in many cases due to on-ground constraints these facilities create conditions of discomfort and congestion within the space and do not cater to the needs of the community. ANMs require standard spaces for observation, action and providing care - it affects the way deliveries will be conducted in these facilities. Access to water, energy and sanitation along with privacy for new mothers, spaces for recovery, waiting areas for by standers/ family members, etc. Are some common concerns for the community members using the health facility.

#### **4. Summary of the project**

A project developed by the District Commissioner of Ri Bhoi district in 2022-23 along with SELCO Foundation as a technical partner, focused on developing climate adaptive and efficient labour room built environment solutions for the district in 8 locations. These facilities are built with climate adaptive built environment strategies to allow them to be thermally comfortable, resilient to heavy winds, landslides and earthquake tremors. They are also designed to ensure maximum comfort for the mothers with privacy, warm tones and interiors, ample natural light and ventilation, ergonomically designed toilets and bathing areas, with ramps and inclusive of all services - rainwater harvesting, sanitation, energy efficient appliances and sustainable, clean energy (solar) to save up to 60-70% of the centre's operational costs. The impact of the same is estimated to be that more than 40,000 individuals now accessing uninterrupted maternal and childcare.

This documentation seeks to capture the solution developed by SELCO Foundation, implemented in Ri Bhoi district of Meghalaya and the resulting impact created within the community on maternal and child healthcare. Evidence generated towards the need for climate adaptive built environments of health facilities for the well-being, energy optimization, operational and maintenance cost optimization, etc. Is to be used to create awareness and build traction towards these solutions.

#### **5. Goals and Objectives**

Build awareness on the climate adaptive built environment solutions for Health facilities like Labour room and maternity wards in Hilly regions like Meghalaya

1. To generate video collaterals to showcase the program on the Model Climate Adaptive Labor room and Maternity ward solutions developed for Meghalaya
2. To articulate the impact of building design strategies and DRE solutions for Labour room and maternal ward facilities on improving the maternal and child health care in rural geographies



3. To create traction among policy makers and other stakeholders towards criticality of climate adaptive built environments for specialized health facilities like labor room
4. To build awareness among community members on the features of the model labor room and maternity ward facilities

## 6. 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 DRE (Decentralized Renewable Energy) integrated, climate adaptive labour room and maternity wards implemented in Ri Bhoi district, Meghalaya.

The video documentation will vividly capture a holistic view of SELCO Foundation's interventions in Meghalaya.

**Location:** "Meghalaya"

S.No	District	Shoot Locations
1.	Ri Bhoi District	Umroi Health and Wellness center
		Umran Health and Wellness center
		Interview Government Officials
		Interview Medical Officers

The proposed project shall include the following:

### A. Planning and Pre-production:

- The script and story board needs to be developed by the production agency/individual in consultation with SELCO Foundation.
- The production agency/ individual may interact with some community members, healthcare providers from the facilities in Ri Bhoi district, Meghalaya with the support of SELCO Foundation team.
- This is to understand the day-to-day activities of the healthcare providers, pertaining to the usage of newly built labor room and maternity ward.
- Discussions with some community members will help build a narrative towards adoption and utilization of the new labor room and maternity ward among the community members.
- The production agency/ individual can develop the script and story board for the video documentation, based on these interactions and discussions with the SELCO Foundation team (considering minimum 2 iterations).
- Upon approval of the script and story board, it will go to the production stage.



## B. Production:

- The video documentary language for the film will be in English, interviews and testimonials can be documented from the end-user's voice in regional language and English subtitles can be added.
- The Agency will have to produce a video of up to **7-8 minutes**.
- Drone cameras for aerial shots and expansive views of project sites to be considered.
- 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.
- Capture all necessary shots including primary footage, b-rolls, wide angles, closeups (of solution features – Built Environment features, Energy Efficient Medical appliances and Solar energy), aerial shots using drones, interactions of healthcare providers with end-users, interaction of healthcare providers and patients with Built environment spaces and elements, testimonials from healthcare providers and patients, general site documentation.
- Capturing high-resolution Images and Video production of Climate adaptive labor room and maternity ward in Ri Bhoi, Meghalaya.
- Document the Videos of use facility in, built environment strategies integrated, interviews
- The production needs to showcase the solution features, and its positive impacts captured through the voices of the healthcare providers, community members and other stakeholders
- Critical themes to capture\* include:
  1. Impact on access to maternal & child healthcare in the village highlighting:
    - a. The population it caters to
    - b. Number of successful deliveries/ immunization campaigns and other activities conducted in the facility.
  2. Variation (before and after implementation) in some critical health indicators like institutional delivery rate, maternal mortality, child mortality, number of referrals, etc.
  3. Efficiency in providing healthcare, well-being and comfort of the healthcare providers post setting up of the facility specifically due to the building facilities/ design, energy efficient medical equipment and reliable solar energy
  4. Response of the facility to any climate stresses – heat, cold, heavy rains
  5. Spatial conditions:
    - a. Labour room
    - b. Maternity ward
    - c. Waiting Area
    - d. Toilet
  6. Challenges in adoption of the newly developed labor room & maternity ward among community members and healthcare providers, its maintenance & monitoring
    - a. \*Data to be collected through interviews with ANMs/ Medical Officers, Village council members/ community members, etc.
  7. Capture interviews from:
    - a. Ri Bhoi DC
    - b. NHM Senior Program Manager/ Similar



**C. Post - Production:**

- 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.
- The agency will be responsible for all stages of the post production i.e., editing, voice-over/narration, graphics, motion-graphics, subtitling, dubbing, animations etc.,
- 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, It would be the responsibility of the agency to complete the final video in a maximum of three drafts within the timeline specified

**References:**

[Work at 45 Degrees Celsius – Heat Campaign Video](#)

[DRE - Health Scaling Program in Manipur \(youtube.com\)](#)

[Energy For Health: Journey Towards Reliable Maternal Healthcare](#)

**7. Deliverables and Timeline:**

Workplan and Task List	Month 1				Month 2		
	W 1	W 2	W 3	W 4	W 5	W 6	W 7
<b>Deliverables</b>							
<b>Video Script and story board:</b> Based on brief provided by SELCO team							
<b>Site visit:</b> Thoroughly capture (photos and videos) the building strategies adopted towards building climate adaptive labor room & maternity ward, facility in use (health care providers and expecting / lactating mothers*)  <b>Drone shoot based on requirements.</b>  Site 1: Labour Room & Maternity Ward in Umroi, Ri Bhoi Site 2: Labour Room & Maternity ward in Umran, Ri Bhoi  *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.							
<b>Interview set 1:</b>  1. Medical Officer 2. Auxiliary Nurse and Midwife (ANM)							



<p><b>Interview set 2:</b></p> <ol style="list-style-type: none"> <li>1. Community member 1: Lactating / expectant mother</li> <li>2. Community member 2: Relative/ bystander visiting the health facility</li> <li>3. Community member 3: Village headman/ Village committee member/ ASHA worker etc.</li> </ol> <p>(To be identified with the support of SELCO team, the village community members and the ANM)</p>							
<p><b>Interview set 3:</b></p> <ol style="list-style-type: none"> <li>1. Ri Bhoi DC</li> <li>2. NHM Meghalaya Official</li> </ol>							
<p><b>40 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 climate adaptive and efficient built environment strategies integrated in the health facility design. Photographs portraying the facility in use (by the health care provider and patient)</p>							
<p>Storyboard revision and presentation to the SELCO Team based on the content captured from the field.</p>							
<ul style="list-style-type: none"> <li>• <b>1 Video Film: 6-8 minute long*</b></li> </ul> <p>Final product* in broadcast standards and <b>full HD with 1080x1920 pixels resolution.</b></p> <p>** Subject to minimum 3 number of iterations</p>							
<ul style="list-style-type: none"> <li>• <b>2 short, post-processed edited videos*</b>, suitable for circulation on social media platforms like Facebook, LinkedIn, Instagram &amp; YouTube:</li> </ul> <ol style="list-style-type: none"> <li>1. 20-40 seconds <b>trailer video</b></li> <li>2. 10-15 seconds <b>teaser video</b></li> </ol> <p>** Subject to minimum 2 number of iterations</p>							

**Note:**

- Execution of video shoots and delivery of edited videos under strict timelines.
- English subtitles should be added in the video (the translation & script of the subtitles to be prepared by the agency).
- Video should include on-screen text for solutions being showcased.
- 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 and video footage shot 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.
- Minimum 5 working days to be considered for review of deliverables from SELCO Team

## **8. Requirements:**

- The Individual or agency must have proven 5-8 years of experience in video documentation, especially in projects related working experience of a built space / health facility / capturing impact on people.
- The consultant should provide a portfolio showcasing previous work. This portfolio should demonstrate working experience in shooting high-quality pictures of a built space, post-production of videos and handing over of high-quality videos and images
- The consultant should have strong project management skills, ensuring timely delivery of all deliverables, including the full-length documentary and Photo Images.
- The consultant must be adaptable to changing project needs and understand the various environmental conditions and locations.
- Agency are required to travel to Meghalaya and take our input for the video development and video capturing.

## **9. Technical Skills:**

- The consultant must possess technical expertise in using professional-grade DSLR or mirrorless cameras, multiple lenses, external microphones, tripods, stabilizers, portable lighting kits, and drone cameras. Proficiency in professional editing software like Adobe Photoshop is essential.
- Well versed with working on Google sheets and Docs for project coordination.
- Access High-speed internet to share it online.

## **10. Selection Criteria**

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

- The consultant will be evaluated on the basis of prior work experience, portfolio, and wide experience in curating content both photo and videos.
- Agency to understand the aims and objectives of the climate adaptive and energy efficient built environment solution developed for health facilities.
- The consultant should have strong project management skills, including the full-length documentary, short clips, interviews, script and storyboard, subtitles, and raw footage.
- The consultant will be evaluated based on approach & work plan, prior work experience, expertise, and proposed payment terms.
- 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.



### 11. Payment Terms:

Agency are invited to submit a quotation against the deliverables, payment will be considered each party agrees.

### 12. Timeline:

07 Weeks for the Shoot recording, editing, and delivery of videos and photographs after the onboarding of the videographer cum photographer. The individual or agency will be required to travel to multiple geographies for the work.

### 13. Financial proposal

Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

- Shoot days
- Budget breakdown (equipment rentals, editing, etc.)
- Voice over recording, additional graphics, animation
- Travel and lodging.

Use below Table of Format for Financial Proposal:

Expenses	Per Cost	Total Cost
Production cost and Professional fee		
Post-Production cost and Equipment charges		
Logistic & Transport (fuel and food)		
GST%		
Total		

#### Note:

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 Agency / Consultant name, address, date, contact information along with correct bank details and signature in the agreement quotation.
3. Please note the prices quoted by the consultant are agency, final and binding and not subject to variation on any account.

### 14. 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/hnMNxAECLb4Gbxpu5> on before **29/09/2024**.

Any further queries please write to [procurement@selcofoundation.org](mailto:procurement@selcofoundation.org) with a subject line: **"Video and Pictorial Documentation for Production of Maternity Ward in Ri Bhoi Meghalaya"** (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.

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.