



Terms of Reference (TOR)

TOR for Animated explainer video of Stage 1 implementations and innovations in SELCO Foundation.

Title	Animated explainer video of Stage 1 implementations and innovations in SELCO Foundation.
Timeline	08 Weeks
Expected area of expertise	<ul style="list-style-type: none">• Strong drawing and animation skills, with the ability to create captivating 2D animations• Prior experience in covering social impact initiatives is preferred.• Creativity and imagination to develop engaging stories and visuals• Attention to detail and patience to meticulously plan and execute animations.• Clear communication skills to present ideas and receive feedback.
Apply Google Link	https://forms.gle/Sr6ioquVNaQ7SyZi9 (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 SELCO Foundation engages in technical, financial, and social innovation, enterprise development, skill building, and ecosystem inclusion. The organisation works on demonstrating and catalysing the role of renewable energy across verticals of well-being, health, education, livelihoods, and the built environment.

The project focuses on creating a video series and documenting case studies that highlight SELCO Foundation's ecosystem programs. These outputs will showcase SELCO's initiatives' impact on local communities, particularly in enabling access to sustainable energy, improving livelihoods, and bridging poverty alleviation and



environmental sustainability. The series and case studies will cover stories from different regions, capturing challenges, successes, and transformative effects of the programs.

This project is an attempt to visually document the innovation as impact stories from the voices of the innovation ecosystem – **champion farmers, Women entrepreneurs, PWD entrepreneur & innovators.**

This project focuses on capturing of learnings from different end-user sites in order to share this knowledge on various technology innovations, disseminate best practices, facilitate replication of successful implementations in different locations to inspire individuals, communities, governmental agencies, NGOs and policymakers to act.

2. Goals and Objectives

The primary goal of this animated explainer video is to highlight the concept of innovation as part of Stage 1 implementations within SELCO Foundation's Theory of Change. This video will serve as a visual tool to illustrate the key innovations and processes that underpin the foundation's efforts to create sustainable energy solutions for underserved communities.

3. Scope of Work

Dissemination Platform: Social Media Platforms, external and internal dissemination (e.g., social media, websites, presentations).

The proposed project shall include the following:

Key Activates:

1. Research and Understanding
2. Script Development
3. Storyboarding
4. Animation and Production
5. Voiceovers in multiple languages (English, Hindi, and Kannada) to ensure accessibility for diverse audiences

A. Planning and Pre-production:

- Coordinate with the SELCO Foundation to understand the completed research for the animated video documentation.
- Provide video references to give an idea of what the final output would look like.
- The production agency/consultant need to develop the Clear script outlining the dialogue, narration, and key visuals and storyboard in consultation with the SELCO Foundation.
- The agency/consultant need to develop Visual representation of scenes, actions, and transitions to guide the animation process.



- Plan the basic outline of the videos with broad reference to frames, duration, theme, language and timeline in consultation with the SELCO Foundation team
- Provide a draft of the finalised animations.
- Provide a draft of the final script to be used.
- Provide a draft of the subtitles to be used

B. Production:

- Develop a 2-3 Minute two animated explainer video that includes:

Video	Topics covered	Duration
Video 01	<ul style="list-style-type: none">• An introduction to SELCO Foundation and its mission.• A detailed overview of Stage 1 of the Theory of Change.• Illustrations of the innovation processes, including problem identification, solution development, and stakeholder engagement.• Information on the types of partners SELCO seeks during Stage 1, including technology enterprises, financial institutions, NGOs, and educational institutions.	2- 3 Minutes / Languages (English, Hindi, and Kannada)
Video 02	<ul style="list-style-type: none">• Introduction to Innovation at SELCO and failures in Innovation• Brief about challenges faced during implementation need for tailored solutions and cross learnings• Analysis of failures• Lessons learned and call to action• The video to provide a brief and transparent understanding need for continuous engagement and acknowledgement of challenges	2- 3 Minutes / Languages (English, Hindi, and Kannada)

- It would be the responsibility of the agency to complete the final video in a maximum of **Five drafts** within the timeline specified.
- 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.



C. Post-Production:

The postproduction debrief meeting is critical prior to editing. 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 Subtitle and background music and voice over required

- Edit video content with on-screen text, motion graphics, narration, and background music.
- Total 06 no's of animated video in multiple languages (English, Hindi, and Kannada).
- Licensed music or original scores to accompany the animation video.
- English, Hindi, and Kannada Voice over and Subtitles to be added in English
- Incorporate SELCO Foundation branding and messaging.
- Provide up to **Five drafts** for review before final submission.

D. Software and Tools

- Animation Software: Specify the animation tools required (e.g., Adobe After Effects, Blender, Toon Boom, Maya).
- Editing Software: Video editing software (e.g., Adobe Premiere Pro, Final Cut Pro) for post-production.
- Audio Editing Software: Tools for sound design and mixing (e.g., Audacity, Adobe Audition).

4. Reference Video Links: use the video references given for idea of expected final output would be look like.

1. <https://www.youtube.com/watch?v=N9VxXEC1dL0>
2. <https://www.youtube.com/watch?v=dJNPUZunb8M>

5. Timeline:

Workplan and Task List	Week 1	Week 2-3	Week 4-5	Week 6-8
Planning and Pre-production				
Production				
Post-production				
Review, Draft and Final Production				

6. Requirements:

Interested videographers, agencies/Consultant, with relevant experience (please include references of previous similar animation work as proof of experience), team members details working on the project are requested to reach out with a detailed proposal giving:



1. **Methodology and Process:** Briefly outline your approach to filming, capturing testimonials, and editing the video.
 2. **Team:** Introduce the team members who will be working on the project and their relevant expertise.
 3. **Budget:** Provide a detailed breakdown of your project costs.
 4. **Portfolio:** Showcase your previous work with a strong focus on videography for development projects.
- The consultant must have proven track record in animation video documentation & production, especially in projects related to social causes and community development.
 - Agency to have a technical person, who will be supporting the team in writing the script and storyboard.
 - The consultant should have strong project management skills, ensuring timely delivery of all deliverables, including the full-length animation documentary, short clips, script and storyboard, subtitles, and raw footage.
 - The ability to coordinate and work well as part of a team, delivering content (video) that meets brand standards and guidelines.
 - Strong organizational skills to meet tight deadlines and deliver high-quality content.

7. 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 animation and videos
- Agency to understand the core value and mission of the organization, SELCO Foundation
- Agency to understand the aims and objectives of the innovations and Implementations by SELCO Foundation.
- Agency to have a qualified team with relevant animated experience
- Agency to have prior knowledge of working with the NGOs
- The financial proposal will be evaluated based on approach & work plan, prior work experience, expertise, cost, and proposed payment terms.

8. 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.

9. Timeline:

08 Weeks from signing of contract

10. 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
Pre-Production		
Production		
Post-Production		
Transport & Lodging		
GST%		
Total		

11. 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/Sr6ioguvNaQ7SyZi9> on before **15/11/2024**.

Any further queries please write to procurement@selcofoundation.org with a subject line: **“Animated explainer video of Stage 1 implementations and innovations in SELCO Foundation”** (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.

