



## Terms of Reference (TOR)

### TOR for Video Documentation for innovation ecosystem as impact stories in SELCO Foundation

<b>Title</b>	Video Documentation Creation of the innovation ecosystem as impact stories
<b>Timeline</b>	08 Weeks
<b>Expected area of expertise</b>	<ul style="list-style-type: none"><li>• Proficiency in videography, photography, editing, script writing.</li><li>• Professional-grade photography equipment including DSLR and drone camera and editing software</li><li>• Prior experience in covering social impact initiatives is preferred.</li><li>• Creativity and imagination to develop engaging stories and visuals</li></ul>
<b>Apply Google Link</b>	<a href="https://forms.gle/Y6QHompTyFtF9kX86">https://forms.gle/Y6QHompTyFtF9kX86</a> (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.**

**The videos will be segmented across 4 impactful value chains.**

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**

This project aims to visually document innovation as impact stories from key voices in the innovation ecosystem. The main Objectives of this documentation are:

1. To capture 4 videos of various DRE powered innovations to enable knowledge transfer and cross- learning.
2. Showcase the experiences and impact of champion farmers, innovators, and technology providers, creating a visual journey of innovation for last-mile communities.
3. Provide a clear understanding of each focused value chain, including its nodal points and associated problem statements, while explaining the functionality and effectiveness of each technology.
4. Highlight successful implementations and disseminate best practices to facilitate replication in various locations.
5. Increase awareness about decentralized renewable energy solutions and their benefits, inspiring action among individuals, communities, governmental agencies, NGOs, and policymakers.
6. Align with the goals of reaching a larger audience, particularly with scaling partners, to help develop effective scaling-up strategies.
7. Ensure meaningful learning experiences for stakeholders, scaling partners, and on-ground partners through impactful video content.

## **3. Scope of Work**

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



## Tentative Field shoot locations

S.No	State	No of Sites Visit	Name of the Enterprises
1.	Karnataka	07	North Karnataka and Mandya
2.	Jharkhand	01	Jamshedpur

The proposed project shall include the following:

### A. Planning and Pre-production:

Based on the interactions with end users, production

- Coordinate with the SELCO Foundation to understand the completed research for the video documentation
- The production agency/consultant need to jointly develop the content script and storyboard in consultation with the farmers, and SELCO Foundation.
- 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 references to give an idea of what the final output would be look like.
- Representatives from production agency/consultant will need to interact with end users across all the sites in Karnataka and Jharkhand.
- The Agency /consultant need to understand day to day activities pertaining to usage technology, commodity calendar, inflow & outflow of the commodities, operational models, financial transactions, business models, market linkage activities, and challenges faced in terms of adaptability, ergonomics etc.
- The agency / Consultant will develop content, script, storyboard, visuals, outlines and will share the same with SELCO Foundation. Once approved, it will go for production.
- Provide a draft of the script and subtitles to be used.
- Plan shooting schedules

### B. Production:

- The video documentary language for all films will be regional and hence must be documented from the unique lens of the farmer's voice. Reports, Stories and testimonials from farmers on the following themes will be critical to showcase the ground needs.
- Conduct video shoots, including interviews and on-site documentation in **Karnataka and Jharkhand.**



## Themes to capture:

**Video 1:** The video will provide an overview of Agri cross-cut solutions, including technologies such as nano tractors, weeders, and reapers. It will feature a documentary-style format that covers the innovator's perspective, end users, the specific challenges faced by small and marginal farmers, and how these solutions effectively address their needs. Also, the video will emphasize gender inclusivity in on-farm technologies (Documents and prioritize women end users here).

- End User: Gopal Gowda, IoT | Laxman, Reaper| Bore Gowda, Transplanter
- Location: Karnataka

**Video 2:** This video will comprehensively cover the entire paddy value chain, highlighting SF's work across nearly all key nodal points in the value-chain. It will address the problem statements associated with each nodal point and include perspectives from end users (Champion farmers). The video aims to discuss the business model, illustrate the impact of the innovations, and provide guidance on how to use the technology. It will serve as a benchmark end-product, showcasing the advancements and solutions implemented throughout the value chain.

- End-user: Bore Gowda, Single Row Weeder| End user: Syed Khani Khan
- Location: Karnataka

**Video 3:** This video will highlight innovations designed to support persons with disabilities (PWDs) in their livelihoods. It will showcase how these innovations differ from others and detail the positive impact they have made on the lives and livelihoods of the PWD community. Additionally, the video will feature perspectives from end users to provide a comprehensive view

- End-user: PWD, Gangu bhai| Tailor, Hanuman Thappa| Roti, Hemalatha|
- Location: North Karnataka

**Video 4:** This video is planned to cover innovations across the entire fisheries value chain, including the RAS training unit supported by SF. It will highlight these innovations and their impact on the fisheries sector and those who rely on it for their livelihood. The video will compare the economic and standard of living conditions before and after the introduction of these technologies. It will also showcase the significance of the training unit, emphasizing its role in demonstrating techniques and technologies, addressing problem statements, and serving as a hub for training and capacity building.

- End-user: TRCSC
- Location: Jharkhand (Near Jamshedpur)

- 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 4 videos in each theme of up to **5- 6 minutes**. And **50 Photos**
- 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)
- The Agency / Consultant should design and provide 4 posters as YouTube cover photos.
- The Agency / Consultant should provide the Raw footage captured in project areas.

### 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 3 edits need to be planned in accordance with the same. Required English Subtitle and background music and voice over required

- Edit video content with on-screen text, motion graphics, narration, and background music.
  - 4 final videos
  - length: 4-6 minutes each
  - Language: English, and Translate in - Hindi & Kannada
  - Target Audience: End users, partners, vendors, other ecosystem stakeholders
  - English Voice over and Subtitles to be added
- Incorporate SELCO Foundation branding and messaging.
- Provide up to **Three drafts** for review before final submission.

### 4. Consultant Responsibilities of video:

The Consultant should work closely with the team for accomplishment of following tasks.

Responsibilities	
<b>Planning And Prep Before Video Capturing</b>	<ul style="list-style-type: none"><li>• To hold preparatory discussion with the project team about the development of videos.</li><li>• The Consultant will propose a detailed work plan schedule which will be finalised later.</li><li>• Video capturing and editing for all the videos to be done parallelly</li><li>• Need to capture all the footage together and then use it for different topics to avoid multiple visits to the same site.</li><li>• Video script and story board:- Done by the production agency/individual in consultation with the farmers, and SELCO Foundation</li></ul>
<b>Video Capturing</b>	<ul style="list-style-type: none"><li>• Site for the video is in the end user location as agreed with the project team and according to the prepared script.</li></ul>



	<ul style="list-style-type: none"> <li>• Capture the videos as per the requirement and the provided script</li> <li>• A narration to be recorded along with background music for the videos if required.</li> </ul>
<b>Video Editing and Finalisation</b>	<ul style="list-style-type: none"> <li>• Subtitle: To translate the project beneficiaries' voice into English for subtitles and add the English subtitle for the video.</li> <li>• Editing, review and finalisation : Edit the raw video files into 4-5 min videos with labelling, voiceover / subtitles etc. as needed (Spoken language could be the Local language and subtitle in English ) with 3- 4 review.</li> <li>• Finalise the videos according to the feedback provided by the project team.</li> </ul>
<b>Others</b>	<ul style="list-style-type: none"> <li>• To manage all necessary tools and equipment, camera and other devices required to capture video</li> </ul>

## 5. Deliverables

Remark	Works	Location	Output
Pre-production / Production / and Post - production	<ul style="list-style-type: none"> <li>• Plan the completed research and the video requirements.</li> <li>• Prepare script, storyboard, visuals, motion graphics and the video including subtitles and voiceover.</li> <li>• Narration and background music.</li> <li>• 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.</li> <li>• Translate the video in to 3 languages.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct video shoots, including interviews and on-site documentation in <b>Karnataka and Jharkhand</b></li> </ul>	<ul style="list-style-type: none"> <li>• The Video should be up to 5-6 minutes.</li> <li>• The video should be at least 1080p Full HD, with 4K preferred for even greater clarity.</li> <li>• 4 videos in each theme</li> <li>• Main video in English and additionally translated in to 2 more language (Kannada and Hindi)</li> </ul>
	<ul style="list-style-type: none"> <li>• Photographs and Documentation</li> </ul>		<ul style="list-style-type: none"> <li>• <b>50 Photos</b> (As per visited Sites)</li> </ul>



	<ul style="list-style-type: none"> <li>(300 PPI or 4K, with typical dimensions ranging from 2,000 x 2,000 pixels)</li> </ul>		
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**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 4-5	Week 6-8
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 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 ability to coordinate and work well as part of a team, delivering content (video) that meets brand standards and guidelines.
- Agency are required travelled to Karnataka and Jharkhnd take our input for the video development and capturing Photos.
- Strong organizational skills to meet tight deadlines and deliver high-quality content.
- 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.

## **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.
- 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 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 agriculture innovations in livelihood.
- Agency to have a qualified team with relevant 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.

## **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.

## **11. Timeline:**

08 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
Pre-Production		
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/Y6QHompTyFtF9kX86> on before **08/11/2024**.

Any further queries please write to [procurement@selcofoundation.org](mailto:procurement@selcofoundation.org) with a subject line: **“Video Documentation for innovation ecosystem as impact stories at 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.