



SELCO FOUNDATION

690, First Floor, 15th Cross, 2nd Phase, 100 Feet Road, J.P. Nagar,
Bangalore - 560 078. Karnataka, India Phone : 91 - 80 - 26493145
e-mail : info@selcofoundation.org www.selcofoundation.org

Terms of Reference (TOR)

TOR for “Video Documentation of Aquaculture Value Chain in Jharkhand with SELCO Foundation”

Title	Video Documentation of Aquaculture Value Chain in Jharkhand
Timeline	02 Months
Expected area of expertise	<ul style="list-style-type: none">• Working experience in a documentary-style video showcasing• Professional-grade photography using equipment’s including DSLR and drone camera• Capturing high-resolution Video / photos of voices of fish farmers.
Apply Googe Link	https://forms.gle/GBiNpV3zWMimMxhe6 (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. Background of the project:

SELCO Foundation’s animal husbandry and fisheries initiatives exemplify how equipping rural communities with sustainable technologies can enhance productivity, increase income, and reduce drudgery. By integrating renewable energy into aquaculture, we help fish farmers improve stock quality, reduce mortality rates, and achieve better market prices, all while fostering climate resilience through sustainable practices.

SELCO Foundation seeks a passionate videographer with experience in the development sector to document the transformative impact of solar-powered aeration technologies in Jharkhand’s fisheries value chain. The videographer will create compelling visual content that highlights how clean energy solutions empower fish farming communities, improve productivity and enhance livelihoods.



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3. Goals and Objectives

To create a visually engaging 7 - 8-minute documentary-style video showcasing the impact of SELCO Foundation's **aeration technology on fisheries communities in Jharkhand**. The video will highlight the transformative power of uninterrupted aeration in improving fish quality, survival rates, and empowering fish farmers to secure better prices for their produce.

- Amplify the voices of fish farmers, capturing their experiences and the transformative impact of DRE-based aeration.
- Illustrate how solar-powered technologies enhance productivity, foster sustainability, and support economic empowerment in fisheries.
- Dissemination Platform: Social media, internal and external communication channels

4. Scope of Work

SELCO Foundation is seeking proposals from qualified agency or individuals to produce photo and video documentation of amplify the voices of fish farmers, capturing their experiences and the transformative impact of DRE-based aeration.

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

A. Location: Below details of Site location in "Jharkhand"

S.No	District	Shoot Locations	No of Sites
1.	Jharkhand	Hazaribagh	2 sites
		Ranchi	3 sites
		Jamshedpur	2 sites

The proposed project shall include the following:

B. Planning and Pre-production:

- Scouting and understanding the shooting locations
- Drafting the script and story board by the production agency/individual in consultation with SELCO Foundation.
- The production agency/ individual may interact with some community members, Aquaculture Professionals, FPOs and Fishery Cooperatives with the support of SELCO Foundation team.



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- This is to understand the day-to-day activities of the fish farmers and the transformative impact of DRE-based aeration.
- Upon approval of the script and story board, it will go to the production stage.

C. 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**.
- The Agency will have to produce **7 Short videos and reels** of the farmers and technologies
- The Agency will have to capture the **100 Photographs** of all the technologies
- 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, aerial shots using drones).
- Capturing high-resolution Photo Images and Video production in implementation of aeration technology in Jharkhand.
- Document the Videos of Interviews with fish farmers highlighting their experiences and the benefits of DRE-based uninterrupted aeration.
- The production needs to showcase the solution features, and its positive impacts captured through the voices of the fish farmers

D. 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:

- https://www.youtube.com/watch?v=59w2G_L1OMo&t=105s
- <https://www.youtube.com/watch?v=UiVpLYsgI9o>



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5. Deliverables

Key Activates	Deliverables	Outcomes
Location in Jharkhand	<ul style="list-style-type: none"> To Capture the implementation of aeration technology in Jharkhand. 	Locations: Giridh, Hazaribagh, Ranchi and Jamshedpur
Video Content	<ul style="list-style-type: none"> Visuals that show the positive impact on reduction in mortality, better standard size, income generation, and community empowerment (more details to be fleshed out during scripting) 	A 7-to-8-minute documentary-style video showcasing
Process of Video	<ul style="list-style-type: none"> Cover 6 to 7 technologies in the given locations Interviews with fish farmers highlighting their experiences and the benefits of DRE-based uninterrupted aeration 	7 Short videos and reels of the farmers and technologies
Animation and Graphics	<ul style="list-style-type: none"> Animation to show the functioning of technologies - Crisp short animation to depict technologies/logos wherever required. 	100 Photographs of all the technologies
Language and Subtitles	<ul style="list-style-type: none"> The video will provide the respective audiences so the script to be written in these three languages Subtitles in multiple languages 	The video will be made in English, Assamese and Odia languages and the Subtitle will be in English.

Note: Visual Style:

- Clean and visually engaging with appealing cinematic language.
- Culturally appropriate depictions of fish farmers.
- Minimalistic with a focus on the subject.
- Drone shots to depict fisheries activities in ponds, RAS, and Biofloc units.
- Please note that all raw footage must also be provided for the SELCO team.
- Execution of video shoots and delivery of edited videos under strict timelines.
- 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.



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- 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

6. Who are we conversing with

- **Aquaculture Professionals:** Individuals involved in the fisheries and aquaculture value chain can benefit from the knowledge shared in the video.
- **Policymakers and Government Officials:** Those focused on renewable energy, sustainable fisheries, and climate resilience initiatives, who can drive policy changes based on demonstrated impacts.
- **NGOs and Development Organizations:** Entities working at the intersection of community development, environmental sustainability, and technology adoption.
- **FPOs and Fishery Cooperatives:** Stakeholders looking to adopt best practices and scale sustainable aquaculture models.
- **Financial Institutions:** Banks and microfinance organizations interested in funding scalable, impact-driven fisheries technologies
- **Local Communities and General Public:** Creating awareness and inspiring local communities to adopt DRE-based solutions in aquaculture.

7. 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.



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8. 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.

9. 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.
- The consultant should have strong project management skills, including the full-length documentary, short clips, interviews, script and storyboard, subtitles, and raw footage.
- Methodology and Process: Briefly outline your approach to filming, capturing testimonials, and editing the video.
- Team: Introduce the team members who will be working on the project and their relevant expertise.
- Budget: Provide a detailed breakdown of your project costs.
- Portfolio: Showcase your previous work with a strong focus on videography for development projects.
- 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:

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

11. Timeline:

02 Months 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.

12. 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.



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Use below Table of Format for Financial Proposal: add more detail break up of expenses

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.

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/GBiNpV3zWMimMxhe6> on before **12/12/2024**.

Any further queries please write to procurement@selcofoundation.org with a subject line: **"Videographer for Fisheries Value Chain in Jharkhand"** (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



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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.



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- (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



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- 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.