



Terms of Reference (TOR)

Livelihood Training Video Production

Title	Livelihood Training Video Production – <i>Onboarding of up to 5 firms, agencies and individuals for 40+ technological solutions and businesses</i>
Timeline	2 Months
Expected area of expertise	Video Production, Livelihood Training Content Development
Email and website	info@selcofoundation.org / www.selcofoundation.org
Apply Link	https://forms.gle/UYzTvrhSzMYATn4w6

1. About SELCO Foundation

SELCO Foundation, established in 2010, as a not-for-profit organization. The foundation focuses on climate smart solutions for under-served communities. The three key pillars of the foundation are ecosystem building for innovation and scale and enterprise incubation. Please find more information on our website: <https://selcofoundation.org/>

2. Goal and Objective

Goal:

To improve the adoption of livelihood and agricultural technologies by delivering high-quality training videos that thoroughly cover practical applications, benefits, maintenance, best practices, and safety measures.

Objective:

The objective of this project is to produce high-quality, engaging videos for DRE/ solar integrated Energy Efficient Agriculture and other Livelihood Productive Use Technologies, providing detailed insights into their practical applications and benefits/ use cases.

These videos will be used for training and awareness work across various platforms.

3. Scope of Work

Location: Karnataka

The consultant engaged will be responsible for:

1. Understanding and finalizing the scripts and storyboards for each of the technologies. (Each video will consist of following segments, lasting **1 min to 4 min. 15 photos per technology**)

Type A: Product Deep Dive

i. Product Introduction



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Comprising of overall product shots; commodity pre and post processing, do's and don'ts; tech specs linked to output quality and capacity, basic area requirement to set up for machine + solar

ii. Product Benefits (machine + solar)

Comparison shots of efficient and inefficient technologies or between traditional and mechanization processes indicating product-based impact on wellbeing, drudgery, production and income increase or improved quality output, lowered operational costs etc. Similarly, narratives of reliability, reduced production and energy loss linked to solarisation.

iii. Product details

All detailed specifications, parts, functioning, usage explained followed by the demonstration with static images or panning video shots of solar panels, batteries, inverter and storage units etc

iv. Product demo

End to end demonstration of the product usage including the pre-during-post. Ex. An oil mill – starting with types of oil seeds, washing-drying (prep requirements of commodity and machine), switching on – accessories needed (types of buckets, scoops and containers) all the parts, adjustments, user tips, changing parts for diff commodities and output types, issues that might come up while production, post processing best practices etc with a walkthrough of the workspace (can be done in chapters)

v. Issues, troubleshooting and maintenance

Basic daily, weekly, monthly care practices for the machine and solar system showcasing the importance of regular maintenance to ensure longevity and consistent quality output; Quick local repair opportunities (frequently failing parts) and troubleshooting; Warrantee and Guarantee information with best practices on getting to know the vendors.

vi. Safety Practices

All warnings and safety precautions; protective gear recommendations, how to handle emergency situations

Type B: All technologies and variants of a solution in one summarising video

2. Each video to be made available in 3 language – **Kannada, Hindi and English.**
3. Capture high-quality video footage and complemented by professional voiceovers
4. Edit raw footage into concise videos with relevant texts, graphic highlights and subtitles for better understanding.
5. Incorporate feedback from the SELCO Foundation team throughout the production process and ensure the final videos are optimized for various digital platforms.



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4. Deliverables

The key deliverables for **EACH** technology:

Type A:

Deliverable	Description
Script and storyboard	Finalized script and storyboard for each technology
Technology Video/s	<ol style="list-style-type: none">1. Each video to have 5 to 6 segments mentioned in scope of work2. Each segment can be of 1 min to 4 min3. Total length of the video per technology will be around 18 to 20 min4. Should submit longer format video (18 to 20 min) and short format (for each segment)5. Feedback to be incorporated to the videos as per the timeline
Photos	15 edited photos per technology
Raw footages/photos	All the footages and photos captured

Type B:

Technology summary video	A summary video that covers the variants of each technology
Benefits of Solar	One video that explains the benefits adopting solar energy
Solar maintenance	One video that explains the maintenance of solar panels and batteries.

Foundation Rights: The SELCO Foundation will have full rights to use, distribute, and modify the videos as needed for their programs.

6. Timeline

The project duration is **2 months**, and it will be implemented in two phases.

Phase I:



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Deliverable	March
Scripting and storyboarding	First week
Video shoot	Second week
Editing - Draft	Third week
Interim Edit	Fourth week
Final Deliverable Submission	End of month

Phase II:

Deliverable	April
Scripting and storyboarding	First week
Video shoot	Second week
Editing - Draft	Third week
Interim Edit	Fourth week
Final Deliverable Submission	End of month

7. Selection Criteria

The technical proposals will be evaluated based on the following general areas:

1. **Expertise in past relevant work:** Entities/individuals with at least 5 years of experience.
2. **Proven Track Record:** Proven experience in producing educational and technical/ training videos. Expertise in video editing software and graphic design.
3. Ability to deliver high-quality content within stipulated timelines. Familiarity with renewable energy technologies is an added advantage.
4. **Team:** The proposal needs to include CV (or website/any other platform detailing) of key personnel, organizational credentials, past work samples, and detailed costing.
5. **Proposal – 1 pager**
 - a. Proposal should have cost breakup **per technology** for video shoot, sound, editing, voice-over and subtitle with detailed timeline
 - b. Proposal to have details of individuals to whom the tasks are assigned.
 - c. Proposal should have the cost breakup for phase 1 and phase 2
 - d. Proposal should include the details of Camera, editing software, lighting equipment and other accessories that will be used by the vendor



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8. Payment Terms:

Phase I:

Payment Milestone	Percentage of Phase 1 cost	Deliverables	Timeline
First Payment	25%	Sign off scripts and storyboards	March 2nd week
Second Payment	25% of	Raw footage and photos of products	March 3rd week
Third Payment	25%	First draft of edited videos	March 4 th week
Fourth Payment	25%	Interim edit and Final edit	April 1 st week

Phase II:

Payment Milestone	Percentage of Phase 1 cost	Deliverables	Timeline (April)
First Payment	25%	Sign off scripts and storyboards	First week
Second Payment	25% of	Raw footage and photos of products	Second week
Third Payment	25%	First draft of edited videos	Third week
Fourth Payment	25%	Interim edit and Final edit	End of Month

Note: For every tranche of payment, the Consultant must raise the Invoice.

9. Travel:

1. The travel plan should be submitted to SELCO Foundation for approval.
2. Travel expenses will be paid as per SELCO Foundation's travel policy.
3. Separate invoice to be raised for travel reimbursements and actual bills and payment details to be submitted along with it.

4.To Apply

Interested consultants / organizations, 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/UYzTvrhSzMYATn4w6> on before **05 March 2025**.

Any further queries please write to procurement@selcofoundation.org with the subject line: **"Training modules for 10 Solutions/Technologies"**.



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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. **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.

The fees shall be inclusive of all statutory duties & taxes applicable if any, such as GST etc. The Consultant will be reporting to the Senior Program Manager of the Foundation on activities and progress achieved on deliverables. The invoice will be processed with the approval of Senior Program Manager of the Foundation.

3. **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.

4. **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



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- 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 of 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.
5. **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.
6. **Observance of Law:**
- (i) **Observance of Law:** The Contractor will comply with all applicable laws, rules, regulations and statutory requirements and amendments thereof, in the manufacture and distribution of products and supplies and in providing services to the Foundation and during the term of Agreement.
 - (ii) **Child Labour-** The Contractor will, 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) **Forced Labor-** The Contractor will not engage in any activity that will result in forced or compulsory labor under applicable laws including the Bonded Labour System (Abolition) Act, 1976,
 - (iv) **Abuse of Labour-** Contractor will act in accordance with applicable laws and regulations and will not violate the rights of labourers as stated in The Factories Act, 1948 and similar legislations.
 - (v) **Working Hours, Overtime, Wages and Other Benefits-**Working hours, wages and benefits shall be provided by the Contractor to its staff and employees in accordance with applicable laws including the Minimum Wages Act, 1948.



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- (vi) Declaration of blacklisting- Contractor represents and warrants to SELCO that, as on the date of signing of this Purchase Order, it is neither blacklisted/ debarred nor it is under a declaration of ineligibility by Central / State or Semi-Government Organization/Department or Institutions and Public Sector Undertakings in India and abroad Contractor further undertakes to duly inform SELCO in the event it is blacklisted subsequent to execution of this Purchase Order/Work Order.
- (vii) **Compliance with Anti-bribery Laws:** Contractor and each of its directors, officers, employees, agents or other (collectively referred to as " Contractor ") represent and warrant that it shall not either directly or on behalf of SELCO Foundation give, offer, promise to offer, or authorize the offer, directly or indirectly (proxy bribing), anything of value (such as money, shares, goods or service, gifts or entertainment) to government officials, government customers, potential government customers or foreign government officials including officials of any public international organizations or officials of any political party either in India or abroad ("Officials") with an Intent to influence any act or decision in his or her official capacity Induce the Official to do or omit to do any act in violation of his or her lawful duty to obtain any improper advantage, or Induce to use such Official 's influence improperly to affect or influence an act or decision.
- (viii) The Contractor shall not provide any offering, promising, giving or receive, solicit or accept a financial or other advantage, or any other thing of value, with the intention of influencing or rewarding the behaviour of a person in a position of trust to perform a public, commercial or legal function to obtain or retain a commercial advantage.
- (ix) Contractor understands and acknowledges that any non- adherence to the warranty as stated herein above will be violation of the provisions of the Indian Prevention of Corruption Act,1988 and other applicable laws and legislations ("Anti-bribery Laws").
- (x) In addition, Contractor agrees to promptly report to SELCO Foundation of any incident of breach or potential breach of this section.
- (xi) Compliance with Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013 (PoSH): The Contractor shall agree to 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.

7. 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



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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.

8. 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.

9. 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.

10. 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



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Party to arbitration in accordance with the Arbitration and Conciliation Act, 1996. The venue of the arbitration shall be Bangalore. Likewise, the jurisdiction will vest with courts in Bangalore.