



## "Terms of Reference (ToR) for Photo and Video Documentation of the Commercial Poultry Units in MP, Jharkhand and Odisha"

<b>Title</b>	Photo and Video Documentation of Commercial Poultry sites in Madhya Pradesh, Jharkhand and Odisha.
<b>Timeline</b>	8 Weeks
<b>Expected area of expertise</b>	<ul style="list-style-type: none"><li>• Experience in capturing video and photographic content related to poultry farming, livestock management, or animal husbandry.</li><li>• Familiarity with documenting livelihood projects and impact of sustainable solutions</li><li>• Experience in producing engaging films with compelling storytelling, impactful interviews, dynamic graphics, and seamless integration of visual elements</li></ul>
<b>Apply Link</b>	(Contact Procurement for Form Link) <a href="https://forms.gle/gDgbprftmzPoY3c57">https://forms.gle/gDgbprftmzPoY3c57</a>

### **About SELCO Foundation**

SELCO Foundation has been established with a mission of achieving rural development and conservation of the environment by promoting the use of sustainable energy. The Foundation, for the past ten years, has been working on field-based R&D work and have developed various models and processes in sectors of basic energy access, health, education, livelihoods, financial inclusion and built environment which can be replicated and scaled up to bring in social inclusivity and equity in the nation. (Read more about SELCO [here](#))

### **About Built Environment**

The aim of the built environment program is to democratize access to the design of livable habitats to address poverty and climate challenges in a climate-stressed world by integrating energy optimization through an ecosystem approach. Underserved communities are usually at the receiving end of the worst impacts of climate change coupled with improper ventilation, natural lighting, and thermal conditions; the cost of building resilience and comfort is generally high. The overall energy performance of built environments is influenced by people, units, and climate. Hence, innovations need to integrate energy optimization in the application of technologies and the environment of built spaces.



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### 1. Background

India's commercial poultry farming sector is a significant contributor to the country's agricultural economy, providing employment to millions and serving as a vital source of protein through meat and eggs. According to recent statistics, India is the third-largest egg producer and the fifth-largest broiler producer in the world. However, despite its importance and rapid growth, the sector faces several challenges that hinder its full potential. One of the primary challenges in commercial poultry farming in India is ensuring thermal comfort for the birds throughout their growth cycle. Poultry farms have multiple cycles in a year, during which the bird requires specific thermal conditions to thrive. Unfortunately, many farms lack adequate ventilation and cooling strategies, leading to thermal distress among the birds. This thermal stress can cause significant weight loss and adversely affect the egg production, the Feed Conversion Ratio (FCR), which is a critical measure of a bird's efficiency in converting feed into body mass. Poor ventilation also exacerbates the spread of diseases, as high ammonia levels and unhygienic conditions create an unhealthy environment, further impacting mortality rates and FCR.

Infrastructure deficiencies present another significant hurdle for rural poultry farmers. Many poultry sheds are built using non-thermal materials and have insufficient space for ventilation. These inadequate facilities contribute to higher mortality rates. To address these challenges, the SELCO Foundation, in collaboration with regional stakeholders in poultry, has implemented climate-adaptive built environment solutions for poultry farming in Jharkhand, Odisha, and Madhya Pradesh. These interventions aim to improve the health and well-being of poultry birds by addressing climate and energy inefficiency challenges.

To document the effectiveness of these interventions, it is essential to produce detailed, high-quality videos and photos capturing the problem statement, implemented solutions, and their impact. These videos will help facilitate widespread adoption and implementation of the intervention.

### 2. Project Summary

This project aims to document and showcase the problem statement of climate stress on poultry livelihood and impact of climate-adaptive built environment solutions for commercial poultry farming across Jharkhand, Odisha, and Madhya Pradesh. The SELCO Foundation have introduced interventions to mitigate heat stress, improve poultry health, and increase farmer incomes.



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The videography and photography will focus on three core aspects:

- The **challenges faced** by poultry farmers and cooperatives, including thermal stress, poor ventilation, and high mortality rates among poultry birds affecting their incomes
- The **solutions implemented**, such as improved roofing materials, increasing height enhanced ventilation, and cooling mechanisms.
- The **impact on farmers**, including productivity gains, improved poultry health, and increased income.

Through videography and photography, this project will provide compelling visual evidence to influence stakeholders, drive policy engagement, and encourage the scaling of sustainable poultry farming solutions.

### 3. Project Goal and Objective:

#### Goal

The goal of this project is to **create high-quality visual documentation** that effectively showcases the challenges in poultry farming, solutions, and impacts of climate-adaptive poultry farming interventions. The videos and photographs will serve as powerful tools for advocacy, capacity building, and stakeholder engagement, ultimately driving policy influence and adoption of sustainable poultry farming practices

#### Objectives

- **5-Minute main video capturing 'Climate change and commercial poultry'**
  - illustrating the challenges faced by commercial poultry farmers and cooperatives due to inadequate infrastructure and climate stress.
  - Showcasing built environment solutions in poultry sheds, including enhanced roofing, ventilation, lighting, and cooling systems.
  - Featuring interviews with veterinary experts, Farmers, cooperative and federation members, and SELCO Foundation representatives.
- **3-Minute Impact case study video**

Documenting improvements in poultry health and productivity, along with farmer testimonials, highlighting the overall impact of the intervention.



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- **Three short videos of each 1-Minute Impact Case Study Videos for YouTube Shots/ reels** Documenting improvements in poultry health and productivity, along with farmer testimonials, highlighting the overall impact of the intervention.
- **Capture 60 high-resolution photos per state**, focusing on project sites and highlighting the built environment interventions.

#### 4. Scope of work:

SELCO Foundation is seeking proposals from qualified vendors to produce high-quality photo and video documentation of the commercial poultry sites.

**Video Site Location:** Photo and Videography on the site of Odisha, Jharkhand and MP – each states required to visit max at 5 sites (Sites will be discussed with SELCO Team)

##### A. Pre - Production:

1. Developing a storyboard in consultation with SELCO Foundation.
2. Once the storyboard is approved, the project may proceed to production. Two iterations will be considered at this stage.
3. Coordinating with key stakeholders, including farmers, cooperatives, and local officials with support from SELCO
4. Planning the shoot schedule, locations, and obtaining necessary permissions

##### B. Production:

1. Capturing high-quality footage, including drone shots of poultry sheds (before and after intervention).
2. Visual demonstrations of improved roofing, ventilation, and cooling solutions.
3. Capture high-resolution photographs or still images of the project sites, showcasing the built environment interventions and lighting solutions. The farmers engaged in livelihood activities like feeding, cleaning, etc. can be captured.
4. Interviews with farmers, cooperative members, veterinary experts, and representatives from regional partners and SELCO Foundation on the impact and the importance of climate adaptive solutions.
5. Ensuring on-site logistics and permissions for smooth execution.



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### C. Post-production:

1. Producing one problem statement and solution video (3 minutes),
2. one case study video (5 minutes),
3. Three 1-minute case study videos (for YouTube shots) highlighting the overall impact of the intervention, including farmer testimonials.
4. Capture 60 high-resolution photos per state.
5. Edit and structure the videos in an engaging format, incorporating graphics, animation, English subtitles, translation, and voiceover (if needed).
6. Delivering final high-resolution versions of the photos and videos in broadcast quality.
7. Consider 3 rounds of iterations for the videos based on feedback from SELCO after 1<sup>st</sup> draft submission.

### 5. Deliverables and Timeline

S. NO.	Item	Timeline
1.	<b>Video story board</b>  (Based on the brief provided by SELCO Foundation, prepare the storyboard.)	<b>5 days after Signing of the contract</b>
2.	<b>Site visit: Photo and Videography on the site of Odisha, Jharkhand and MP</b>  Thoroughly document the built environment solutions implemented, including shed utilization, through photos and videos. Capture close-ups of interventions through various sections of the coop, farmer interviews, and cooperative representative interviews.	<b>3 weeks after the finalization of the storyboard.</b>



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	<p><i>Consent to be taken with help from SELCO team and the concerned individuals prior to capturing the photo/video. A consent form template will be shared by the SELCO team.</i></p>	
3.	<p><b>60 photos per State (300 PPI or more, with typical dimensions ranging from 2,000 x 2,000 pixels)</b></p> <p>Submit high-quality photographs, emphasizing the built environment and lighting interventions inhabited and utilized by the livestock and managed by the farmers.</p>	<p><b>1 week</b> after the site visits for photo/video capture</p> <p><b>Note:</b> <i>Submission and finalization to be completed</i></p>
4.	<p><b>Interviews:</b> Capture a video-audio interview with a veterinarian discussing the potential of commercial poultry production, the need for an efficient poultry shed design, and key indicators for measuring the success of the implemented solution.</p> <p><i>Record a video-audio interview with a SELCO Foundation representative on the importance of such interventions, the need for scaling this solution, and its impact on sustainable poultry farming.</i></p>	<p><b>1 week</b> after site visits for photo/video capture</p>
5.	<p>Storyboard revision and presentation to the SELCO Team based on the content captured from the field.</p>	<p><b>1 week</b> after the site visit.</p> <p><b>Note:</b> Submission and finalization to be</p>



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		completed within this timeframe.
6.	<p><b>Video submission which includes:</b></p> <p><b>1)5-Minute video capturing ‘Climate change and commercial poultry’</b>—illustrating the challenges faced by commercial poultry farmers and cooperatives due to inadequate infrastructure and climate stress.</p> <p>Showcasing built environment solutions in poultry sheds, including enhanced roofing, ventilation, lighting, and cooling systems.</p> <p>Featuring interviews with veterinary experts, Farmers, Cooperative and federation members, and SELCO Foundation representatives.</p> <p><b>2) 3-Minute Impact case study video</b> – Documenting improvements in poultry health and productivity, along with farmer testimonials, highlighting the overall impact of the intervention.</p> <p><b>3)Three 1-Minute Impact Case Study Videos for YouTube Shots/ reels</b> – Documenting improvements in poultry health and productivity, along with farmer testimonials, highlighting the overall impact of the intervention.</p> <p>Final product* in broadcast standards and full HD with 1080x1920 pixels resolution, suitable for circulation on YouTube.</p> <p><b>Subject to minimum 3 number of iterations</b></p>	<b>2 weeks from</b> story board revision (deliverable number 08)



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7.	Final submission of the videos and raw footage	<b>1 week</b> after the final iteration submission of the videos.
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### Notes:

- Voice over recording process and additional graphics, animation, translation and subtitling to be inclusive in the budget
- The collaterals need to have a uniform aesthetic
- Minimum 5 working days to be considered for review of deliverables by SELCO team

### 6. Timelines:

**8 weeks** for the recording, editing, and delivery of videos and photographs after the onboarding of the vendor/consultancy firm. The individual or agency will be required to travel to the specified geography for the work.

### 7. Eligibility Criteria:

Proven experience in producing high-quality documentary-style videos and capturing high-resolution images, particularly in agriculture, rural development, or animal husbandry sectors.

Prior work documenting poultry farming, livestock management, or climate-adaptive interventions is preferred.

- Understanding of poultry farming practices, thermal comfort strategies, ventilation solutions, and infrastructure improvements.
- Ability to interact with farmers, cooperatives, and local authorities for on-site documentation.
- Proficiency in video editing, subtitles, animation, and voiceover integration to create engaging content.
- **Familiarity with Jharkhand, Odisha, and Madhya Pradesh's rural communities; proficiency in Hindi/Odia is an advantage.**





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### 8. Selection Criteria:

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

- Agency will be evaluated on the basis of prior work experience, portfolio, and wide experience in curating similar content both photo and videos
- Agency to understand the core value and mission of the organization SELCO Foundation, and the TOR specifications including goal, objectives, scope of work of the project
- Agency to have a qualified team with relevant experience in photography, videography, editing and postproduction, translation and subtitling, voiceover (if required)
- The financial proposal will be evaluated based on prior work experience, expertise, cost, timeline and proposed payment terms.

### 9. Payment Terms

Fixed as per the agreement between consultant and SELCO Foundation. Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

#### a. Payment Timeline:

First payment instalment:	<b>50%</b> advance payment.
Second payment instalment:	<b>30%</b> upon submission of High-Resolution photographs captured from the site visits
Third payment instalment:	<b>20%</b> upon submission of the final produced film post finalization and approval by SELCO Team, and all raw footage (photos and video clips)

#### b. Provide split costs as follows:

Sl. no	Items
1	Equipment details and cost ( <b>if any</b> )
2	Professional fee (per day)
3	Logistics (fuel and food)
4	Post-production - Editing, Audio Mastering, Packaging, Animations and Visual Assets Cost



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

### 10. 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 through this google form <https://forms.gle/6GmhaeAj2P6uADiC6> on or before **13<sup>th</sup> March, 2025**.

Any further queries please write to [procurement@selcofoundation.org](mailto:procurement@selcofoundation.org) with a subject line: **"Pictorial and Video Documentation of Commercial Poultry Sites in Madhya Pradesh, Odisha, and Jharkhand."**

## 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



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- 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*



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*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



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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



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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.

### **12. Compliance with Anti-bribery Laws:**

Vendor and each of its directors, officers, employees, agents or other (collectively referred to as "Vendor") 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.

The Vendor 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.

Vendor 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").

In addition, Vendor agrees to promptly report to SELCO Foundation of any incident of breach or potential breach of this section.

### **13 Compliance with Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013 (PoSH):**



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The Vendor 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.