



## Terms of Reference (TOR)

### TOR for “Video documentation and Photography for SELCO’s DRE interventions in in Puri district of Odisha”

<b>Title</b>	Video Production and Photography for SELCO’s DRE interventions in <b>Puri district of Odisha</b>
<b>Timeline</b>	01 Months
<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/cHZ9MDaRb3X8EYzN9">https://forms.gle/cHZ9MDaRb3X8EYzN9</a> (Contact Procurement for Form Link)
<b>Last Date for Apply</b>	<b>07<sup>th</sup> February, 2025</b>

#### 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. Summary of the project:

The SELCO Foundation aims to advance access to sustainable energy solutions, bridging poverty alleviation and environmental sustainability. In line with advancing organizational goals, there is a need to strengthen the message of outreach on sustainable energy solutions. Videos play a very important role in sharing information and engaging a large audience globally. A team of videographer with experience in shooting product videos and editing is required to document Decentralized Renewable Energy (DRE) - based solutions designed by the SELCO Foundation. The DRE implementations to be documented include different entrepreneurship models.



### 3. Goals and Objectives

This project aims to visually document, showcase projects and impact of initiatives by the collaborating potter community in Northeast Region of Odisha.

The purpose of this assignment is to capture the practical implementation and impact of the potter community through DRE-based livelihood solution.

### 4. Scope of Work

SELCO Foundation is onboarded a consultant to produce photo and video documentation showcasing the working and operations of Pottery Value Chain in the North East regions.

The videographer team will work with the SELCO Foundation team to shoot the necessary videos of the enterprises. The video needs to be made keeping in mind the rural audience who will be witnessing the content and making informed decisions on integrating DRE-based solutions for increasing productivity, diversifying services, and increasing efficiency in their choice of livelihoods. The video will also be witnessed by Government stakeholders, NGO partners, and other stakeholders who will be informed about such interventions and can integrate DRE-based solutions at their policy and program levels.

The scope of work includes:

Video shooting for DRE-based livelihood products in Puri district:

- The shooting of a **4 to 5-minute video captures nature of DRE technology using by the Pottery Value Chain** and the type of solutions, problem statement, and process of implementation, impact, and learnings in the **Puri district of Odisha**.
- 2 numbers of 30-40 sec of small videos in the form of reels, along with infographics.
- The video should capture the work that we have done with our partners, to be covered across the in the Puri district of Odisha
- To highlight the positive changes these technologies have brought to the livelihoods of the communities.
- Photographs of 10 to 20 in each site



The proposed project shall include the following:

#### **A. Planning and Pre-production:**

- The script and story board needs to be developed by the production agency/individual in consultation with SELCO Foundation.
- Upon approval of the script and story board, it will go to the production stage.

#### **B. 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.
- **1 Main** video has to produce by the agency up to **4-5 minutes**.
- **2 Short** videos / reels for all social media platforms – **30 to 40 Sec**
- 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.
- High-quality Photographs for **each site 10 - 20 Photos** as per requirements from the SELCO team Capture all necessary shots including primary footage, b-rolls, wide angles, closeups (of solution features, interactions of stakeholders).

#### **C. 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, subtitling, dubbing 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

#### **Requirements**

- **Odia voiceover** (male/female-finalize by SF team) with English subtitles should be added to the video. The videographer would be required to adhere to the script developed jointly with the SELCO Foundation that best captures the overall outcome of the video.
- An interview with end users, partners, govt. departments and one from SELCO Foundation.
- Coordinate with the SELCO Foundation geography team on scheduling shoot dates, permissions, and other logistical requirements



- **10-20 high-quality Photographs** for each site as per requirements from the SELCO team.
- All raw photographs and video footage shot during the assigned project period need to be shared with the SELCO Foundation and SELCO will be its sole owner.
- Execution of video shoots and delivery of edited videos under strict timelines
- **3 rounds of editing** from the first rough cut to the final video.

**References:**

<https://youtu.be/qxgVNfd86pU?si=OCITOCGNhslxz64k>

<https://youtu.be/UIEiYHI3nW0?si=mFK5dh4PP9k7Nuo9>

<https://youtu.be/9BcNy0Le3J8?si=llnqOWLZgAcqFb59>

**Deliverables:**

Key activity	Works	Location	Output
Videos - Documentary style impact video	<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> </ul>	<ul style="list-style-type: none"> <li>• Conduct video shoots, including interviews and on-site documentation in <b>Puri District of Odisha.</b></li> </ul>	<ul style="list-style-type: none"> <li>• 1 Main video has to produce by the agency up to <b>4-5 minutes.</b></li> <li>• 2 Short videos / reels for all social media platforms – <b>30 to 40 Sec</b></li> <li>• The video should be at least 1080p Full HD, with 4K preferred for even greater clarity.</li> </ul>



<ul style="list-style-type: none"><li>• Photographs</li></ul>	<ul style="list-style-type: none"><li>• Photographs and Documentation</li><li>• (300 PPI or 4K, with typical dimensions ranging from 2,000 x 2,000 pixels)</li></ul>		<ul style="list-style-type: none"><li>• <b>10 - 20 Photos</b> (for each Sites)</li></ul>
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**Note:**

- Execution of video shoots and delivery of edited videos under strict timelines.
- English subtitles should be added in the video (the translation & script of the subtitles to be prepared by the agency).
- Video should include on-screen text for solutions being showcased.
- 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 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 for representatives on scheduling shoot dates, permissions, and other logistical requirements.
- Minimum 5 working days to be considered for review of deliverables from SELCO Team

**5. Requirements:**

- Individuals / Agencies with prior proven skills and experience in Video Documentation
- Minimum 7 years' experience in videography, photography, and short documentary shooting.
- Minimum 5 years' experience in the short documentary, success stories, case stories, etc. of social sector development projects/programs.
- The team should have an engaging, upbeat personality, who can capture the right emotion and testimonials from the communities.
- 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 Odisha and Interior 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.

## 6. 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.
- Ability to handle DSLRs/Mirrorless (Sony alfa mark –iii/iv, Sony FX 3 canon R3) Cameras, Drone, microphones and a good understanding of light and sound for video production
- Well-versed in 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.

## 7. 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.
- Agency to understand the aims and objectives of the climate adaptive and energy efficient built environment solution developed for health facilities.
- The consultant should have strong project management skills, including the full-length documentary, short clips, interviews, script and storyboard, subtitles, and raw footage.
- The consultant will be evaluated based on approach & work plan, prior work experience, expertise, and proposed payment terms.
- 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. Payment Terms:

Payments will be made based on the completion of agreed deliverables. A payment schedule will be included in the contract and based on considered each party agrees.

## 9. Timeline:

01 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.

- First draft of both the videos – **18-03-25**



- Reviewing and sharing of feedback by SELCO – **20-03-25**
- Final revised versions of the videos – **25-03-25**

**10. Other Terms and Conditions:**

1. Travel, stay, food, and other logistics costs quoted should be as per actuals and organization policy.
2. The SF team will retain full rights to the video and photo content created during the assignment.

**Note:**

The details of the intervention sites are duly annexed.

**11. 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.

Use below Table of Format for Financial Proposal:

<b>Expenses</b>	<b>Per Cost</b>	<b>Total Cost</b>
Production cost and Professional fee (With Detail)		
Post-Production cost and Equipment charges (With Detail)		
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.

## 12. 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/j59BM4VukKwBYWqm6> on before **07<sup>th</sup> February, 2025**.

Any further queries please write to [procurement@selcofoundation.org](mailto:procurement@selcofoundation.org) with a subject line: “**Video documentation and Photo DRE interventions in Puri district of Odisha**” (Name of Project)

**Applications will be processed on a rolling basis.**

### Annexure - List of Intervention Sites for Video

SL No	Type of Sites	Village	Block	Distance from Puri (in kms)	Days
1	Pottery	Bramhan Alandia (Chandanpur)	Puri Sadar	15km	2 day

### 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.

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.

is a premier production house headquartered in Guwahati, North East India. Established in 2015, we have emerged as a leading provider of professional video production, editing, and photography services. Our mission is to craft compelling stories that demand to be told, capturing exceptional deeds and hard work with utmost creativity, finesse, and passion.



At Navarasa Talkies, we boast a team of industry professionals with diverse backgrounds in film production, scripting, and editing. Our core team members, including Mrinmoy Saikia, Arpan Jyoti Boruah and Bandita Gogoi are committed to delivering unparalleled excellence in every project we undertake

We are delighted to share that our journey in nonfiction commercial work has been equally impressive, as we have successfully completed over 100 documentaries.

This extensive portfolio showcases our dedication to delivering high-quality content that informs and engages audiences, further solidifying our position as a leader in the industry. Navarasa Talkies takes immense pride in our association with esteemed organizations and renowned projects, underscoring our commitment to excellence and impactful storytelling: