



"Terms of Reference (ToR) for Photo and Video documentation of 'Cool sheds' in Karnataka

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| Title | Terms of Reference (ToR) for Photo and Video documentation of 'Cool sheds' in Karnataka |
| Timeline | 2 Weeks |
| Expected area of expertise | <ul style="list-style-type: none">• Capturing high-resolution images and video footage of built spaces• Proficiency in storytelling and creative style documentary filmmaking• Familiarity with documenting climate-adaptive infrastructure and energy-efficient interventions. |
| Apply Mail ID | lawrence@selcofoundation.org / procurement@selcofoundation.org |

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 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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A. Background

The built environment plays a vital role in supporting the well-being and productivity of its occupants. Factors such as thermal comfort, air quality, lighting, ergonomics, and spatial design significantly influence how people feel and function. However, vulnerable communities often lack the awareness, knowledge, and access to innovative, sustainable and efficient building solutions. As a result, they continue to live and work in ad hoc structures made with unsustainable materials and outdated, inefficient systems. These conditions are further worsened by climate-induced stresses, which negatively impact health, increase financial burdens (through medical expenses, frequent repairs, and higher energy needs), reduce productivity, and ultimately weaken community resilience.

B. Project Summary

This project aims to document and showcase the problem statement of climate stress on roadside retail and service livelihoods and the impact of climate-adaptive built environment solutions. The SELCO Foundation has introduced interventions like 'cool sheds' to mitigate heat stress, improve productivity and incomes of micro entrepreneurs running roadside retail and service units.

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.

C. Goal

The goal of this project is to **create high-quality visual documentation** that effectively showcases the challenges of climate stresses like heat among micro entrepreneurs running retail and service sheds. The videos and photographs will serve as powerful tools for advocacy, capacity building, and stakeholder engagement, ultimately driving policy influence and adoption of sustainable solutions.

D. Objectives

- **To capture 3 five-to-six-minute videos capturing heat stress on retail & service sheds.**



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- Illustrating the challenges faced by micro entrepreneurs running roadside shops due to increased climate stresses like heat.
 - Showcasing climate adaptive built environment strategies that can be used to improve wellbeing and productivity of its occupants
 - Impact of 'cool sheds' implemented through interaction with the micro entrepreneur, local community members, SELCO representatives
- **3 one-minute Impact Case Study Videos for YouTube Shots/ reels –**
Documenting impact of 'cool sheds' through testimonials of end users, temperature recordings and highlighting the overall impact of the intervention
 - **1 one to two minutes summary video for the whole series -**
Compiling the key highlights from testimonials and B rolls captured showcasing glimpses of the problem statement and impact
 - **Capture 30 high-resolution edited photos per site-**
Highlighting the built environment interventions.

E. Scope of work:

SELCO Foundation is seeking proposals from qualified vendors to produce high-quality photo and video documentation of 'cool sheds', highlighting the usability and effectiveness of the climate-adaptive, energy-efficient built environment solutions for roadside retail and service businesses.

Pre-production:

1. Conduct meetings with SELCO Foundation's Built Environment team to understand the intervention, key impact areas, and objectives of the documentation.
2. Study background materials, reports, and existing data on cooling solutions for livelihoods
3. Develop a detailed storyboard and script for the video documentation based on the brief provided by SELCO team
4. Script for the video to be co-developed with SELCO Foundation



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Production:

1. Capture high quality video footage and high-resolution photographs of the 'cool shed', focusing on long-term usability and effectiveness of the solutions
2. Record detailed testimonials from end users on the effectiveness of the solution.
3. Capture SELCO Foundation representatives and technical experts on the importance of climate-adaptive built environment for enhancing productivity in roadside retail & service sheds

Shoot locations:

| Sl no. | Location | Livelihood | Number of sites | Other remarks |
|--------|------------|-------------|-----------------|--|
| 1 | Bijapur | Retail shop | 1 | Run by an FPO, with FPO products |
| 2 | Bailhongal | Petty shop | 1 | Run by a person with disability |
| 3 | Koppal | Petty shop | 1 | Run by a person from the trans community |

Post-production:

1. Produce three 5 to 6-minute videos highlighting the problem statement of heat stress and showcasing the 'cool shed' solution and its impact captured from 3 different sites in Karnataka.
2. Integrate testimonials from end users on the effectiveness of the solution.
3. The narrator will be from SELCO Foundation highlighting the technical aspects and importance of the climate adaptive built environment solution.
4. Incorporate impactful visuals, smooth transitions, and high-quality graphics to enhance story telling.
5. Incorporate required Graphics / Animation of CFD simulations, design layout, ventilation strategy that communicates workspace design logic
6. Include subtitles in English and other regional languages wherever required
7. Capture 30 high-resolution photos on each site, focusing on built environment intervention
8. Consider 3 rounds of iterations for the videos based on feedback from SELCO after 1st draft submission.



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F. Deliverables and Timeline

| Sl no. | Item | Timeline |
|--------|---|---|
| 1. | <p>Photo and video shoot on field (3 locations) along with interviews with end users</p> <p>*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 SELCO team.</p> | 3 days |
| 2. | <p>30 photos (300 PPI or more, with typical dimensions ranging from 2,000 x 2,000 pixels) in each site of:</p> <ul style="list-style-type: none"> Cool shed exterior photos, context, interior photos, photos highlighting design strategies like roofing & walling materials, awning, openings, height of the shed Photos highlighting interaction between the entrepreneur and the shop (how he opens/ closes/ uses the space), with the customers | <p>1 week after the site visits</p> <p><i>Note: Submission and finalization to be completed</i></p> |
| 3. | <p>Submission of the video footage</p> <ol style="list-style-type: none"> 1 minute - trailer video for the series 1 five-to-six-minute video in Kannada showcasing site 1 1 five-to-six-minute video in English showcasing site 2 1 five-to-six-minute video in Hindi showcasing site 3 1 one-minute video of site 1 1 one-minute video of site 2 1 one-minute video of site 3 | <p>1, 2, 5: 1 week after the site visit</p> <p>3, 4, 6, 7: 2 weeks after the site visit</p> |



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Notes:

- The collaterals need to have a uniform aesthetic
- Minimum 2 working days to be considered for review of deliverables by SELCO team

G. Timelines:

2 weeks for the 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 the specified geography for the work.

H. Eligibility Criteria:

- Individual or agency that has a good working experience in a video shoot of a built space/ health facility/ capturing modular setup process or implementation process
- Individual or agency that has good working experience in shooting high-quality pictures of modular setup process or implementation process
- Individual or agency that has good experience and skill set in engaging with fabricators/ farmers/ etc. to capture relevant testimonials

I. Selection Criteria:

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

- Agency must have worked on the below type of videos and sample is a must for each of them:
 - Educational video
 - Vlog
 - Vertical Cinematic reels
- 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 content creation, photography, videography (if required) and creative editing.



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- The financial proposal will be evaluated based on approach & work plan, prior work experience, expertise, cost, timeline and proposed payment terms.
- Please go through the below image and write a brief script about capturing this in a short video:
 - [Cool Sheds Concept](#)

J. 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. Provide split costs as follows:

| Sl. no | Items |
|--------|-------------------------------------|
| 1 | Equipment details and cost (if any) |
| 2 | Professional fee (per day) |

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.
4. Food, Travel and accommodation (if applicable) will be arranged by SELCO Foundation

b. Payment Timeline:

| | |
|----------------------------|--|
| First payment instalment: | 40% payment upon signing of agreement |
| Second payment instalment: | 30% payment upon submission of the deliverables |
| Third payment instalment: | 30% payment upon submission of the deliverables |



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K. 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 on or before **09th May 2025**.

Any further queries please write to lawrence@selcofoundation.org / procurement@selcofoundation.org with a subject line: “**Photo and Video Documentation of 'Cool sheds' in Karnataka.**”

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



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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



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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



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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.