



Terms of Reference (TOR)

Energy for Health – Odisha

E4H Impact Video and photos for Odisha (Kalahandi and Sambalpur)

Title	Energy for Health Video Odisha (Impact Video)
Timeline	03 weeks
Expected area of expertise	<ul style="list-style-type: none">The consultant, agency, or organization must have a minimum of 4–8 years of proven experience in producing high-quality videos, particularly those relevant to the social development sector. Experience working in the regions of Odisha is a plus.
Apply Google Link	https://forms.gle/XW5tYG9rCk4ua3yB8 (Contact Procurement for Form Link)
Last Date for Application	15 th June 2025

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/>)

Summary of the project:

As a part of its “Energy for Health” program, SELCO Foundation aims to strengthen health services delivery through the deployment of Decentralized Sustainable Energy Solutions for health centers in Odisha, thereby improving access to quality health care.

SELCO Foundation plans to develop a professional impact video for “Energy for Health” program and capture photos, testimonials from different stakeholders in Odisha from an intervention designed for a climate-resilient health infrastructure. Proposals (Technical & Financial) from eligible communication agencies/ consultants are invited to conduct video documentary and build a photo bank as mentioned in the TOR.

Goals and Objectives

Goal:

SELCO Foundation is seeking a professional service provider to create high-quality impact video. The goal of this assignment is to capture the positive impact of the E4H (Empowered for Health) program within health facilities located in the Kalahandi and Sambalpur districts of Odisha.

This content will be used for stakeholder engagement, advocacy, and knowledge dissemination.

Objectives:

The video documentation will capture the climate challenges faced in Odisha underscoring the need for resilient health centers and illustrating how decentralized renewable energy solutions can play a pivotal role in addressing these climate challenges in hard-to-reach areas.

Scope of Work:

The video is expected to give a complete understanding of E4H program in Odisha, its impact and way forward. It should portray the reality of the health scenario of the state and capture the intensity of the program. The photo and video documentation will capture the unique climate challenges faced in Odisha especially Kalahandi and Sambalpur underscoring the need for resilient health centers and illustrating how decentralized renewable energy solutions can play a pivotal role in addressing these climate challenges.

Location: Health Centers in Odisha State - 06 sites
(Kalahandi – 3 sites and Sambalpur – 3 sites)

Deliverables:

- **One overall E4H program video (4 - 5) minutes** captures the details of the work done with its impacts in the health ecosystem and way forward along with **one smaller version of the same video** (1 minutes)
- **15 - edited photos of each Health Facilities** capturing all the details includes medical professionals and patients - Solar equipment, long shot of the HF with drone image from top covering solar panels, med-tech equipment in use cases. Photos should also focus on capturing human stories and experiences, rather than just showcasing the devices.
- **3 short videos (< 1 min) for each site in the form testimonial reels** (from patient, Staffs, Doctors, district officials and other key stakeholders) and bytes along with infographics.
 - Showcasing of Terrain/landscape, Med Tech, PPP Model of Swasthya Swaraj (Dr.Aquinas)
- Script and storyboard must be shared with the SF team for approval prior video shooting.

Timeline:

- Last date for application 15th Jun 2025
- Agreement to be closed on or before 19th Jun 2025
- Script and Storyboard – first draft, feedback, final draft and approvals before 21st June 2025
- Shooting from 23rd till 26th Jun 2025 (Buffer 27th Jun 2025).
- First Draft of Edit and Raw footages– 2nd Jul 2025
- All re-edits to be completed as per feedback by 8th Jul 2025
- Final video along with edited photos by 10th Jul 2025

Requirements:

- English and Odia voiceover (male/female-to be 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 staff from SELCO Foundation.
- Coordinate with the SELCO Foundation geography team on scheduling shoot dates, permissions, and other logistical requirements
- 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.
- 4 -5 rounds of editing from the first rough cut to the final video.

Credentials:

Individuals/agencies with prior proven skills and experience in:

- They should have a general passion and interest in documentary film and video making.
- Minimum 4 - 8 years' experience in videography, photography, and short documentary shooting.
- Minimum 4 - 8 years' experience in short documentary, success stories, case stories, etc. of social sector development projects/programs.
- The agency should have a high level of self-motivation, commitment, and dedication to work and deliver under strict timelines
- Good interpersonal skills with proven experience in coordination with diverse stakeholders

- The team should have an engaging, upbeat personality, who can capture the right emotion and testimonials from the community.
- The ability to coordinate and work well as part of a team, delivering content (video) that meets brand standards and guidelines

Technical Skills:

- 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
- Experience Editing tools like - Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, Canva, Adobe Photoshop, After Effects,
- 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.

Video Quality:

To ensure high video quality, the resolution should be at least Professional camcorder/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.

Selection Criteria:

1. Relevant Experience:

The consultant must have proven 4-8 years of experience in video documentation, especially in projects related to social causes and community development. Experience working in the regions of Odisha is a plus.

2. Portfolio Quality:

The consultant should provide a portfolio showcasing previous work like documentary and noninvasive story telling styles.

3. Storytelling Ability:

The consultant should have a strong ability to craft compelling narratives that align with our mission of decentralizing solar power and addressing climate change. This includes the ability to highlight innovation, success, sustainability, and community involvement in the projects.

5. Project Management:

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.

6. Cost-Effectiveness:

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.

7. Flexibility and Adaptability:

The consultant must be adaptable to changing project needs and open to feedback during the production process. This includes being able to work under various environmental conditions and locations.

Payment terms:

Agency / consultants are invited to submit an Invoice against the deliverables; payment will be considered if each party agrees.

Process:

Submit a detailed proposal including:

- Shoot days
- Budget breakdown (equipment rentals, editing, etc.)

Payment Terms:

40%	After signing the contract
30%	After submission of first draft
30%	After submitting the final deliverables which will be approved by SELCO Foundation

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

Travel:

- Travel cost should be included in the overall budget submitted
- The travel plan should be submitted to SELCO Foundation for approval.

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/QAMjuSgY4p3CPmZM6> on or before **15th Jun 2025**.

Any further queries please write to procurement@selcofoundation.org or energyforhealth@selcofoundation.org with a subject line: **“E4H Impact video for odisha”**

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 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:

Compliance with Laws and Regulations: The Consultant 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 SELCO and during the term of this Agreement.

Child Labor: The Consultant 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.

Forced Labor: The Consultant 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,

Abuse of Labor: Consultant 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.

Working Hours, Overtime, Wages and Other Benefits-Working hours, wages and benefits shall be provided by the Consultant to its staff and employees in accordance with applicable laws including the Minimum Wages Act, 1948.

Declaration of blacklisting: Consultant 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. The Consultant further undertakes to duly inform SELCO in the event it is blacklisted subsequent to execution of this Purchase Order.

Compliance with Anti-bribery Laws: Consultant and each of its directors, officers, employees, agents or other (collectively referred to as "Consultant") 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 Consultant 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.

The Consultant 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, Consultant agrees to promptly report to SELCO Foundation of any incident of breach or potential breach of this section.

Compliance with Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013 (PoSH): The Consultant 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 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 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.