



"Terms of Reference (ToR) for Documentation For Millet Mentor"

Title	Coffee Table Book Documentation for Millet Mentor
Timeline	03 Months
Expected area of expertise	<ul style="list-style-type: none">• Experience in capturing video and photographic content related to poultry farming, livestock management, or animal husbandry.• Familiarity with documenting livelihood projects and impact of sustainable solutions• Experience in developmental and grassroots communications strategy design, production and dissemination
Apply Link	(Contact Procurement for Form Link) https://forms.gle/bebsohcxcQ9WuHDUi6
Last Date for Apply	02 nd Aug, 2025

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](#))

1. Background - Millet Mentor:

Millet Mentor is a consortium of experienced organizations that have developed a platform to provide comprehensive technical and business support services to decentralized small-scale millet processing units. These units are primarily operated by community-based organizations (such as FPOs, SHGs, etc.) and socially responsible private enterprises. More information can be found on our website.

SELCO Foundation seeks a passionate videographer with development sector experience for a knowledge dissemination project. The videographer will help us create compelling visual content for communities involved in the millet value chain.



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This project seeks a passionate videographer to document the value proposition of the millet mentor platform. Through compelling videography, we aim to capture the positive changes experienced by millet growing and/or processing and showcase the transformative potential of the millet mentor platform.

Are you a passionate videographer/photographer who can weave visually compelling stories? Do you wish to amplify unheard voices and shape change? Then join us – amplify the voices of the millet farmers

2. Project Goal and Objective:

- Create visually engaging and innovative videos showcasing the impact of the Millet Mentor program on the lives and livelihoods of champion farmers and entrepreneurs. This includes four (4) videos, a coffee table book capturing best practices and business models, and a millet human impact story.
- To document the specific practices, technologies, or approaches adopted by these farmers that have led to increased productivity, income, and resilience.
- To amplify the voices of champion farmers, sharing their experiences, challenges, and successes in millet cultivation and entrepreneurship.
- To inspire other farmers and stakeholders to adopt best practices and participate in the Millet Mentor program.
- To disseminate knowledge and promote the benefits of millets among a wider audience.

3. Scope of work:

Dissemination Platform:

Social Media Platforms, Coffee table book, external and internal dissemination.

Travel Location:

Andhra Pradesh, Telangana, Rajasthan, Odisha, and Karnataka

Key Activities

- 4 video series for Champion millet sites
 - Understanding the shooting locations
 - Drafting a story board
 - Drafting script with the SELCO team



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- Capturing detailed video footage for champion farmers/entrepreneurs as per video requirements (3x 2-3 min, 1x 5-7 min)
- Editing visuals for effective results
- Voice overs in **English, Hindi, Odia and Kannada**
- Design and develop coffee table book with
 - **20 human-centered case stories** for champion millet farmers (including those captured for video). This would include - farmer stories, processing stories, value addition, cafes, innovation, impact at scale, and ownership models.
 - **A photo story** with basic farmer profiles for farmers/entrepreneurs engaged in different parts of the value chain.
- Production
 - Create visually appealing layouts for the coffee table books, including covers, page layouts, and infographics.
- Editing and Proofreading
 - Ensure content accuracy, clarity, and consistency.
 - Ensuring that content and people's experiences are approached with sensitivity
- Target Audience for this project:
 - Farmers, processors, and people who are interested in millets.
 - Policymakers and government officials are looking to understand the ecosystem of the millet value chain.
 - NGOs and organizations working with communities for healthy super foods and millets



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4. Deliverables

S.No	Deliverables	Descriptive
1.	Videos on champion farmers / entrepreneurs	<ul style="list-style-type: none"> a. Three (3) videos (2-3 minutes each) capturing best practices and business models. b. One (1) video (5-7 minutes) dedicated to a millet human impact story. c. Five (5) catchy testimonials in vertical format for reels/shorts/teasers.
2.	Design and develop coffee table book	<ul style="list-style-type: none"> a. 20 human-centered case stories capturing champion millet farmers for developing a coffee table book (deep dive into best practices, processing, value addition, cafes, innovation, impact at scale, and ownership models). b. 80 photo stories with basic farmer profiles (can also include pictures with machines /processing). Each photo story should include appropriate captions, and a cohesive narrative stitched together through the photographs to highlight the context, activities, and impact.
3.	Raw footage from all filming locations.	Odisha, Andhra Pradesh, Telangana, Rajasthan, and Karnataka
	<p>Visual Style: Clean and visually engaging with appealing cinematic language. Culturally appropriate depictions of farmers. Minimalistic with a focus on the subject.</p> <p>https://youtu.be/GAuCQe2qqro?feature=shared https://youtu.be/VFWRzwiwxgg?feature=shared https://youtu.be/E_HHEF1guH8?feature=shared</p> <p>For photos- https://www.flickr.com/photos/134041380@N06/albums/72177720322218331/with/54170051994</p> <p>For coffee table book/case study- https://selcofoundation.org/wp-content/uploads/2025/04/MizoramBook.pdf</p>	



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5. Timeline:

S.No	Deliverables	1 Month	2 Month	3 Month
1.	Signing of Contact and prepare Workplan			
2.	Primary consultation to identify key influencers and champions across stakeholder groups			
3.	Travel for Documentation and video and photography on champion farmers / entrepreneurs			
4.	Design and develop coffee table book and First draft of the Booklets			
5.	Review and incorporate Inputs with final Submission of all deliverables Raw footage from all filming locations.			

Notes:

- Voice over recording process and additional graphics, translation and subtitling to be inclusive in the budget
- The collaterals need to have a uniform aesthetic
- 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/photo and booklet in a maximum of **three drafts** within the timeline specified
- Minimum 5 working days to be considered for review of deliverables by SELCO team



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6. Timelines:

The completed video and farmer profile photos are to be submitted within 3 months of the onboarding the vendor/consultancy firm assigned contract.

The individual or agency will be required to travel to the specified geography for the work.

7. Eligibility Criteria:

- The Individual or agency must have proven 4-5 years of experience in photo / video documentation, especially in projects related working experience of a make book / capturing impact on stakeholders.
- The consultant must be adaptable to changing project needs and understand the various environmental conditions and locations.
- Agency are required to travel in project locations and take our input for the video development and photo/ video capturing.
- Proven experience in developmental research, communication design, story-telling and narrative design, photo editing, video production, infographics, and visual communication.
- Proven experience in designing state and pan India level dissemination strategies
- Showcase capacity to be able to delivery to contract deliverables in a timely manner

8. Selection Criteria

Interested videographers, Content Development agencies/individuals, with relevant experience (please include references of previous similar work as proof of experience), team members details working on the project are requested to reach out with a detailed proposal giving:

- **Methodology and Process:** Briefly outline your approach to filming, capturing testimonials, and editing the video.
- **Team:** Introduce the team members who will be working on the project and their relevant expertise.
- **Budget:** Provide a detailed breakdown of your project costs.
- **Portfolio:** Showcase your previous work with a strong focus on videography for development projects.



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- 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

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:	40% advance payment.
Second payment instalment:	30% upon submission of High-Resolution Videos and photographs captured from the site visits
Third payment instalment:	30% upon submission of the final booklet and final produced film 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 (if any)
2	Professional fee (per day)
3	Logistics (fuel and food)
4	Post-production - Editing, Audio Mastering, Packaging, Animations and Visual Assets Cost

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.



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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/bebsohcxQ9WuHDUi6> on or before **02nd August, 2025**.

Any further queries please write to procurement@selcofoundation.org with a subject line: "**Documentation for Millet Mentor.**"

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



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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



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8. Termination:

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.



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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.

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



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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.

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 at Bangalore. Likewise, the jurisdiction will vest with courts in Bangalore.