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Onboarding Agency/Consultant for Content Development for Agriculture Museum in Dharwad

Title	Agency/Consultant for Content Development for Agriculture Museum in Dharwad
Timeline	02 Months
Expected area of expertise	• Experience in multimedia content development • Can animate and illustrate information into different formats consumable content for digital and print purposes • Can manage translation & transliteration between English & Kannada
Apply Link	https://forms.gle/FkzEScmzbx21Udn17 (Contact Procurement for Form Link)
Last Date for Apply	09 th November, 2025

About SELCO Foundation:

SELCO Foundation's mission is to create a platform of solutions that uses sustainable energy as a catalyst to link environmental sustainability and poverty alleviation. With holistic development as the primary focus, the organization strives to create equitable societies where all communities have access to essential services. SELCO Foundation's Agri & Allied program focuses on empowering farmers and rural communities through sustainable agriculture practices, thereby creating an impact in terms of improved energy-efficient technology, increased crop yields, enhanced livelihoods, and reduced carbon footprint.

As one of the priority development verticals, we are working to develop sustainable energy driven solutions for Agriculture, Animal Husbandry and allied livelihoods. Under this vertical we have been working on specific value chains such as cereals millets, oilseeds, Dairy, Poultry and livelihoods cooling as a solution cutting across all horticulture produce. SELCO Foundation seeks to develop sustainable energy solutions across agriculture commodity specific value chains to improve, diversify farm incomes and reduce drudgery across practices and processes – on farm and in post-harvest processing. Specifically, we are looking at clean and efficient technologies that bring about value among small marginal farmers and entrepreneurs, FPOs, FPC's, SHG and other stakeholders.

You can find more information on this program and SELCO Foundation on our [Organization Website](#).

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1. Summary of the project:

An Agri-Museum is being designed for farmers in Dharwad, Karnataka in partnership with the Agricultural Department. It's aimed at preserving history whilst also being a dynamic hub for modern farming. Its primary purpose is to empower farmers by giving them the tools and knowledge to thrive in a rapidly changing industry. It's a place where **tradition meets technology** and community is cultivated.

2. Goal and Objective:

Goal:

The goal is to design and implement a model Agricultural Museum in Dharwad space that integrates sustainable design principles, making it inclusive and climate-resilient through innovative, low-cost strategies.

The project aims to create a vibrant educational and cultural environment that preserves the region's agricultural heritage, showcases traditional tools and practices alongside modern innovations, and inspires future generations to appreciate and sustain farming traditions.

Objective

- To create an engaging and informative space that showcases the history and evolution of agriculture.
- To promote sustainable agricultural practices through exhibits on climate-smart agriculture, water conservation, and eco-friendly technologies.
- To provide a platform for innovation in agriculture, highlighting emerging technologies and solutions for food security and sustainability.
- To preserve traditional knowledge, focusing on indigenous crops, farming techniques, and sustainable practices.
- To enhance public awareness about the agricultural sector's impact on the economy, environment, and daily life.
- To support knowledge sharing among farmers, agricultural professionals, students, and policymakers through workshops and interactive exhibitions.

By achieving these objectives, the agriculture Museum will serve as a resource for both education and practical solutions to farmers and future generations while contributing to the preservation of Agricultural practices in the state.

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Key Functions of the Museum

- **Showcasing New Technologies:** The museum features interactive exhibits on cutting-edge **agri-tech**, such as precision farming with GPS and drones, automated irrigation systems, and soil sensors. Farmers can see these tools in action, understand how they work, and learn about their practical applications and return on investment.
- **Government Schemes & Policies:** A dedicated section acts as a knowledge center for farmers to learn about current government programs. Through clear, simple displays and digital kiosks, they can find information on subsidies, loans, crop insurance, and other welfare schemes. This helps to demystify the bureaucratic process and ensures farmers don't miss out on vital support.
- **Connecting with Champion Farmers:** The museum provides a platform for farmers to connect and learn from their peers. It highlights the success stories of "**champion farmers**" through video interviews, interactive displays. This inspires others and fosters a sense of community by showcasing best practices and innovative approaches from fellow farmers.
- **Inspiring Professional Pride:** The museum's overarching goal is to elevate the perception of farming as a profession. By celebrating the history of agriculture and showcasing its role in feeding the world, it aims to instill a sense of pride and purpose in farmers, encouraging them to view their work not just as a livelihood but as a vital contribution to society.

Focus themes for the museum:

- **Evolution of Agriculture:** Focus on the historical development of agriculture, particularly in Karnataka, highlighting different agro-climatic zones. This theme captures the journey from traditional farming methods to modern practices.
- **Climate Smart Agriculture:** Emphasis on sustainable, climate-resilient agricultural practices, including soil health, water management, precision irrigation, and climate-adaptive technologies.
- **Technological Adoption:** Showcasing cutting-edge agri-tech like GPS-enabled precision farming, automated irrigation, soil sensors, IoT-based fertigation, and hydroponics.
- **Government Schemes & Policies:** A dedicated zone for educating farmers about current government subsidies, loans, crop insurance, and welfare programs to facilitate access to support.
- **Connecting with Champion Farmers:** Highlighting success stories of innovative farmers who serve as role models through interactive video interviews and displays.
- **Inspiring Professional Pride:** Elevating the perception of farming as a valued profession, celebrating agriculture's vital role in feeding society.

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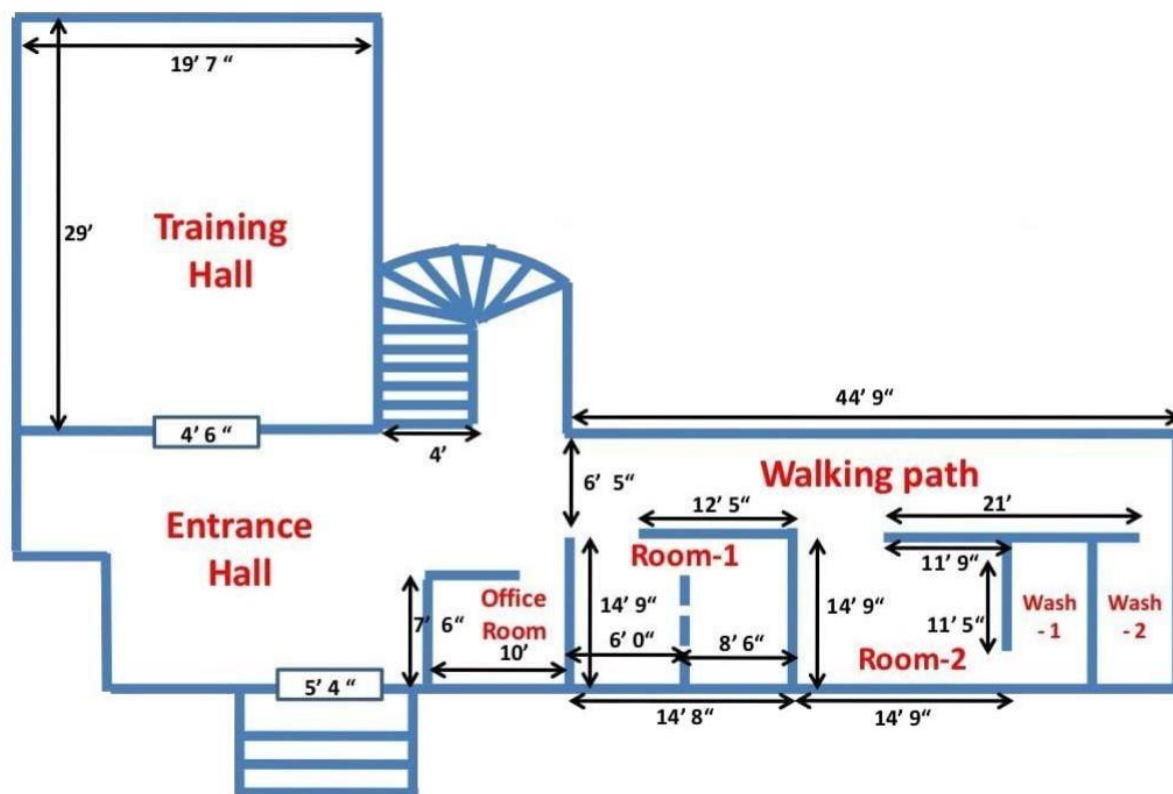


3. Site Location Description

Name of the User: Department of Agriculture Dharwad

Address: [GPS Link](#)

Area: 2190 sqft



Site images:



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4. Scope of Work

The **Museum of Agriculture** is seeking a qualified **Content Development Consultant or Agency** to create engaging and informative content for its new permanent exhibition. The consultant will be responsible for developing a comprehensive content plan, researching and writing text, and collaborating with the museum's curatorial and design teams. The goal is to create a compelling narrative that highlights the history, importance, and future of agriculture.

A. Content Planning:

- Develop a **detailed content plan** outlining the exhibition's narrative, themes, and key messages.
- Identify and structure the exhibition into thematic zones, such as "Ancient Farming," "The Industrial Revolution in Agriculture," and "Future Food Systems."
- Based on thematics, come up with up a long list of exhibits and plan for executing them with multimedia artists

B. Content Creation & Research:

- Write clear, concise, and engaging **exhibition text** for various formats, including wall panels, object labels, and interactive displays.
- Draft scripts for audio-visual components, such as short films or audio guides.
- Ensure all content is accurate, well-researched, and accessible to a general audience.
- Use multimedia for different e

C. Collaboration & Review:

- Collaborate closely with the museum's curators, educators, and exhibition designers.
- Present content drafts for review and feedback, and revise as needed.
- Attend regular project meetings to ensure alignment with the overall exhibition design and timeline.

The content will primarily be dependent on the following thematics:

Theme	Sub-Theme / Focus Area	Content Focus	Required Media Format
Visitor Experience & Orientation	Wayfinding & Branding	Museum Map (Layout and Zoning)	Graphic Panel/Map
		Sign Board Name	Signage (Physical)
		Pamphlet / Brochure (Current schemes / ongoing)	Printed Material (Brochure)
		Case Studies	Printed Material (Case Studies)
		Mural Painting (General)	Large Format Mural
		Visual and Content to be Prepared (Mural or Sticker?)	Mural/Sticker/Graphic
		Existing Video (Case Studies and Videos)	Video Content

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Climate Smart Farming & Soil Health	Soil Health & Structure	Soil Layers, Machine Damage, Chemicals, Permeability (4-Sided Info)	4 x Graphic Panels
		Soil Type Content	Name Tags/Boards
		Mulching Activity Content	Instruction Boards
		Information on Soil Nutrients (Checking pH, OM, Layers)	Graphic Panels
		Soil Health Card Kit (for farmer)	Instructional Card
	Seeds & Quality	Seed Types (Certified, Breeder, Foundation, Desi)	Graphic Panels
		Seed Quality Kit (for farmer)	Instructional Card
	Technological Adoption	Smart IoT-based Precision Irrigation cum Fertigation Unit	Graphic Panels (for model background)
		Soil Sensors, Weather Station, Pest/Disease Detectors	Graphic Panels (for model background)
		Hydroponics Info	Graphic Panels
Climate Resilience & Water Management	Water Management	Water Conservation Techniques (Borewell recharge, Farm Ponds, RWH, AWD, Mist Irrigation)	Large Format Mural (Outdoor)
Value Chains & Livelihoods	Livestock Ecosystems	Poultry Coop Ecosystem Content (Coop to Marketing with DRE tech)	Graphic Panels (For Walls)
		Dairy Ecosystem Content (Coop to Marketing with DRE tech)	Graphic Panels (For Walls)
		Bio-digester Testimonials	Textual/Graphic Content
	Crop-Specific Timelines	Paddy Value Chain Timeline (SRT & SRI methods)	Timeline Structure/Graphic Labels
		Millet Value Chain Timeline	Timeline Structure/Graphic Labels
		Oilseed Value Chain Timeline (Groundnut Post-harvest)	Timeline Structure/Graphic Labels
	Contextualizing Agriculture	Karnataka State Map (Agricultural context)	Graphic Panel (MDF, Ceiling Hung)

5. Deliverables

The consultant is expected to produce the following deliverables:

- **Content Plan Document:** A comprehensive document detailing the exhibition narrative, themes, and content structure.
- **Written Exhibition Text:** Finalized text for all exhibition components, including wall panels, object labels, and captions.
- **Audio-Visual Scripts:** Scripts for all audio and video elements within the exhibition.
- **Research Documentation:** A collection of all research materials, sources, and bibliographies.

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- Finished end products as per development of content – find a tentative number in the below table

S.No	Deliverables	Units
1	Murals	2
2	Information Panels	30
3	Labels	100
4	Videos (scripts – can be stitched from earlier shot footage and some need animation)	5
5	Research on contextual agriculture in Karnataka highlighting cultural aspects (songs, foods, festival etc)	2
6	Small booklets for best practices in Kannada	15

Note: SELCO Foundation team should be involved and consulted in every stage of research and design development for better coordination and understanding of the context, process and outcome.

6. Timeline

S.No	Key Deliverables	Supporting Deliverables / Sign-offs	Week
1	Final Content Plan Document (Narrative, Themes, Structure)	Establish Research Documentation Framework. Start Draft 1 of Contextual Agriculture Research (Culture, Food).	Week 1: Foundational Planning & Research Start
2	Final Contextual Agriculture Research (Completes 2 reports)	Draft Audio-Visual Scripts for all 5 Videos. Complete initial sourcing for all object labels.	Week 2: Deep Research & A/V Scripting
3	Final 5 Audio-Visual Scripts signed off for production.	Draft Text for 10 Information Panels. Draft Concept Briefs for both 2 Murals.	Week 3: A/V Finalization & Panel Drafting (Part 1)
4	Draft Text for 20 Information Panels (10 new, 10 for review).	Draft Content for 5 Small Booklets for best practices in Kannada.	Week 4: Panel Drafting (Part 2) & Booklet Start
5	Final Written Exhibition Text for all 30 Information Panels .	Draft Text for 50 Object Labels and associated captions. Draft Content for 5 Small Booklets for best practices in Kannada.	Week 5: Panel Finalization & Label Drafting (Part 1)
6	Draft Text for 50 Object Labels and remaining captions (Completing 100).	Draft Content for 5 Small Booklets for best practices in Kannada (Completing 15).	Week 6: Label Drafting (Part 2) & Booklet Drafting

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7	Final Written Exhibition Text for all 100 Object Labels and Captions.	Review and Finalize Content Sign-off for 2 Murals.	Week 7: Final Text Review & Sign-off
8	Final Text for 15 Small Booklets (Kannada), ready for design.	Final Research Documentation (Comprehensive sources and bibliographies) handover to Design/Production.	Week 8: Content Handover & Documentation

7. Requirements and Selection Criteria:

The application will be evaluated based on the alignment of the submitted materials with the project goals and requirements. The selection will prioritize the following:

- **Relevant Experience & Portfolio:**
 - Demonstration of relevant experience minimum 3 to 5 years and a strong portfolio of prior work.
 - Specific experience relevant to the museum's focus themes
- **Experience in Content Development:**
 - Must have experience in multimedia content development for digital and print purposes.
- **Creative/Technical Capability:**
 - Proven ability to animate and illustrate information into different formats consumable content.
- **Language Proficiency:**
 - Capability to manage translation & transliteration between English & Kannada.
- **Statement of Purpose (SoP) & Alignment:**
 - A clear brief on how the opportunity aligns with the vendor's goals, demonstrating an understanding of the museum's objectives:
 - Creating an engaging space on the history and evolution of agriculture.
 - Promoting sustainable and climate-smart agricultural practices.
 - Preserving traditional knowledge and inspiring professional pride in farming.
- **Budget and Timeline:**

Submission of a complete proposal including budgets (with break-ups and explanation) and detailed timelines and milestones, aligning with the project duration.

The proposal must clearly demonstrate the ability to meet the required deliverables, including 2 Murals, 30 Information Panels, 100 Labels, 5 Video Scripts, 2 Research Reports on contextual agriculture in Karnataka, and 15 Small booklets for best practices in Kannada.

8. Payment Terms:

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

Agency are invited to submit a quotation against the deliverables.

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9. To apply

Interested consultants / organisations, meet the eligibility criteria with relevant experience and is interested in collaborating with the SELCO Foundation, (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/yxmmVakKkQgTkYZz8> on before **09th November, 2025**.

Any further queries please write to procurement@selcofoundation.org with a subject line: **“Content Development for Agriculture Museum in Dharwad”** (Name of Project)

Note: The application will be evaluated on a rolling basis.

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.

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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

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in connection with its business or otherwise without the written permission of the Foundation.

7. Observance of Law:

- I. The Contractor 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 Foundation and during the term of Agreement.
- II. Child Labour- The Contractor 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.
- III. Forced Labor- The Contractor 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,
- IV. Abuse of Labour- Contractor 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.
- V. Working Hours, Overtime, Wages and Other Benefits-Working hours, wages and benefits shall be provided by the Contractor to its staff and employees in accordance with applicable laws including the Minimum Wages Act, 1948.
- VI. Declaration of blacklisting- Contractor 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 Contractor further undertakes to duly inform SELCO in the event it is blacklisted subsequent to execution of this Purchase Order/Work Order.
- VII. Compliance with Anti-bribery Laws: Contractor and each of its directors, officers, employees, agents or other (collectively referred to as " Contractor ") 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.
- VIII. The Contractor 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

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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.

- IX. Contractor 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").
- X. In addition, Contractor agrees to promptly report to SELCO Foundation of any incident of breach or potential breach of this section.
- XI. Compliance with Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013 (PoSH): The Contractor 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.

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

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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.
