



Terms of Reference (ToR) for Video and Documentation of *On Farm Challenges in India and the way forward*

Title	Video and Documentation of On Farm Challenges in India and the way forward
Timeline	04 months
Expected area of expertise	1. Experience in capturing video and photographic content related to climate change, agriculture, and the development sector. 2. Familiarity with documenting livelihood projects and impact of sustainable solutions 3. Experience in developmental and grassroots communications strategy design, production and dissemination
Apply Link	https://forms.gle/j1JgQpPzWy6jSm4NA (Contact Procurement for Form Link)
Last Date for Apply	10 th December, 2025

About the SELCO Foundation

SELCO Foundation is an open-source, not-for-profit organization that engages in field-based R&D and ecosystem building for the deployment of clean energy solutions that alleviate poverty by improving access to sustainable energy to underserved communities in tribal, rural, and urban poor areas. The organization works in collaboration with practitioners in the social sector, energy entrepreneurs, NGOs from various developmental sectors, and educational institutions to link the benefits of sustainable energy to poverty eradication. The organization works across verticals such as energy access, health, and livelihoods with practitioners in the social sector, energy entrepreneurs, and partners from various developmental sectors. You can find more information about the SELCO Foundation on our organization's website. (Read more about SELCO here: <http://www.selcofoundation.org/>)

Background of the Context

Criticality of Strengthening on Farm Activities in a Changing Agricultural Environment

India is facing a moment of serious ecological and economic pressure in the agriculture sector. Most farm operations take place on small and fragmented land parcels, with a large proportion of farmers depending on the monsoon. Resource degradation, unpredictable climate conditions and rising input costs are affecting both production and household stability.

The country has seen a steady decline in soil fertility because of excessive use of chemical fertilisers, repeated mono cropping and reduction of organic matter. Water tables are falling in many regions, while rainfall patterns are becoming uncertain. Farmers are spending more on seeds, fertilisers, pesticides and diesel to maintain yields. At the same time, mechanisation remains out of reach for most small farmers and women continue to face significant drudgery due to the lack of appropriate tools.



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Climate change further intensifies these stresses. Increased temperature, erratic rains, dry spells and sudden pest attacks are common across agro climatic regions. These changes directly affect crop reliability, profitability and long-term sustainability of farm livelihoods.

Evidence from different states shows that regenerative and sustainable agriculture can rebuild soil health, reduce input dependency, conserve water and make farms more climate resilient. However, a clear articulation of the challenges and the pathways that are emerging is required for stakeholders to design effective support systems. The On Farm Convening and the video documentation are an effort to present this landscape from the perspective of farmers and practitioners.

Problem Statements in the On Farm Sector

The video will bring forward the lived experience of farmers across regions. Their narratives will highlight problem statements that are consistently observed in the on-farm sector.

1. Degrading Soil Health

- Reduction in soil organic carbon
- Poor nutrient balance
- Loss of soil structure and biodiversity
- Increased pest and disease pressure

These issues result in lower productivity despite higher use of external inputs.

2. Stress on Water Resources and Inefficient Use

- Groundwater extraction exceeding recharge in many regions
- Unpredictable rainfall affecting sowing and irrigation
- High cost of accessing water for irrigation
- Low use of water conserving practices

These challenges increase production risk, especially for rain dependent farmers.

3. Rising Input Dependency and Increased Cost of Cultivation

- Overuse of chemicals leading to declining soil response
- Higher expenses for fertilisers, pesticides and hybrid seeds
- Diesel powered tools increasing energy costs
- Financial stress in years of poor harvest

This creates an unstable and high risk production environment for small farms.

4. High Levels of Drudgery and Lack of Appropriate Mechanisation

- Tools designed for large farms that do not suit small and uneven plots
- Manual labour required for sowing, weeding and harvesting
- Limited access to clean energy-based machines
- Heavy workload on women farmers

These constraints reduce efficiency and productivity.



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5. Increasing Climate Variability and Production Uncertainty

- Changes in rainfall patterns
- Longer dry periods
- Heat stress affecting crop growth
- Sudden pest and disease outbreaks

These climate related shocks increase production risk and reduce season predictability.

1. Goal and Objectives

SELCO Foundation would like to present an experience of the realities, pressures and day to day challenges that farmers face within the on-farm sector to the participants of the On Farm Convening. The experience will highlight the depth and complexity of the problems that shape agricultural livelihoods today. On one hand the viewers will be introduced to the lived struggles of farmers as they navigate degrading soils, uncertain water availability, rising input costs, labour intensive tasks and the growing impacts of climate variability. Once the viewer has been introduced to the problem and the key stakeholders, they will be immersed in the real challenges experienced in fields across different regions of India, and then guided through the ways in which sustainable and regenerative agricultural practices are beginning to support farmers in building healthier soils, stronger crop performance and greater resilience.

Audio visual communication will be used as the primary medium to bring out these narratives. Visual documentation of landscapes, soils, cropping systems and farmer experiences will help the audience understand the everyday barriers that restrict productivity and stability. Viewers will be encouraged to empathize with the challenges faced by small and marginal farmers, especially women, who bear the highest levels of labour burden and vulnerability. The audience will be able to understand the repeated cycles of input dependency, the uncertainty caused by changing weather, the stress created by inadequate water resources and the limitations of inappropriate mechanization.

A similar set of audio-visual representations can also demonstrate how sustainable and regenerative agriculture contributes to improved outcomes for farmers. Through the voices of practitioners, the audience will be able to see how improved soil practices, diversified cropping, decentralized energy-based tools and community centred approaches have helped farmers across different regions strengthen their production and income. The partners believe that by recognizing the real on ground problems and the emerging solutions, the on-farm sector can be supported to move towards a more equitable, stable and climate resilient future.



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Location: Karnataka, Jharkhand, Andra Pradesh (Tentative)

2. Scope of Work:

A. Video Documentation project convening followings:

1. A 10–15-minute short film capturing key problem statements in the on-farm sector.
2. A 2–3-minute trailer for the short film
3. 3 to 4, 30 second cuts for social media (Vertical Reel format)
4. Field documentation across selected geographies.
5. Images for photo stories/case studies
6. Farmer interviews and visual recording of on farm activities and constraints.
7. Practitioner interviews explaining the broader context and early outcomes of sustainable approaches.
8. A consolidated narrative to support the objectives of the On Farm Convening.

3. Scope of Work:

B. On Farm Convening 23rd Feb 2026 (Event coverage)

1. Event coverage including sessions, keynote addresses, breakout discussions, demonstration areas, participant interactions and overall atmosphere of the convening.
2. Three reels covering the highlights of the event, one reel to be delivered on the event day.
3. Short farmer and practitioner reflections/testimonials captured on camera to highlight on ground experiences and key takeaways.
4. High quality photo documentation of speakers, participants, activities, displays and significant moments throughout the event.
5. End of day recordings capturing closing remarks, final discussions and insights needed for the post event summary video.

4. Format

- a. Each video to be made available in 3 language – Kannada, Hindi and English.
- b. Capture high-quality video footage and complemented by professional voiceovers
- c. Edit raw footage into concise videos with relevant texts, graphic highlights and subtitles for better understanding.
- d. Incorporate feedback from the SELCO Foundation team throughout the production process and ensure the final videos are optimized for various digital platforms



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Shoot Days: 5 days across three states (Karnataka, Andhra Pradesh, Jharkhand)

5. Key Task and Process the project,

1. For the assignment, due to the given timeline constraints, the filmmaker is expected to work in collaboration with Research & Studies and Agri and Allied teams at SELCO Foundation to put together a visual narrative that fits the overall audience journey as described in the design intent deck linked above.
2. For the shoot and travel, a representative from the SELCO Foundation team will accompany to facilitate the coordination of the assignment along with the content review on site during recce as well as the actual shoot.
3. SELCO Foundation will manage the travel and accommodation for the assignment; hence the filmmaker is requested to submit the budget for the overall shoot and recce, including the production of the recce, filming as well as postproduction.
4. For the process of post-production, 3 rounds of edits to be considered while planning for the timelines as well as budgets. Since, the filmmaker will be working closely with the teams and timely deadlines, the reviews will happen on a priority basis to accommodate the time taken to improve the efficiency of the output.

6. Deliverables and Duration

Phase I:

Deliverable	March
Scripting and storyboarding	First week
Video shoot	Second week
Editing - Draft	Third week
Interim Edit	Fourth week
Final Deliverable Submission	End of month

Phase II:

Deliverable	April
Video shoot Preparation/Location Recce	Second week
Event Coverage	Third week
Final Deliverable Submission	End of month



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***Note: Two separate consultants can be onboarded for Phase I and Phase II deliverables.**

7. Selection Criteria:

The technical proposals will be evaluated based on the following general areas:

1. **Expertise in past relevant work:** Entities/individuals with at least 5 years of experience.
2. **Proven Track Record:** Proven experience in producing educational and technical/ training videos. Expertise in video editing software and graphic design.
3. Ability to **deliver high-quality** content within stipulated timelines. Familiarity with renewable energy technologies is an added advantage.
4. **Team:** The proposal needs to include CV (or website/any other platform detailing) of key personnel, organizational credentials, past work samples, and detailed costing.

8. Proposal – 1 pager

- a. Proposal should have cost breakup for video shoot, event coverage, sound, editing, voice- over and subtitle with detailed timeline.
- b. Proposal to have details of individuals to whom the tasks are assigned.
- c. Proposal should have the cost breakup for phase 1 and phase 2
- d. Proposal should include the details of Camera, editing software, lighting equipment and other accessories that will be used by the vendor.

9. Payment Terms

For the video: Phase I

Payment Milestone	Percentage of Phase 1 cost	Deliverables	Timeline
First Payment	25%	Sign off scripts and storyboards	December 4th week
Second Payment	25%	Raw footage and photos of products	January 2nd week
Third Payment	25%	First draft of edited videos	January 4th week
Fourth Payment	25%	Interim edit and Final edit	First week of February



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For event: Phase II

Payment Milestone	Percentage of Phase 1 cost	Deliverables	Timeline (February)
First Payment	25%	Event planning, location set, camera specifications	Second Week
Second Payment	50%	Raw footages, photos from the event, first draft of the video	Third week
Final Payment	25%	Edited Testimonials, Final Video, short videos (Reels-3)	Fourth Week



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10. Timeline:

Dec 10, 2025 – March 10, 2026 (TBD)

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 in a maximum of three drafts within the timeline specified
- Minimum 5 working days to be considered for review of deliverables by SELCO team.

11. Travel:

- a. The travel plan should be submitted to SELCO Foundation for approval.
- b. Travel expenses will be paid as per SELCO Foundation's travel policy.
- c. Separate invoice to be raised for travel reimbursements and actual bills and payment details to be submitted along with it.

12. 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 form link: <https://forms.gle/M8Bsj3YtgwjTbBf68> on before **10 December 2025**.

Any further queries please write to procurement@selcofoundation.org with the subject line: **"Video and Documentation of On Farm Challenges in India and the way forward"**.

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,



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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

- (iv) 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.
- (iv) 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



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- (iv) 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.
- d. **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.
- e. **Observance of Law:**
- (xi) **Observance of Law:** 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.
 - (xi) **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.
 - (xi) **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,
 - (xi) **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.
 - (xi) **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.



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- (xi) 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.
- (xi) **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.
- (xi) 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 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.
- (xi) 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").
- (xi) 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.

f. 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



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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.

g. Force Majeure:

- (iv) *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
- (iv) 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*.
- (iv) 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.

- h. 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.

i. 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.



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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.