

## TERMS OF REFERENCE

### **Empanelment of an Agency or an Independent Film-Maker for production of Short Videos /Documentary Films/ Graphic Visuals**

#### **1. Background:**

Ministry of Jal Shakti, Department of Drinking Water and Sanitation, GoI is implementing the Swachh Bharat Mission Gramin (SBM-G) and National Rural Drinking Water Programme (NRDWP) in co-ordination with the RDW&SD, Govt. of Karnataka. These programmes are focused on achieving the desired goals viz Open Defecation Free State, Effective Management of Solid and Liquid Waste, Healthy Sanitation Practices and Providing Safe Drinking Water and Conservation of water through best practices.

To achieve the above said goals, a robust IEC strategy is very much essential to disseminate the objectives of these programmes to the general public. The IEC activities are to be carried out by involving various stakeholder inputs and consultations. Thus, in the present day scenario, an effective way of communication and outreach to the general public via audio and videos is through social media such as Facebook, YouTube, Whatsapp, Twitter and Instagram etc, in interactive manner.

In view of the above, the RDW&SD intends to empanel eligible and reputed agencies or independent film makers to produce Short Videos/Documentary Films/Graphic Visuals in various areas of focus like Water, Sanitation, Hygiene etc.

#### **2. Objectives:**

- 2.1 To promote cleanliness, hygiene and sustain ODF by broad casting the documentary in rural regions for effective IEC.
- 2.2 To create awareness about the benefits of the programmes and schemes of the Government to the rural public.
- 2.3 To bring in behavioural change among the rural public.
- 2.4 It is aimed at educating the rural public about the sustained usage of sanitary toilets, effective disposal of Solid and Liquid Waste & other simple household management of wet waste.
- 2.5 To bring awareness about provisioning and consumption of safe drinking water and its benefits.
- 2.6 To promote WASH concepts among rural school children.

### **3. An Agency or an Independent Film-Maker Technical Approach:**

The empanelled Agency or an Independent Film-Maker shall carry out below activities:

- 3.1 Conduct field visits of selected GPs/TPs/ZPs and interview with people representatives, swachhagrahis and other successful workers.
- 3.2 Visit selected places and interact with the local communities/beneficiaries who have been impacted and benefitted by the SBM (G) program.
- 3.3 To conceptualize, design, graphic design, studio work, digital art design, info graphics, etc. about the programmes.
- 3.4 Develop the documentary script and story board to be used in field shooting and obtain the approval from the department.
- 3.5 Produce the documentary films based on developed concept about the scenarios in rural areas across Karnataka.
- 3.6 Produce an edited Video Recording of the scenarios captured, and the footage of the recorded stories to RDW&SD.
- 3.7 Incorporate comments and produce a final documentary film softcopy.
- 3.8 Present a complete documentary film version prepared as per the Table -1, and hand over 2 master copies of final version ( FHD Format: 1920 x1080, 4K: 3840 x 2160) and to RDW&SD which will be used for outdoor IEC activities like displaying the information in places like Bus Stands, Railway Stations, Schools & Training Programme etc.

**Table-1**

<b>Short films/Video documentary details</b>				
<b>SL No</b>	<b>Duration of Short films/Video documentaries</b>	<b>Type of videos/films</b>	<b>Type of camera usage</b>	<b>Approximate costing Rs (Exclusive of Tax)</b>
1	30-60 Seconds	i. Real locations shooting with real characters	FHD Format: 1920 x1080 4K: 3840 x 2160	2,00,000
		ii. Character animation and virtual graphics		1,50,000
		iii. Graphic images/caricatures		1,00,000
2	3 Minutes	i. Real locations shooting with real characters	FHD Format: 1920 x1080 4K: 3840 x 2160	2,50,000
		ii. Character animation and virtual graphics		2,00,000
		iii. Graphic images/caricatures		1,50,000
3	8-10 Minutes	i. Real locations shooting with real characters	FHD Format: 1920 x1080 4K: 3840 x 2160	3,50,000
		ii. Character animation and virtual graphics		3,00,000
		iii. Graphic images/caricatures		2,50,000

4	30 Minutes	i.Real locations shooting with real characters	FHD Format: 1920 x1080 4K: 3840 x 2160	6,50,000
		ii.Character animation and virtual graphics		5,50,000
		iii.Graphic images/caricatures		4,50,000

The above mentioned rates are fixed for each category. An agency or an independent film maker shall be empanelled only, if they agreed for the above rates, which is firm for one year. Any increase from the second year onwards, will be on mutual consent, after following due process.

**4. Minimum Qualifications & Experience of an Agency or an Independent Film-Maker as below:**

- 4.1 For an independent film maker the minimum qualification is Director of Film Technology (DFT) or Cinematography or Mass communication or e-Media. The education credentials shall be submitted. For an Agency, it should be registered/empanelled under state or central Government authorities, who deal with information, publicity and public relations like DAVP and DIPR.
- 4.2 The agency and or the independent film maker should have a minimum of 5 years of proven experience in production of short documentary films. Preference will be given for having experience in government departments particularly in water and sanitation sector. The work done certificates should be submitted.
- 4.3 For an individual film maker, the minimum financial turnover should be not less than Rs. 25 Lakhs per year and for firms not less than Rs.50 Lakhs per year in any 2 years over a period of last five years. The financial turnover shall be obtained from exclusively making of short documentary films. The CA certified financial turn over certificates shall be submitted.
- 4.4 Bidder must have valid TIN/PAN and GST Registration number and attach a documentary proof with the Tender.

**5. Presentation details and Score:**

The agency or independent film maker shall satisfy the minimum qualifications & experience as per clause (4) and they would be eligible for giving presentation before the committee constituted by the RDW&SD.

Sl.No	Particulars	Marks allotted																		
1.	<p>Qualification of staff proposed in the team by the company or Independent Film Maker.</p> <p><b>Director:</b></p> <table border="1"> <tr> <td><b>Qualification:</b></td> <td>Director of Film Technology (DFT) or Cinematography or Mass communication or e-Media.</td> <td>4 Marks</td> </tr> <tr> <td><b>Experience</b></td> <td>7-10 years of experience in relevant field.</td> <td>6 Marks</td> </tr> </table> <p><b>Cameramen or design engineer or editor.</b></p> <table border="1"> <tr> <td><b>Qualification:</b></td> <td>Mass communication or e-Media or any relevant course</td> <td>2 Marks</td> </tr> <tr> <td><b>Experience</b></td> <td>5 years of experience in relevant field.</td> <td>3 Marks</td> </tr> </table> <p><b>Assistant:</b></p> <table border="1"> <tr> <td><b>Qualification:</b></td> <td>Any relevant course</td> <td>2 Marks</td> </tr> <tr> <td><b>Experience</b></td> <td>3 years of experience in relevant field.</td> <td>3 Marks</td> </tr> </table>	<b>Qualification:</b>	Director of Film Technology (DFT) or Cinematography or Mass communication or e-Media.	4 Marks	<b>Experience</b>	7-10 years of experience in relevant field.	6 Marks	<b>Qualification:</b>	Mass communication or e-Media or any relevant course	2 Marks	<b>Experience</b>	5 years of experience in relevant field.	3 Marks	<b>Qualification:</b>	Any relevant course	2 Marks	<b>Experience</b>	3 years of experience in relevant field.	3 Marks	20 marks
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<b>Experience</b>	3 years of experience in relevant field.	3 Marks																		
2.	Should have done at least 10 nos. of short video/documentary films/Graphic visuals presentation on Water and Sanitation sector in Government Department or on social issues of acceptable quality	10 marks																		
3.	Presentation of 5 minute duration of video and approach towards the assignment before the evaluation committee.	20 marks																		
<b>Total marks</b>		<b>50 marks</b>																		

**The minimum score of key staffs required to qualify for empanelment is 15 Marks and the total score should not be less than 40 Marks.**

The date of presentation shall be intimated to the Agency or Independent Film-Maker by the RDW&SD among those who satisfy the minimum requirement as per the clause (4).

**6. Duration of the Empanelment:**

6.1 The empanelment is initially for one year. Based on the performance of the Agency or Independent Film-Maker the empanelment may be extended for one year at a time, for two subsequent years, based on satisfactory performance and mutual consent.

**7. Possession of Rights:**

7.1 The content and concept developed is the exclusive property of the RDW&SD.

7.2 The Agency or Independent Film-Maker shall not show/submit any of these videos/documentaries/Graphic visuals presentations in any place or any competition or in any programme till the same is approved by the department for public dissemination/viewing.

7.3 The Agency or Independent Film-Maker shall not disclose or share any information related to RDW&SD projects without prior approval of the department.

7.4 The electronic media gadgets(hard disk/drive, pen drive, DVD, etc.)used shall be handed over to department at the end of every assignment.

**8. The Evaluation Committee:**

The Evaluation Committee (EC) shall be constituted under the Chairmanship of Principal Secretary, RDPR. The committee consists of following members:

1. Principal Secretary, RDPR department.
2. Commissioner, RDW&SD.
3. Director-WSSO, RDW&SD.
4. Film Making Expert.
5. IEC Expert.
6. Digital Media Expert.
7. Expert in Drinking Water and Sanitation.
8. Social Science Expert.

## 9. Deliverables:

SL No	Duration of Short films/Video documentaries	Type of videos/films	Time Duration
1	30-60 Seconds	i. Real locations shooting with real characters.	10 Days
		ii. Character animation and virtual graphics	10 Days
		iii. Graphic images/caricatures	10 Days
2	3 Minutes	i. Real locations shooting with real characters	15 Days
		ii. Character animation and virtual graphics	12 Days
		iii. Graphic images/caricatures	10 Days
3	8-10 Minutes	i. Real locations shooting with real characters	20 Days
		ii. Character animation and virtual graphics	15 Days
		iii. Graphic images/caricatures	10 Days
4	30 Minutes	i. Real locations shooting with real characters	30 Days
		ii. Character animation and virtual graphics	25 Days
		iii. Graphic images/caricatures	25 Days

The production of Short Film/ Video documentaries/ Graphic Visuals presentation shall be made in Kannada and English languages. The above dates of deliverables shall be strictly adhered. The payments shall be done based on the deliverables and after satisfactory completion of the assignment and submission of the bills.

## 10. Payments Terms:

Payment Condition	Schedule of Payments
20% of Payment	Preparation & submission of concept creation on subject and taking the approval of department.
20% of Payment	Field visit, Shooting and Editing, produce the rough cut to department for comments and suggestions.
20 % of Payment	First cut submission of Videos.
40 % of Payment	After incorporation of comments and suggestions and submission of final Short Videos /Documentary Films/ Graphic Visuals Presentation.

No advance payment shall be made by Department under any circumstances. Payment shall be released after satisfactory completion and acceptance of the entire job. The payment will be made within 15 (Fifteen) days from the date of receipt of Tax Invoice duly supported by receipted challan.

**Submission of Proposals:**

The eligible agency or an independent film maker shall submit their proposals to the Commissioner, Rural Drinking Water & Sanitation Department, 2<sup>nd</sup> Floor, KHB Complex, Cauvery Bhavan, K.G. Road, Bengaluru -560 009., on or before 31-08-2019.

Any submission after due date shall be rejected.

  
Commissioner  
RDW&SD, Bengaluru.

