

TERMS OF REFERENCE

Empanelment of an Agency or an Independent Film-Maker for production of Short Videos /Documentary Films/ Graphics Visuals Presentation.

1. Background:

Ministry of Jal Shakti, Department of Drinking Water and Sanitation, GoI is implementing the Swachh Bharat Mission Gramin (SBM-G) and Jal Jeevan Mission (JJM) in co-ordination with the RDW&SD, Govt. of Karnataka. These programmes envisaged to focus on achieving the desired goals such as Open Defecation Free State, Effective Management of Solid and Liquid Waste, Healthy Sanitation Practices under SBM (G) and Providing Functional Household Tap Connections (FHTCs) under JJM.

To achieve the envisaged said goals, a robust IEC strategy is very much imminent to disseminate the objectives and goals of these programmes to the rural public. The IEC activities are to be carried out by involving various stakeholders' inputs and consultations. Therefore, in present day scenario, an effective way of communication and outreach to the rural public via Audio and Videos, Graphical Pictures etc, through means of social media such as Facebook, YouTube, Whatsapp, Twitter and Instagram, Hoardings, posters, handbooks etc.

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 Drinking Water, Sanitation and Hygiene etc.

2. Objectives:

- 2.1 To promote cleanliness, hygiene and sustain ODF by broadcasting the documentary in rural regions for effective IEC.
- 2.2 To create awareness about the objectives, desired goals and benefits of the SBM (G) and JJM programmes to the rural public.
- 2.3 To bring in behavioural change among the rural public towards achieving the programme envisaged targets.
- 2.4 It is aimed at educating the rural public about the sustainable usage of sanitary toilets, effective and proper (scientific) disposal of Solid and Liquid Waste & other simple household management of wet waste.

- 2.5 To bring awareness about consumption of safe drinking water and its long term benefits.
- 2.6 To achieve the specified goals under JJM involving the different stakeholders such as Community People, Schools and Anganwadis, GPs, TPs and ZPs officials and VWSCs etc.
- 2.7 To promote WASH concepts among rural school children.

3. Agency and Independent Film-Maker's 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 interact with rural people representatives, swachhagrahis, VWSCs and Volunteers etc.
- 3.2 Visit selected places and interact with the local communities/beneficiaries who have been impacted and benefitted by the SBM (G) and JJM programmes.
- 3.3 Conceptualize, write, prepare content, design, graphic design, studio work, design of digital art, infographics, etc. about the programmes for their successful implementation.
- 3.4 Develop the script and story board to be used in field shooting, make document and submit for approval from the department and usage.
- 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 suggested by the department.
- 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, Radios, Schools & Training Programme etc.

By considering the requirement of above works, the below table gives the rates fixed for each category.

Rates fixed for Short films/Video documentary details:

Short films/Video documentary details				
SL No	Duration of Short films/Video documentaries	Type of videos/films	Type of camera usage	Approximate costing Rs (Exclusive of Tax)
1	30-60 Seconds	i.Real locations shooting with real characters	HD camera/ Red epic	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	HD camera/ Red epic	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	HD camera/ Red epic	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	HD camera/ Red epic	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 for one year. Ten percent increment of previous yeas rate will be given every year, if the contract is extended.

4. Minimum Qualifications & Experience of an Agency and an Individual Film-Makers as below:

For Agency	Score	For Individual	Score
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. Empanelled Certificate shall be submitted.	10	For an independent film maker the minimum qualification is Director of Film Technology (DFT) or Cinematography or Mass communication or e-Media or Drama Dance Music (DDM). The education credentials shall be submitted.	10
The agency 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.	40	The independent film maker should have a minimum of 3 years of proven experience in production of short documentary films. Preference will be given for having experience in government departments	30

The work done certificates should be submitted issued by the competent authority.		particularly in water and sanitation sector. The work done certificates should be submitted issued by the competent authority.	
The agency must have financial turnover not less than ₹ 100 Lakhs in any two years over a period of last five years i.e (2015-16-2019-20) The CA certified consolidated financial turn over certificate shall be submitted.	10	For an individual film maker, the minimum financial turnover should not be less than ₹ 10 Lakhs in any two years over a period of last five years i.e (2015-16-2019-20)	10
Bidder must have valid TIN/PAN and GST Registration number and attach a documentary proof with the Tender. Relevant certificates shall be submitted	10	Individuals must have valid PAN card and attach a documentary proof with the Tender. Relevant certificates shall be submitted	10
		Awards received by Central Government and /or State Governments for short films direction or video film documentaries or film direction etc.	10
Demonstration of understanding of the assignment in comprehensive manner and its presentation	30	Demonstration of understanding of the assignment in comprehensive manner and its presentation	30

Both agency and individual have to score minimum 75 Marks technically to qualify for empanelment.

4.1 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.

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). The presentation of the agency or individual shall be satisfied to the department, if not department shall reserve all the rights to reject their proposal.

5. Duration of the Empanelment:

5.1 The empanelment is initially for one year. Further it may be extended year-on-year up to maximum period of 3 years from the initial date of the empanelment subjected to satisfactory performance of the agency or individual as per the requirement of the department and mutual consent.

6. Possession of Rights:

- 6.1 The content and concept developed is the exclusive property of the RDW&SD.
- 6.2 The Agency or Independent Film-Maker shall not disclose/show/submit any of these videos/documentaries/Graphic visuals presentations in any place or any competition/events or in any programme without taking relevant approval from the department.
- 6.3 The Agency or Independent Film-Maker shall not disclose or share any information related to RDW&SD projects without prior approval of the department.
- 6.4 The electronic media gadgets(hard disk/drive, pen drive, DVD, etc.)used shall be handed over to department at the end of every assignment.

7. 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 (ISA), RDW&SD.
4. Film Making Expert.
5. IEC Expert.
6. Digital Media Expert.
7. Expert in Drinking Water and Sanitation.
8. Social Science Expert.

8. 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	15 Days

		graphics	
		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 produced in Kannada and/or 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.

9. 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, 2nd Floor, KHB Complex, Cauvery Bhavan, K.G. Road, Bengaluru-560 009., **on or before 22-01-2021**

Any submission after due date shall not be accepted and it will be rejected.

-Sd-
Commissioner
RDW&SD, Bengaluru.