

TERMS OF REFERENCE

Empanelment of Independent Film-Maker for production of Short Videos /Documentary Films.

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 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 Face book, YouTube, Whatsapp, Twitter and Instagram etc, in interactive manner.

In view of the above, the RDW & SD intends to empanel eligible and reputed 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 broadcasting 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. Independent Film-Maker Technical Approach:

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

- 3.1 Conduct field visits of selected GPs/TPs/ZPs and interview with people representatives, VWSC Members, 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

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	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	15-30 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. 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 Independent Film-Maker as below:

- 4.1 For an independent film maker 5+ years experience in short films with recognized credentials will be considered. The experience and credentials/award/recognition in the film making area shall be submitted.
- 4.2 Preference will be given for having experience in government departments particularly in water, sanitation, environment and social sector. The work done testimonials should be submitted.
- 4.3 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.	Qualification of staff proposed in the team by the Independent Film Maker.	20 marks						
	<table border="1"> <tr> <td>Experience</td> <td>5-10 years of experience in relevant field.</td> <td>10 Marks</td> </tr> <tr> <td colspan="2">Credential/Award</td> <td>10 Marks</td> </tr> </table>		Experience	5-10 years of experience in relevant field.	10 Marks	Credential/Award		10 Marks
	Experience		5-10 years of experience in relevant field.	10 Marks				
Credential/Award		10 Marks						
2.	Should have done at least 5 nos. of short video/documentary films / Graphic visuals presentation on environment / sustainable development, water/ Sanitation/ Social issues of acceptable quality	05 marks						
3.	Presentation of 5 minute duration of video and approach towards the assignment before the evaluation committee.	25 marks						
Total marks		50 marks						

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 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 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 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. Additional Chief Secretary, RDPR department.
2. Director, 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.

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	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 make 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 an independent film maker shall submit their proposals along with the supporting documents to the **Director, Rural Drinking Water & Sanitation Department, 2nd Floor, KHB Complex, Cauvery Bhavan, K.G. Road, Bengaluru - 560009., on or before 12-07-2022**

Any submission after due date shall be rejected.

Sd/-
Director
RDW & SD, Bengaluru.