



Terms of Reference (TOR) for Consultancy Services

Title	Video Production – Storytelling and Documentation
Timeline	3 months from the date of contracting
Expected area of expertise	Video production, documentary storytelling, interviews, field documentation, cinematography and post-production
Apply Link	https://forms.gle/qiATVNrSkDJrkNH3A
Last Date for Apply	29 th September 2026 by 5 PM

About SELCO Foundation:

SELCO Foundation's mission is to create a platform of solutions that uses sustainable energy as a catalyst to bridge environmental sustainability and poverty alleviation. With holistic development as the primary focus, the organization strives to create equitable societies, where services are accessed by all communities. The interventions of SELCO lead to a sustainable delivery model of essential services like livelihoods, education, and health till the last mile. (Read more about SELCO here: <http://www.selcofoundation.org/>)

1. About the Programmes:

SELCO Foundation is looking to engage a **video production partner** to develop a series of compelling videos that document and communicate stories emerging from its programmes and field interventions.

The assignment will involve **end-to-end video production**, including story development, filming, interviews, visual documentation, editing and post-production. The videos will highlight people, experiences, solutions, impact and the broader context of the organisation's work.

The final content will be used across digital platforms, social media, events, presentations, reports and other communication channels

2. Objective:

To produce a series of compelling videos that document programme experiences, end-user journeys and solutions in a clear, engaging and accessible manner.

The videos should move beyond activity documentation to capture the context, challenge, solution, experience and outcomes of the people and communities being documented.

For each story, the production partner will create three versions:

Full-length video – the complete story with context, interviews and supporting visuals; short version – a concise edit capturing the key story and message; and 30-second trailer – a teaser for social media and promotional use.

Output	Indicative Duration	Purpose
Full Video	[5–10 mins]	Complete story / programme documentation
Short Version	[1–3 mins]	Concise story for digital platforms and presentations
30-sec Trailer	30 seconds	Teaser for social media and promotional use

3. Scope of Work

The selected production partner will be responsible for the following:

A. Pre-production

- Understand the programme, story and communication objective for each video.
- Work with the organisation to identify key narratives, people and locations.
- Develop a story concept and treatment for each video.
- Develop interview questions and an indicative story flow.
- Prepare a filming plan and shot list.
- Coordinate filming logistics in consultation with the organisation.
- Identify key visual elements, activities, locations and B-roll required to tell the story.
- Ensure necessary permissions and consent for filming are obtained, where applicable.

B. Production / Filming

- Undertake professional video filming at identified locations.
- Conduct and record interviews with relevant stakeholders/end users/community members.
- Capture supporting footage, B-roll, activities, environments and contextual visuals.
- Ensure high-quality video and audio recording.
- Use appropriate professional camera, lighting and sound equipment.
- Ensure footage reflects the context and dignity of the people and communities being documented.

C. Post-production

- Review and organise all footage.
- Develop the narrative and edit the full-length video.
- Edit shorter versions and trailer from the same footage.
- Undertake colour correction and basic visual enhancement.
- Undertake audio cleaning, mixing and balancing.
- Add appropriate background music and sound design.
- Add titles, lower thirds, captions/subtitles, logos and other graphics as required.
- Incorporate organisational branding and visual identity.
- Incorporate feedback and undertake revisions.
- Deliver final files in agreed formats and resolutions.

Topics and content overview:

Documentation includes interviews and supporting visuals, photographs and sound bytes. The people to be interviewed are champion farmers, PwD (people with disabilities) entrepreneurs, women entrepreneurs, outdoor workers like street vendors & roadside microentrepreneurs

We have clubbed the travel but there are 4 categories for this – Champion Farmers of Sustainable Agriculture, Women Entrepreneurs, Resilient Entrepreneurs (PwD) and stakeholders that support rural entrepreneurship (district level officials, SRLM cadres etc) and livelihoods like street vending, micro businesses that are exposed to heat.

Tentative schedule overview:

Day	District / Location	No. of Sites	Rough Plan
Day 1	Uttara Kannada	1	Shoot + travel towards Dharwad
Day 2	Dharwad	2–3	Interviews + B-roll
Day 3	Dharwad	2–3	Complete remaining sites
Day 4 & 5	Dharwad	3	Shoot, interviews, B-Roll on Cool sheds, cool roof site
Day 6	Belagavi + Bagalkot	1+2	1 site in Belagavi and 2 in Bagalkot, if locations permit
Day 7	Koppal	1	Shoot + travel towards Raichur
Day 8	Raichur	2	Complete both sites
Day 9	Raichur	2	1. Shoot, interview, B-Roll on Cool cart 2. Heat stress problem statement for street vendors, roadside microbusiness
Day 10	Bidar	1	Shoot + travel towards Chitradurga
Day 11	Chitradurga	2	Interviews + B-roll
Day 12	Chitradurga	1	Complete site + travel towards Tumakuru
Day 13	Tumakuru + Mandya		
Day 14 & 15	Bengaluru	3-5	Shoot, interviews, B-Roll capturing: 1. Heat stress impact on street vending & roadside microbusinesses 2. Solution impact

4. Roles and Responsibilities

Clearly define Role of SF and Expectation from Bidder/Vendor

SELCO Foundation will provide programme context and communication objectives, identify stories, stakeholders and locations, facilitate access and coordinate with programme teams. SELCO Foundation will provide feedback at agreed stages and support field access and coordination required for filming.

The production partner will own end-to-end production, including treatment, interview questions, shot lists, filming, crew, equipment, logistics, editing, post-production, subtitles, sound, graphics and final masters.

The production partner will be responsible for timely delivery, quality of outputs and obtaining necessary filming permissions and consent, where applicable.

5. Deliverables to be provided (Detailed Deliverables, Week Wise/Quarter Wise/Month Wise to be provided)

The selected partner will be expected to provide:

- Story treatment/concept notes
- Interview questions and filming plan
- Raw footage from all filming
- Edited full-length video
- Edited short version
- 30-second trailer
- Subtitled versions, where required
- Final master files in agreed resolution and formats
- Social-media-ready versions, where required
- Project/source files upon completion

6. Selection Criteria:

The agency will be selected based on:

Evaluation Component	Criteria Focus	Weighting	Required Evidence in Proposal
Quality and relevance of portfolio and HR considered	Quality, diversity and relevance of past work, with attention to experience working on similar themes, audiences or contexts.	30%	Portfolio showcasing relevant projects, along with team/HR profiles and relevant experience.
Storytelling and creative approach	Strength of the proposed storytelling, visual language and creative thinking in translating the subject into an engaging narrative.	25%	Creative concept, storytelling approach, sample references and proposed treatment/style.
Relevant production experience	Demonstrated experience in producing similar films/content, including field production, interviews and working with diverse communities.	20%	Examples of comparable productions, production roles and experience of the proposed team.
Proposed approach and timeline	Clarity and feasibility of the proposed process, from preparation and fieldwork to production, review and final delivery.	15%	Detailed approach, key activities, deliverables and realistic timeline.
Financial proposal	Reasonableness, transparency and completeness of the proposed budget in relation to the scope and deliverables.	10%	Itemised financial proposal covering production costs, team fees, travel and other applicable expenses.

7. Submission Requirements:

Interested production partners are requested to submit the following by before deadline

1. Organizational/Individual Profile: Overview of your team/experience.
2. Proposed Approach: A brief document outlining your understanding of the assignment and your proposed approach to storytelling and production.
3. Relevant Portfolio: 3–5 relevant video samples demonstrating documentary, impact, social-sector, development or human-interest storytelling.
4. Experience with Similar Assignments: Details of relevant video production and field documentation work.
5. Quotation Should include all cost including Travel and Miscellaneous.

Please ensure your application directly addresses your capability to own the end-to-end execution of video production across story development, filming, post-production and final delivery. Agencies are asked to account for flexibility in terms of time allocation or the number of deliverables for the required scope of work which is possible in the given duration of the assignment.

Equipment Available: Details of professional video, audio and lighting equipment available.

Note: Applicants are required to submit applications to apply in the link. Each application should detail the plan, methodology, storytelling approach, production process and deliverables specific as per the requirement mentioned in the scope of work.

Financial Proposal: Detailed quotation, preferably with a per-video/story and/or package cost.

8. Travel and Production Expenses: Clearly indicate applicable travel and production expenses separately.

All final outputs, templates, and visual assets created under this engagement will be the intellectual property of SELCO Foundation and will be freely available for public sharing under an open-source license.

9. Payment Terms:

It will be deliverable-based, with quarterly payments made in accordance with the terms agreed upon between the consultant and SELCO Foundation. Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

10. Application Process

If your enterprise meets the eligibility criteria and is interested in collaborating with the SELCO Foundation, please complete the application form linked below with the required information. Agency / Consultant are requested to upload their technical proposals and financial quotations directly into the application form.

Provide split costs as per deliverables based:

Please provide your proposal and quotation as per deliverables based and mentioned program requirements. Capture Timelines and Split cost wherever possible.

11. To apply

Interested consultants / organisations, 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 google form <https://forms.gle/qiATVNrSkDJrkNH3A> on before 29th September 5 PM.

Any further queries please write to procurement@selcofoundation.org with a subject line: “**Video Production – Storytelling and Documentation**”.

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.

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

- 7. Observance of Law:** Compliance with Laws and Regulations: The Consultant 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 SELCO and during the term of this Agreement.

Child Labor: The Consultant 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.

Forced Labor: The Consultant 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,

Abuse of Labor: Consultant 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.

Working Hours, Overtime, Wages and Other Benefits-Working hours, wages and benefits shall be provided by the Consultant to its staff and employees in accordance with applicable laws including the Minimum Wages Act, 1948.

Declaration of blacklisting: Consultant 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. The Consultant further undertakes to duly inform SELCO in the event it is blacklisted subsequent to execution of this Purchase Order.

Compliance with Anti-bribery Laws: Consultant and each of its directors, officers, employees, agents or other (collectively referred to as "Consultant") 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.

The Consultant 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.

The Consultant 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").

In addition, Consultant agrees to promptly report to SELCO Foundation of any incident of breach or potential breach of this section.

Compliance with Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013 (PoSH): The Consultant 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 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.
- v. 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.

10. 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.