

# **Terms of Reference (ToR ) for "Production of Video Training Modules"**

## **I. Project Detail:**

Tripura JICA Project is being implemented with assistance from the Japanese Government through Japan International Cooperation Agency (JICA). The project was commenced in FY 2007-08, and the objective of this project is to restore degraded forests and improve the livelihood aspects of villagers, including tribal families engaged in traditional shifting cultivation and promoting sustainable forest managements through JFM, thereby improving environment and alleviating poverty. Interested bidders are encouraged to visit: [www/tripurajica.com](http://www/tripurajica.com).

## **Scope of work:**

3 films (tape format: Beta cam original in Bengali and same is dubbed in English)

Film subject	Treatment	Length
Village entry & community organizing	Case study	10-15 min
Participatory Assessment & Microplanning	Instructive demonstration	20-25 min
JFMC formation & management	Case study	10-15 min

## **Eligibility Criteria:**

1. The invitation is open to Agencies, Organization and Firms of repute.
2. The bidder must have executed minimum of 5 projects of similar nature to promote social development and poverty alleviation. Over ten years of experiences in film making. Experience of success story stories would have added advantage.
3. The annual turnover of the bidder shall have to be more than Rs. 10 lakh per year in last three years.
4. Should have Service Tax Registration.
5. Should have competence to handle Bangla as film language.

## **II. Background:**

Tripura JICA Project is being implemented with assistance from the Japanese Government through Japan International Cooperation Agency (JICA). The project was commenced in FY2007-08, and the objective of this project is to restore degraded forests and improve the livelihood aspects of villagers, including tribal families engaged in traditional shifting cultivation and promoting sustainable forest managements through JFM, thereby improving

environment and alleviating poverty. Tripura JICA Project is implemented through a Joint Forest Management (JFM) mode, in which a community and the Government jointly rehabilitate and project forests. The project intends to promote the JFM approach, which includes activities as community organizing, JFM committee (JFMC) formation and its management, decentralised microplanning For more details, it is suggested to visit: [www.tripurajica.com](http://www.tripurajica.com)

The field project staff and villagers require intensive training and hand-holding support for them to be able to perform their job effectively. As part of the project design, they will receive a number of training and other capacity building inputs. Their training will benefit greatly if the trainers are provided with training aids in the form of video training modules. Techniques adopted by skilled facilitators to undertake above works are best learned through practice, and through films, observing how a skilled facilitator uses the technique is an effective learning method in the absence of such experienced facilitators during training.

### **III. Objectives**

To produce a series of short duration films to be used during the training on important aspects of the process indicated below:

- (i) Village Entry and Community Mobilisation
  - a. Contacting concerned offices and institutions
  - b. Meetings with key persons and village general meeting
  - c. Interviewing techniques and focused group discussions
  - d. Rapport building and community observation
  - e. Identification of existing and potential community leaders
  - f. Originator group formation
- (ii) Participatory Assessment and Preparation of Microplan
  - a. Mapping – village base mapping, social mapping, resource mapping
  - b. Transect walk
  - c. Area survey and demarcation (using GPS)
  - d. Diagramming; institutional analysis clubbed with use of diagramming as a technique for data presentation
  - e. Trend analysis – historical timeline and seasonal calendars
  - f. Ranking and scoring; problem ranking, prioritisation of species, etc.
  - g. Stakeholder analysis – perception matrix and role matrix
  - h. Problem & opportunity analysis
  - i. PA information sharing and formation of Microplanning Working Group
  - j. Land use planning/mapping
  - k. Resource development planning
  - l. Livelihood improvement planning
  - m. Institutional development and capacity building planning
  - n. Formation of JFMC

- o. Formulation of micro-projects
- (iii) JFMC Formation and Management
  - a. Preparatory activity and organizing formal meeting for the formation of JFMC
  - b. Community resolution and election of Executive Committee members
  - c. Approval of resolution
  - d. Registration of JFMC and preparation / signing of MoU based on microplan
  - e. Preparation of by-law of JFMC
  - f. Organizational management
  - g. Fund management
  - h. Record keeping

**VI. Output/Deliverables:**

3 films (tape format: Beta Cam format original film has to be in Bangla and a dubbed version in English.

Film subject	Treatment	Length	Main User	Main Target	Preview Media
Village entry & community organizing	Case study*	10-15 min	Training specialists	Field staff	Big screen
Participatory Assessment & Microplanning	Instructive demonstration	20-25 min	Field staff	Field staff & villagers	PC
JFMC formation & management	Case study*	10-15 min	Training specialists	Field staff & villagers	Big screen

\* Case study modules shall be created with the mixture of documentary of actual events and films of dramatized ideal situations.

All three modules may provide information about:

- a. The purpose
  - b. Activities to be carried out (this is where the video documentation will be used – how to do what needs to be done)
  - c. What next? (leading on to the next stage)
2. 3 sets of DVD of above 3 films

**IV. Scope of Work:**

1. Inception meeting with the Project Management Unit (PMU) staff members, General Consultants (GC) to TFIPAP and training resource agencies
2. Review of existing productions similar to the output under this contract
3. Submit a draft script and treatment both in English and Bangla
4. Finalize and secure approval from PMU on the script and treatment
5. Preparation and submission of detailed plan of operation

6. Securing the approval on the detailed plan of operation from PMU
7. Shoot, edit and submit rough cut of film
8. Pre-testing of rough cut
9. Submit the draft mixed version
10. Revise and finalize the films based on the comments from PMU
11. Submit the final outputs and all deliverables

### VII. Timeframe:

Total of 12 weeks

Work (week)	1	2	3	4	5	6	7	8	9	10	11	12
Inception meeting with the Project Management Unit (PMU) staff members, General Consultants (GC) to TFIPAP and training resource agencies	x											
Review of existing productions similar to the output under this contract	=	=										
Submit a draft synopsis and script and treatment both in English and Bangla		x										
Finalize and secure approval from PMU on the script and treatment			x									
Preparation and submission of detailed plan of operation		=	=									
Securing the approval on the detailed plan of operation from PMU				x								
Shoot, edit and submit rough cut of film				=	=	=	=					
Pre-testing of rough cut								=				
Submit the draft mixed version									x			
Revise and finalize the films based on the comments from PMU										=	=	
Submission of the final outputs and all deliverables												x

### VIII. Proposals:

1. Those reputed agencies, organization and firms which meet the eligibility criteria may submit both financial and technical proposals in the formats enclosed. For 'Technical Proposal' refer **Annexure-A**, and for 'Financial Proposal' refer **Annexure-B**. Any deviations in the format may cause the proposals to be rejected.

2. In case of consortium, all agencies in the consortium shall submit a copy of documents mentioned in **Section 1 to 6 of Annexure-A** with the specification of lead firm which will be jointly and severally responsible for the execution of contract.
3. An authorized representative of the firm must put his/her initials on all pages of the proposals. The representative's authorization is confirmed by a written power of attorney accompanying the proposals.
4. One original and 2 copies of both technical and financial proposals are required, and this should be marked 'Original' or 'Copy' as appropriate. If there are any discrepancies between the original and the copies of the Proposal, the original copy will governs.
5. The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "Technical Proposal". Similarly the original and all copies of the Financial Proposal shall be placed in a separate sealed envelope clearly marked "Financial Proposal". Both these envelopes shall be placed into an outer sealed envelope bearing the submission address and clearly marked "Bid for production of video training modules".
6. No financial implications should be mentioned in the technical proposal.
7. Both the proposals should be submitted simultaneously to the address mentioned below not later than 5. 00 P.M (IST) of the 26<sup>th</sup> October, 2009.

The Director ( Adm. & Fin.)  
Tripura JICA Project  
Project Management Unit, Room no. 402, Aranya Bhavan,  
Pt. Nehru Complex, Kunjavan, Agartala 799006  
Phone/Fax: 0381-2315525

8. The Bid (EoI) shall remain valid for a period of 150 days from the date of submission.
9. The Project Management Unit, Tripura JICA Project, reserves the right to accept or reject any or all proposals including the lowest one without assigning any reasons thereof and to add, modify or delete any of the terms and conditions without any notice. The decision of Project Management Unit, Tripura JICA Project shall be final.
10. The Project Management unit , Tripura JICA Project reserves the right to modify the requirement at any time during the process of finalization of tender process

**Annexure-A:**

**Format of Technical Proposal**

1. Name of the Organization(s):
2. Address, Phone/Fax, e-mail (lead firm only in case of consortium):
3. Registration Details:
4. Financial turnover (last 3 years):

Financial Year	Total Turnover
FY 2005-06	
FY 2006-07	
FY 2007-08	

5. Experience of company(ies) relevant to this project (last 5 years):
6. Relevant assignments undertaken in past on household level socio-economic-health survey for primary data collection and analysis:

Title of the Assignment	Name of the Client/ Donor/Funding agency	Specific objectives & outcome	Total value of the assignment	Duration of assignment	Salient features of the assignment

7. Description of Methodology:
8. Work Plan
9. Team structure and other organizational support
10. Core team members to be associated and their experience:

Name of the Associate	Basic Qualification & Specialization	Experience in the area of the assignment	Designation in the assignment and commitment for involvement

11. Enclosures:
  - (a) CV's
  - (b) Profile of Organisations/Agencies/Firms Annual reports (Most recent)
  - (c) Copy of last three year's audited statement
  - (d) Copy of registration certificate

**Annexure-B:****Format of Financial Proposal**

Name of the Organisation:

<b>A. Remuneration</b>				
Items	Quantity	Unit	Unit Price	Total
		Man days		
		Man days		
		Man days		
		Man days		
		Man days		
		Man days		
Total		Man days		

<b>B. Per Diem and Field Allowance</b>				
Items	Quantity	Unit	Unit Price	Total
		day		
		day		
		day		
Total		day		

<b>C. Direct Cost / Hiring of Equipments</b>				
Items	Quantity	Unit	Unit Price	Total
Total				

<b>Sub Total of A,B &amp; C</b>	
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<b>D. Taxes</b>				
Item	Quantity	Unit	Unit Price	Total
		%		
Total				

<b>Grand Total</b>	
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## Terms of Reference (ToR ) for "Production of Video Documentaries/short film"

**Background:**

Tripura Forest Environmental Improvement and Poverty Alleviation Project (TFIPAP) in common parlance, called the Tripura JICA Project is being implemented with Overseas Development Assistance from the Japanese Government through Japan International Cooperation Agency (JICA). The project was launched in 2007-08 and is in the third year of its implementation.

The objective of this project is to restore degraded forests and improve the livelihood of villagers, including tribal families engaged in shifting cultivation and promoting sustainable forest managements through community participation. Joint Forest Management Committees (JFMCs) have been formed at community level for setting the agenda for management of forest at that level, planning, implementation and monitoring; thereby improving environment and alleviating poverty.

The Project Management Unit (PMU) of TFIPAP is planning to get documentary films made on progress of the project. Tentatively three films, targeting three different profiles of audiences have been planned.

	Description of Film	Target Audience	Language	Proposed Treatment of Film
1	20 minutes documentary on progress of project since planned and implemented.	State level audience and viewership	Bangla	Descriptive Documentary
2	8 minutes documentary	VIP of State and from outside/ JICA Mission / Local video channel	Bangla and English	Corporate film
3	2 minutes short film	National level channel/ news	Bangla/ Hindi/ English	News Feature

The films will be shot on Betacam in different locations in Tripura. Interested party with over ten years experience in film and documentary making of professional standard and team of creative professionals should apply by the 5.00 Pm (IST) of the 26<sup>th</sup> October, 2009. Completed applications (technical and financial) in prescribed format should reach the Office of the Project Management Unit, Tripura JICA Project, Room no. 402, Aranya Bhavan, Pt. Nehru Complex, Kunjaban, Agartala, 799006, Tripura.

## **Outputs/Deliverables:**

### **Bangla Version**

- i. Three beta tapes of mixed track of three documentaries/Short Films of above mentioned duration duly approved by committee before mixing.
- ii. Three beta tapes of unmixed track of three documentaries.
- iii. 3 sets of DVD of above 3 films.

### **English Version**

- iv. Two beta tapes of mixed track of two documentaries/Short Films of above mentioned duration duly approved by committee before mixing.
- v. Two beta tapes of unmixed track of two documentaries.
- vi. Two sets of DVD of above two films.

### **Hindi Version**

- vii. One beta tapes of mixed track of one short film of above mentioned duration duly approved by committee before mixing.
- viii. One beta tapes of unmixed track of one short film.
- ix. One DVD of above short films.

- **All original tapes of film have to be shot on betacam format.**
- **Soft and hard copy of script of all 6 versions of films**

## **Eligibility Criteria:**

1. The invitation is open to reputed agencies, organization and firms with over 10 years of experience in professional film and documentary making.
2. The bidder must have executed minimum of 5 projects of similar nature to promote social development and poverty alleviation. Experience in corporate and development sector brand building films will have advantage.
3. The annual turnover of the bidder must have to be more than Rs 10lakh for last three years.
4. The bidder should have Service Tax Registration.
5. The bidder should have competence to handle Bangla, as film language.
6. Empanelment with DAVP (GoI), Doordarshan or any State Government would be given weightage.
7. The bidder should have team of experienced professionals from the field of films and documentary making.

**Scope of Work:**

12. Inception meeting with the Project Management Unit (PMU) staff members, General Consultants (GC) to TFIPAP.
13. Submit a draft production proposal including shooting script and specification for treatment.
14. Finalize and secure approval from PMU on the proposal
15. Preparation and submission of detailed plan of operation.
16. Securing the approval on the detailed plan of operation from PMU
17. Shoot, record, edit and submit preliminary cut of film for the comments by PMU and GC.
18. Finalize the films based on the comments from PMU and GC
19. Secure approval and submit the final outputs and all deliverables

**Timeframe:**

Total of 12 weeks

Work (week)	1	2	3	4	5	6	7	8	9	10	11	12
Inception meeting with the Project Management Unit (PMU) staff members, General Consultants (GC) to TFIPAP and training resource agencies	x											
Research on the project, plan shooting script and treatment specification.	=	=										
Submit a draft production proposal including shooting script and specification for treatment			x									
Finalize and secure approval from PMU on the proposal.				x								
Preparation and submission of detailed plan of operation				=	=							
Securing the approval on the detailed plan of operation from PMU						x						
Shoot, edit and submit preliminary cut of film							=	=	=			
Submit the draft un mixed version for PMU approval										x		
Revise and finalize the films based on the comments from PMU											=	
Secure approval and submit the final outputs and all deliverables												x

**Terms & Conditions**

11. Those reputed agencies, organization and firms which meet the eligibility criteria may submit both financial and technical proposals in the formats enclosed. For ‘Technical Proposal’ refer **Annexure-A**, and for ‘Financial Proposal’ refer **Annexure-B**. Any deviations in the format may cause the proposals to be rejected.

12. An authorized representative of the firm must put his/her initials on all pages of the proposals.
13. One original and 2 copies of both technical and financial proposals are required, and this should be marked 'Original' or 'Copy' as appropriate. If there are any discrepancies between the original and the copies of the Proposal, the original copy will govern.
14. The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "Technical Proposal". Similarly the original and all copies of the Financial Proposal shall be placed in a separate sealed envelope clearly marked "Financial Proposal". Both envelopes shall be placed into an outer sealed envelope bearing the submission address and clearly marked "Bid for production of Documentary Films".
15. No financial implications should be mentioned in the technical proposal.
16. Proposals sealed in envelop should be submitted to the address mentioned below not later than 5.00 P.M (IST) of the 26<sup>th</sup> October, 2009.  
The Director ( Adm. & Fin.)  
Tripura JICA Project  
Project Management Unit, Room no. 402, Aranya Bhavan,  
Pt. Nehru Complex, Kunjavan, Agartala 799006  
Phone/Fax: 0381-2315525
17. The bid shall remain valid for a period of 120 days from the date of submission.
18. Insurance of persons and equipment will be solely agency's responsibility.
19. Project Management Unit Tripura JICA Project, reserves the right to accept or reject any or all proposals including the lowest one without assigning any reasons thereof and to add, modify or delete any of the terms and conditions without any notice. The decision of Project Management Unit Tripura JICA Project shall be final.
20. Project Management Unit , Tripura JICA Project reserves the right to modify the requirement at any time during the process of finalization of tender process

**Annexure-A:**

**Format of Technical Proposal**

12. Name of the Organisation(s):
13. Address, Phone/Fax, e-mail (lead firm only in case of consortium):
14. Registration Details:
15. Financial turnover (last 3 years):

<b>Financial Year</b>	<b>Total Turnover</b>
FY 2005-06	
FY 2006-07	
FY 2007-08	

**(Kindly enclose three year audited Income Tax Return)**

16. Experience of agency in the field of film making (Detailed Profile not more than 5 pages):
17. Relevant assignments undertaken in past on for development sector:

<b>Name of the Client</b>	<b>Title of Film</b>	<b>Subject</b>	<b>Treatment</b>	<b>Year</b>	<b>Total value of the assignment</b>

7. Enclose show reel of films made for different clients {Maximum duration 5 minutes} and enclose work-order of films from which clipping has been used.

8. One page Synopsis in **English** on all three types of proposed films, clearly reflecting how the agency proposes to treat films to attract longer attention span of target viewers (This should ideally reflect agencies understanding of subject, comprehending objective of proposed film, research ability, writing skills and creativity in film making as medium to communicate)

**(Agencies are suggested to refer website [www.tripurajica.com](http://www.tripurajica.com), interact with all stakeholder of this project and collect reading material on this project to develop better understanding)**



20. Core team members to be associated with Production and their experience:


<b>Name of the professional to be involved in Production</b>	<b>Designation</b>	<b>Professional Qualification &amp; Specialization</b>	<b>Number of Years in professional filed</b>	<b>Experience in the area of the assignment</b>

➤ **Enclosures:**

- (a) Profile of Agency
- (b) Photocopy of 1<sup>st</sup> Assignment reflecting date of work order
- (c) CD of show reel and work-order of films from which clipping has been used
- (d) Copy of last three year's audited statement

**Annexure-B:**

**Format of Financial Proposal**

(Kindly Submit Financial Bid for separately for  three kinds of proposed Documentary/Short Film)

**Name of the Organization:**

**Type of Film:**

**Duration of Film:**

**Language of Film:**

<b>A: Professional Fee</b>				
<b>Designation</b>	<b>Unit Price</b>	<b>Number of person</b>	<b>Number of Days</b>	<b>Total</b>
Producer/Director/Script Writer				
Assistant Director/Interviewer				
Cameraperson				
Assistant (Camera/Sound) cum Light man				
Editor/Graphic/Voice/Sound Effect				
Total				

**(If agency sees scope of more professional to handle this assignment one can add on more rows)**

<b>B. Equipment Hire</b>					
<b>Equipment</b>	<b>Spec</b>	<b>Unit Price</b>	<b>Number of Unit</b>	<b>Number of days</b>	<b>Total</b>
Camera					
Lights					
Track-trolley					
Shooting Vehicles					
Cassettes (Shooting tapes)					
Editing Unit					

Audio Studio					
Editing tapes/ Master taper/DVD					
Total					

(If agency sees scope of more equipment to handle this assignment one can add on more rows)

<b>C: Fooding and Lodging</b>				
<b>Location</b>	<b>Number of Persons</b>	<b>Unit Price</b>	<b>Number of days</b>	<b>Total</b>
		<b>Total</b>		

<b>D: Travel</b>			
<b>Reason for Travel</b>	<b>Unit Price</b>	<b>Number of Persons</b>	<b>Total</b>
		<b>Total</b>	

<b>Sub Total of A,B, C, and D</b>	
<b>F: Cost of dubbed version of documentary/short film other associated cost for production</b>	
<b>G: Service Tax</b>	
<b>Grand Total</b>	

