



Terms of Reference (TOR)

ToR for Video Documentation and Pictorial of DRE powered PHLM technological solutions in Karnataka, Maharashtra, Andhra Pradesh, Telangana State and Himachal Pradesh

Title	Pictorial and Video Documentation in Karnataka, Maharashtra, Andhra Pradesh, Telangana State and Himachal Pradesh
Timeline	2 Months
Expected area of expertise	<ul style="list-style-type: none">• Capturing high-resolution images of DRE based PHLM technological solutions (mainly cold storage, dryer, grader)• End to end video production of PHLM technological solutions (videos of technology in use) (Business Demonstration Videos) *Please note there will be translation work and subtitling requirements
Apply Link	https://forms.gle/FdoYRfoYWuwqLRDJA (Contact Procurement for Form Link)

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. Summary of the project

In the agriculture value chain, post-harvest loss management has emerged as one of the primary priorities in terms of building replicable and scalable models across different geographies. The aim is to create replicable models to diversify income and reduce wastage of agricultural products in the country. In the absence of facilities - proper storage, transportation and processing for value addition, and amidst vulnerable ecosystems, the livelihoods of farmers of perishable commodities such as fruits and vegetables could be in jeopardy. The mere deployment of the technological solution does not enable stakeholders to effectively utilize the solutions. The enabling environment around the solution needs to be strengthened through required training and capacity building to

ensure utilization and create robust business models by establishing strong and remunerative forward market linkages.

SELCO Foundation has been working with individual farmers, FPOs, SHGs and FIGs on reducing the post-harvest losses in a sustainable manner by promoting clean energy technologies/solutions. In this regard SF has supported farming and non-farming communities to have access to DRE driven Agri Cooling infrastructure directly with the intent to scale across all relevant contexts and ecosystems.

We intend to generate video collateral collecting the evidence of financial transactions and commodity mapping with DRE based technological solutions in Post Harvest Loss Management of Agriculture and Horticulture crops through farmer voices and perspectives.

This proposal intends to capture videos regarding their learnings on financial aspect, commodity transactions, and impact that technologies created in their livelihood etc. This will help to create awareness among the communities to scale and replicate solutions across geographies, this will reduce post-harvest losses and enhance value addition activities in a sustainable manner.

2. Goals

The program seeks to capture evidence on how sustainable and technological innovations combined with appropriate financial and ownership models can lead to a demonstrable increase in resilience and safety nets for small farmers. This kind of documentation and evidence building will create awareness on DRE driven PHLM technologies among stakeholders – farmers, financial institutions, Government departments and this will strengthen financial linkages for the end users.

Thus, SELCO Foundation is seeking proposals from qualified firms or individuals to produce a comprehensive video documentary showcasing the working and operations of Distributed Renewable Energy (DRE) based post-harvest loss management solutions (mainly cold storage, dryer, grader) implemented for tomato, potato, and other fruits & vegetables in selected geographies. **The documentary aims to highlight the utilization level, usage frequency, commodities stored in cold storage, financial cash flows, and operational challenges faced by beneficiaries.** This program is to upskill regarding sustainable energy-driven PHLM solutions and implement through an ecosystem-based approach to strengthen the value chain for different livelihood activities via local ecosystem and institutional building efforts.

It intends to understand the present infrastructures, gaps and present operation cum business models to derive the scope for technology innovation to enable access to more sustainable, reliable, and affordable local infrastructure to the community's needs. These videos are intended for

1. Business entrepreneurs (farmers or aggregators) who would like to take up such solutions
2. who are existing entrepreneurs using this technology but need support to increase utilization with exposure best scenarios and practices.

3. Objectives

The objective is to identify an individual or agency to collect and organize information ('the content') that capture learnings and takeaways of various stakeholders in the field of agri-cooling solutions, in terms of technical innovation, market and credit linkages, financing models and policy convergences. It will also showcase successful business models, best practices while identifying the challenges involved in DRE-based cold storage, in terms of ownership, usage patterns, and profitability.

The content could be used to generate for example: an image or a short video and target users, internal SELCO Foundation staff, social media followers and public as the audience.

The focus and format of the content creation would be determined through discussion with the Selco Foundation team.

4. Scope of Work

A. Pre-Production:

The content research and scripting need to be done by the production agency/individual in consultation with the farmers, based on the sites shared by SELCO Foundation. Representatives from production agency/individual will need to interact with end users across all the sites in Karnataka, Andhra Pradesh, Maharashtra, Telangana, and Himachal Pradesh to understand day to day activities pertaining to usage of PHLM technology, commodity calendar, inflow & outflow of the commodities, value addition processes, financial transactions, business models, market linkage activities, and challenges faced in terms of adaptability, ergonomics, commodity selection for processing, etc. Based on the interactions with end users, production agency/individual will develop content and script for videos and will share the same with SELCO Foundation. Once approved, it will go for production.

B. Production:

The video documentary language for all films will be regional language and hence is required to be documented from a unique lens of the farmer's voice. Reports, Anecdotes and testimonials from farmers on the following themes will be critical to showcase the ground needs.

Themes to capture:

- a. Impact on Farmer incomes
- b. Data on cash flows, financial transactions
- c. Business Models and Utilisation
- d. Technology and challenge of accessibility
- e. Commodity calendar
- f. Inflow & outflow of the items in case of cold storages
- g. Value addition in case of other PHLM technologies
- h. End-to-end Cold chains and Integrated Post harvest management options
- i. Servicing and maintenance of the units
- j. Training need on cold storage utilisation
- k. Additional value of cold storage solution
- l. Any other based on site requirement

The production needs to be narrated as stories of farmers on commodity transactions and financial cash flows with case-to-case business models in different units. These videos will be used in awareness training programs with farmers, bankers and govt officials on Post harvest loss management in fruits & vegetables. These business models will encourage other farmers to take up the solution and will build evidence for bankers to design loan products for these PHLM solutions.

C. Post production:

The post production debrief meeting is critical prior to the process of editing. Storyboard revision will be critical at this stage keeping in mind field realities as viewed by the production agency/individuals. Quality of work and finalisation of films is subject to SELCO Foundation approval and 5 number of edits need to be planned in accordance with the same. Required English Subtitle and background music and voice over required

[PHLM Video Documentation.docx](#) - template suggestion

D. Deliverables

- All 10 films will be 3 minute long. Drone shoot based in requirements, final product in broadcast standards and **full HD with 1080x1920 pixels resolution**.
- 50 photos – (**300 PPI** or more, with typical dimensions ranging from 2,000 x 2,000 pixels)
- 10 posters as YouTube cover photos will be designed by the production agency/individual.

E. Requirement:

- Individual or agency has a good working experience in a video shoot of a product
- Individual or agency has good working experience in shooting high-quality pictures of a product
- Post-production of videos and handing over of high-quality videos and images

F. Timelines:

2 months for the recording, editing, and delivery of videos and photographs after the onboarding of the videographer cum photographer. The individual or agency will be required to travel to multiple geographies for the work.

G. Selection Criteria:

The proposal will be evaluated based on the following general areas:

- Agency will be evaluated on the basis of prior work experience, portfolio, and wide experience in curating content both photo and videos
- Agency to understand the core value and mission of the organization, Selco Foundation
- Agency to understand the aims and objectives of the Post Harvest Loss Management solutions
- Agency to have a qualified team with relevant experience
- Agency to have prior knowledge of working with the NGOs
- The financial proposal will be evaluated based on approach & work plan, prior work experience, expertise, cost, and proposed payment terms.

H. Payment Terms

Fixed as per the agreement between consultant and SELCO Foundation. Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

I. 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/FdoYRfoYWuwqLRDJA> on before **28th April, 2024**.

Any further queries please write to procurement@selcofoundation.org with a subject line: “Pictorial and Video Documentation of PHLM technology” (Name of Project)

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:

- (i) The Consultant shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the Contract.
- (ii) The Consultant represents and warrants that neither it, 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.
- (iii) The Consultant represents and warrants that it shall 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.

10. 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.

11. 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.