

Rashtriya Mahila Kosh
Ministry of Women & Child Development
B-12, 4th Floor, Qutab Institutional Area, New Delhi

Dated 10th April, 2017

Subject: Terms of reference for the agency to be selected for producing documentary film on Mahila E-haat –reg.

The Ministry of Women & Child Development launched “Mahila E-Haat”, a unique direct online marketing platform to support women entrepreneurs/SHGs/NGOs, on 07th March 2016 with the vision to empower & strengthen their financial inclusion in the economy by providing continued sustenance and support to their creativity.

Mahila E-Haat is an initiative for meeting aspirations and needs of women entrepreneurs. It is aimed at providing a marketing platform by leveraging technology for showcasing products made/manufactured/sold by women entrepreneurs/SHGs/NGOs as also showcasing services reflecting their creative potential. This exclusive portal is the first in the country to provide a special, focused marketing platform for women.

To raise awareness among public this unique e-platform i.e.Mahila E-haat and to galvanize advocacy efforts, it is proposed to produce a video documentary that captures Mahila E-haat’s key results, activities, successes and challenges as well as future direction.

Overall objective of the proposal:

The overall objective of the proposal is to produce a documentary film on Mahila E-haat with a special focus on the impact of Ministry’s work by highlighting significant success stories of beneficiaries of the intervention across the country so that more and more women join the portal.

Production of Documentary film – Procedure:

The agency will be required to;

- Develop the documentary film’s overall concept and scenario.
- Interview selected interviewees for the film who will include actual beneficiaries, local government officials, Implementing Partners and key staffs of Mahila E-haat.
- Visit the various places across the country and interact with the local communities who’ve been impacted by Mahila E-haat to get context.
- Develop the documentary script and storyboard to be used in the film.
- Perform appropriate video filming and shoot interviews with the major beneficiaries and stakeholders.
- Present a draft documentary to the Ministry for comments about contents.

- Produce a documentary (15 minutes) film in DVD.

Output /Deliverables by the agency

- Meeting with various stakeholders in the field to collect and record data;
- Submit a storyboard and script for the documentary to the Ministry for approval before filming;
- Present draft documentary to stakeholders at the end of the field visit and incorporation of comments;
- Produce an edited Video Recording of the scenarios captured, and the footage of the recorded stories.
- Present a complete 15 minute documentary film version, and hand over 2 master copies of the version to the Ministry and two extra copies with the extra footage for future usage.

Methodology:

Quotation will be invited from the suitable DAVP/NFDC empanelled agencies/entities by following two bid system for producing Documentary film of 15 minutes duration on Mahila E-haat (except those who have been blacklisted by the Ministries/Departments for non-performance) which are having the following qualifications and experience:

1. The agency/ entity should have the experience of a minimum of 5 years in the area of documentary film.
2. It should have experience in producing women related documentaries.
3. It should have experience in working with Governmental Organisation.
4. Excellent technical capacities (state of art filming equipment preferably High Definition) to ensure smooth and high quality production.

Duration of the Assignment

The assignment is expected to take 45 working days from the date of signing the contract.

Intellectual Property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to the client, which the Consultancy firm may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of the Client who shall have exclusive rights over their use except for purposes of this assignment, the information shall not be disclosed to the public nor to be used in whatever manner without written permission of the Client in line with the national and International Copyright Laws applicable.

Remuneration

- The agency/entity's payment shall be based on the financial proposal developed for this proposal at DAVP rate.
- Payment shall be made in three installments of;
- 20% down payment upon submission of an inception report acceptable to the client
- 40% upon submission of an acceptable draft documentary; and
- 40% final payment upon submission of the final outputs, incorporating suggestions and recommendations from the Ministry.

Application Procedure:

Applicants are required to submit by 3/05/2017 at 5 PM with the following:

- A Technical Proposal: Letter of Interest along with statement clearly mentioning why you consider your agency suitable for the assignment;
- Brief methodology on the approach and implementation of the assignment;
- Personal CVs of technical personnel proposed for this project highlighting qualifications and experience in similar projects; and
- Work references - contact details (e-mail addresses) of referees (firms for whom you've produced similar assignments).
- Financial proposal indicating fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- The proposals must be submitted in separate sealed envelopes (the technical proposal in one envelope and the financial proposal in another envelope) but both envelopes placed in one large envelope super scribed as DOCUMENTARY FILM ON MAHILA E-HAAT.

Legal Requirements (Please note that all the following are a MUST and lack of any of them will render submission of bid unacceptable):

- Valid and certified Certificate of Incorporation as a Company in India or as a proprietorship/partnership duly registered.
- Valid and Certified Tax Registration Certificate (indicating TIN and VAT Number)
- Tax Clearance Certificate
- Recently issued Bank Statement (showed be issued for the last 6 months)
- Full and accurate physical, postal, telephone and email address of the agency.
