

# Terms of Reference/ Request for Proposal

## Purpose

TIDE is seeking a creative, qualified freelance photographer to take photographs across all projects and verticals depicting TIDE's nature of work and establish new photographic content that can be used in all our marketing materials.

## Introduction

Technology Informatics Design Endeavour (TIDE) is a development organization based in Bengaluru that leverages technology for conserving the environment, creating livelihoods, and addressing societal issues. TIDE's work encompasses energy access and biomass-based cooking solutions, environment conservation through energy waste and water interventions, and Technology based innovative livelihoods, particularly with a focus on rural women. For more information about TIDE, please visit - <https://tide-india.org>.

TIDE turned 30 on the 11th of May - 2023, and TIDE management is planning to rebrand the organization's identity to the existing and new stakeholders. In this regard, we are looking for consultants or firms to take professional photographs of all of our work (Annexure I) depicting TIDE's nature of work.

1. **Sustainable Communities** – The objective is to reduce the carbon emission of individuals and communities through sustainable resource management.
2. **Skilling & Livelihood** – The objective is to provide skill training to rural women and youth, leading to income generation opportunities.

On a broader level, TIDE's two direct beneficiaries are people and the planet.

## Scope of work

### 1. Field photography:

The photographer will be responsible for capturing compelling images from TIDE's project locations showcasing relevant aspects and key attributes of the projects that effectively communicate the impact and success of the project.

## 2. Testimonial videos

The photographer is expected to record testimonial videos from TIDE's beneficiary community on the effectiveness of the interventions implemented. The videos can be in the native language of the local community.

## 3. Postproduction

The photographer will be expected to professionally edit the images, ensuring colour correction, cropping, and any necessary adjustments to enhance the photographs' overall quality and visual impact. If the videos are recorded in the community's local language, the photographer is expected to add subtitles in English to all the videos.

## Deliverables

1. The photographer will provide the final, high-resolution images in digital format (JPEG or PNG) suitable for both print and web use.
2. The photographer will provide the edited video graphs recorded with subtitles (English) added to each of the videos.
3. The photographer will provide the raw pictures and video captures in the field.

## Timeline

June 2023 (1 month)

## Terms and Conditions

- ❖ The Photographer will be required to have their own photography and videography equipment. TIDE will not provide any photography/videography equipment required to complete this assignment.
- ❖ The Photographer will not commercially market its services to TIDE on its social media handles for marketing purposes. All rights of the photos and the videos captured in the field lies with TIDE.
- ❖ No additional expenses incurred in addition to the sanctioned budget shall be reimbursed to the photographer by TIDE.
- ❖ Travel arrangements shall be provided from the Bangalore TIDE office to its project locations. The photographer will be dropped back at the Bangalore TIDE office after work.

- ❖ The Vendor will photograph individuals (to include headshots), groups and/or structures as directed by TIDE.
- ❖ The Vendor will work collaboratively with TIDE and its Communications in charge **Sitara Ayanna**.

## Eligibility criteria

The firm/agency should meet the following minimum eligibility criteria:

1. **Professional Experience:** Please provide details of your relevant experience, including a portfolio showcasing previous architectural or project photography work.
2. **Creativity and Style:** Describe your approach to capturing project images and highlight any unique or distinctive aspects of your photography style.
3. **Technical Skills:** Outline the equipment and techniques you employ to ensure high-quality images and discuss your proficiency in post-processing and editing.

**Note: The Consultants need to submit supporting documentary evidence for the criteria.**

## Schedule of Payment:

Sl. No.	Deliverable	Reports to be submitted	Percentage of Payment
1	On Submission of all raw photographs	20-June-2023	30%
2	On submission of high-res photographs and videography	30-June-2023	70%
<b>Note: The payment schedule will be finalized in consultation with the Consultant at the contract award stage</b>			

## Submission of Proposal and deliverables:

The proposal must be submitted over email with email id: anuradha.n@tide-india.org & nagalakshmi@tide-india.org with the following documents attached on or before 24-May-2023,

- Supporting documents for eligibility and evaluation criteria

- Self-certification of not being blacklisted by central/state government agencies.
- Properly filled Annexure I to V