

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

Date: 07.11.2025

Terms of Reference/Request for Proposal

Proposals are invited by Technology Informatics Design Endeavour (TIDE) for “Engagement of a professional video production agency/individual videographer to produce two social impact videos showcasing interventions undertaken under the Integrated Water Management Project in Chikkaballapura district, Karnataka.”

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. TIDE is currently implementing a project titled Integrated Water Management in partnership with BORDA, in different towns of Karnataka. For more information about TIDE, please visit www.tide-india.org

Title	Engagement of a professional video production agency/individual videographer to produce two social impact videos showcasing interventions undertaken under the Integrated Water Management Project
Location	Chikkaballapura district, Karnataka
Nature of Assignment	Shooting, editing and compiling the ready to disseminate videos
Contract period	The contract period will be for the duration of 40 days

Background of Project

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 the focus on rural women. TIDE is currently implementing a project titled 'Integrated Water Management in partnership with BORDA, in two towns of Karnataka. For more information about TIDE, please visit <https://tide-india.org>

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

The Integrated Water Management Project in Karnataka has implemented several impactful interventions over the past five years, including improvements in water access, behavior change, sanitation practices, and decentralized waste/wastewater management. TIDE&BORDA is closely working with Chikkaballapura CMC to provide technical support for WASH infrastructure and services.

To showcase the impact, producing documentary videos will help visually narrate the changes from the ground, particularly the Kandavara Colony intervention and the Waste Flow Diagram study-capturing the voices of communities, the challenges addressed, and the measurable improvements achieved.

Two professionally produced documentary videos will be:

1. Kandavara Colony Intervention Story (approx. 1-minute vertical video) to serve as an awareness-oriented, emotionally engaging, human centric social media piece.
2. Waste Flow Diagram Study in Chikkaballapura (approx. 1.30-to-2-minute documentary) to be used to highlight the data supported decision making and how it brings Policy dialogues at the end, and institutional outreach.
3. Drone footage of the legacy Waste site in Chintamani (approximately 4 vertical (portrait orientation) and 4 landscape orientation video clips)

We are seeking a professional video production agency/individual videographer to coordinate with our team and deliver engaging visual outputs.

Terms of Reference:

The bidder shall be responsible for the activities and roles mentioned herein, and shall also support TIDE wherever reasonable and possible, to ensure that the objectives of the assignment are met. The details of the assignment are given below:

Scope of assignment:

1. **Development:** The agency will work closely with TIDE to learn about the project. With this background, the Agency/individual will conduct formative research, generate initial ideas, propose storyboard, and possible scripts for the films in dialogue with TIDE (first version will be shared by TIDE team). The work during this phase may be conducted remotely from the start of the contract.
2. **Pre-production:** The agency/individual will work closely with TIDE to select filming sites and finalize dates. During this period, the agency, in consultation with TIDE, will further develop ideas, storyboards, scripts, and do visit to the project site.
3. **Production:** The agency will record the raw elements for films and photographs during the visit to project site. TIDE anticipates that the agency/individual will spend approximately 2-3 days on the project site. Filming will be conducted on a project site during 4th week of November 2025

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

or 1st week of December 2025.

The agency/individual must use professional and artistic cinematic approaches including multiple camera angles in 4k with varying depths of field, a variety of action sequences, interviews in natural settings if required, and candid moments to build rapport with and inspire empathy from viewers.

4. **Post-production:** The agency/individual will work closely with TIDE during the editing phase to finalize the films. The work during this phase may be conducted remotely.
5. All the videos should be in high-resolution and the shooting to be done using 4K equipment.
6. **Distribution:** The agency/individual will deliver to TIDE the final film and photographs as well as all raw footage. The agency shall not distribute films or photographs
7. Ensure necessary permissions, safety protocols, and compliance with drone regulations.
8. Ensure professional audio quality (lapel mic / directional mic required).
9. Maintain high-resolution output suitable for publishing and screening.
10. Include graphics, subtitles (English and Kannada), project logos, and color correction.
11. Share first-cut draft videos for feedback.
12. Incorporate up to two rounds of revisions for each video.
13. Ensure final versions reflect refined messaging and storytelling clarity.

Note: The agency/individual will provide all necessary filming, production, and post-production equipment. No equipment or software (i.e., cameras, computers, movie editing software, etc.) shall be purchased under this activity. The agency is solely responsible for engaging a local company to facilitate all aspects of this contract if necessary. All costs associated with the film production and photography will be the sole responsibility of the agency/individual and should be incorporated in the contract cost proposal.

Duration and narrative of the video

Target stakeholders

The core target group includes government partners, other funding agencies in WASH sector and other nongovernmental organizations working in the Water and Sanitation sector, especially for sanitation workers.

Location of the shoot

The location of the shoot will be Chintamani and Chikkaballapura towns of Karnataka, India. The agency will have to visit project site for shoot for 2-3 days and the company must make their own travel arrangements.

Note: No lodging / boarding and travel costs will be reimbursed.

Duration of the Assignment

The project shall be executed within 40 days from the date of awarding of contract. The contractor should adhere to the work plan as shown below. **(Subject to revision based on mutual consent or as per ground condition)**

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

Deliverables:

The agency/individual shall submit the following as a part of the deliverables,

1. Script, and narrative for the videos
2. The first and second draft of videos
3. The final version of the videos
4. Photographs and raw footages

All raw footage (both camera and drone), audio files, and project source files delivered on drive/cloud.

Eligibility criteria & prior experience:

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

The agency/individual should have demonstrable experience of creating videos on themes of development sector
- The agency/ shall be legal firm/ agency and should not be blacklisted - If individual , should have valid government id proof
The agency/individual must have minimum (2 years if agency and one year if an individual creator) of experience working on documentary, social media content creation, fundraising and short films etc.
Note: The agency/individual need to submit the supporting documentary evidence for the criteria.

Evaluation Criteria:

Sl No	Indicator	Description	Document Evidence	Weightage
1	Experience	The agency/individual must have minimum (2 years if agency and one year if an individual creator) of experience working on documentary, social media content creation, fundraising and short films etc.	Certificate of Registration / valid government id proof/CV/portfolio/ proof of work done on video creation (atleast 2 proof of work)	60%
2	Bid Price	Price quoted by the agency / firm / individual	Provide total amount as well as cost breakup for 3 assignments	40%
Note: All the eligible firms / individuals will be marked on the above criteria. The one with the highest marks will be awarded by the contract. All interested firms should send their proposal in the attached formats with all the support documents. The bids are to be made in the template as appended in Annexure 1.				

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

Work Plan:

The project duration is from 3rd week of November 2025 to 4th week of December 2025.

SL No.	Activity	Timeline				
		3 rd week Nov	4 th week Nov	2 nd week Dec	3 th week Nov	4 th week Nov
1	Award of contract					
2	Submit final script and complete filming					
3	Submit first draft of video footage					
4	Submit final video footage with photographs and raw footage					
Note: Timelines will be finalized in consultation with the Agency at the contract award stage.						

Schedule of Payment:

Sl. No	Deliverable	Payment in %
1	Upon Submission of final script and completing filming	40%
2	Upon Submission of final video footage with photographs (cover images) and raw footage	60%
Note: Payment schedule will be finalized in consultation with the Agency at the contract award stage. No advance amount will be given for this activity.		

The payment will be made based on deliverables as verified by the Project Director.

Submission of Proposal and deliverables:

The proposal must be submitted over email to the email id: anjali.w@tide-india.org & iwm.accountant@tide-india.org with the following documents attached,

- Supporting documents for eligibility and evaluation criteria
- Self-certification of not being blacklisted by central/state government agencies.
- Properly filled Annexure I to VI
- Portfolio/CV/proof of work

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

Confidentiality and Intellectual and Other Property Rights

All reports, notes, statistics and other documents and data compiled and collected, or software developed by the Contractor under this Agreement shall be confidential and the property of TIDE. The Parties herein agree to keep the terms of this TOR all or any information which any or all of the parties herein shall become acquainted with shall not be disclosed, either directly or indirectly to third parties or be used in any way, or in any manner that would be detrimental to the business of the partners.

Sd/-

ANNEXURES

Annexure I: Letter for EOI Submission to Be Submitted on the Letterhead Head of the Institution (if any company/organization/agency)

Annexure II: Information regarding any Conflicting activities and declaration

Annexure III: Details of a minimum of 2 similar works executed by the bidder if agency/1 high quality work if freelancer individual

Annexure IV: Quote/Bid FORM

Annexure V: Cost breakup for 3 assignments

Annexure VI: Portfolio/resume if freelancer

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

ANNEXURE I

LETTER FOR EOI SUBMISSION TO BE SUBMITTED ON THE LETTERHEAD OF THE ORGANISATION

Ref: No:

Date:

Executive Director,
TIDE, FF-1, Sapthagiri Apartments,
No.30, 10th Cross, 15th Main Road,
RMV Extension, Sadashiv Nagar,
Bengaluru – 560080

Dear Sir/Madam

We, the undersigned, offer to provide the services as required in your invitation for EOI dated: ----- . We are hereby submitting our proposal with all the requisite information and documents.

We hereby certify that all the information and statements made in this proposal are true and accept that any misstatement or misrepresentation in the enclosed documents may lead to our disqualification.

We understand that you are not bound to accept/reject any proposal without assigning any reason.

Yours faithfully

Authorized Signatory

NAME & DESIGNATION

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

ANNEXURE II

INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

Is the party engaged in any activities which conflict with the proposed activities of TIDE as mentioned in this document?

If yes:

Please furnish information on activities the institution is engaged in, which in your opinion, is of a nature that conflicts with the assignment desired to be awarded by CoE.

If no:

We hereby declare that our organization is not either directly or indirectly engaged in any activities which can be termed conflicting activities as mentioned in the EOI document. It is understood that any misrepresentation or misstatement in this regard shall lead to our organization to be disqualified from the entire process.

Signature of the authorized signatory

Name

Designation

TO BE SUBMITTED ON THE LETTERHEAD

ANNEXURE III

Details of a minimum of 5 similar works executed.

(Amount Rs. in Lakh)

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

Sl.No.	Nature of similar work carried out	Name of the party for whom such work was carried out	The total value of the work	Period of the assignment	Contact person name and mobile no.

AUTHORISED SIGNATORY

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

TO BE SUBMITTED ON THE LETTERHEAD

ANNEXURE IV

Quote/Bid FORM

To
The Executive Director
TIDE
FF-1, Sapthagiri Apartments, No. 30, 10th Cross, 15th Main Rd,
Raj Mahal Vilas Extension, Sadashivanagar,
Bengaluru, 560080

I hereby offer to submit our EOI for the “.....”
assignment as a Service Provider/Expert/supplier of material/services etc.

Sl No.	Parameters	Particulars/Description
1.	Name	
2.	Address	
3.	Contact Details	Email: Mobile:
4.	Total Lumpsum Cost/Fee (in Rupees) Inclusive of GST for work completed as per ToR	
5.	GST Number (If no GST please submit a declaration)	

Note: Site Visits charges will not be reimbursed

Declaration:

I certify that the above particulars are correct. I understand and agree that if any statement is found to be false or incorrect, TIDE reserves the right to reject my application.

I certify that if awarded the assignment, I shall maintain confidentiality and shall avoid conflict of interests.

Signature:

Place:

Full name:

Date:

TO BE SUBMITTED ON THE LETTERHEAD

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

Annexure V

Cost breakup

S.No.	Assignment	Cost per video
1	Kandavara Colony Intervention Story (approx. 1-minute vertical video)	
2	Waste Flow Diagram Study in Chikkaballapura (approx. 1.30-to-2-minute documentary)	
3	Drone footage of the legacy Waste site in Chintamani (approximately 4 vertical (portrait orientation) and 4 landscape orientation video clips)	
4	GST (if applicable)	
Total amount		

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

TO BE SUBMITTED ON THE LETTERHEAD

Annexure VI

Portfolio of the vendor/agency/individual

Director-TIDE