

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

Date: 06.06.2026

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 and photographs 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 and photographs showcasing interventions undertaken under the Integrated Water Management Project
Location	Chikkaballapura district, Karnataka
Nature of Assignment	End-to-end video production, including filming, editing, graphics design, voice-over recording, and compilation of ready-to-disseminate documentary videos.
Contract period	The contract period will be for the duration of 90 days

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

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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 ISWM(Integrated Solid Waste Management) and heat stress mitigation measures integrated within DWCC center or 1-minute reel (portrait) on data-driven decision-making and commercial waste management interventions at Chikkaballapura.- Theme of Data for targeted solutioning. and Legacy waste Management in the chikkaballapura district along with capturing the voices of communities, the challenges addressed, and the measurable improvements achieved.

Two professionally produced documentary videos and photographs will be:

1. ISWM(Integrated Solid Waste Management) intervention story (approx. 3-4 minute documentary, landscape orientation) along with capturing the voices of communities, the challenges addressed, and the measurable improvements achieved at chintamani towns of Chikkaballapura district.
2. Showcasing heat stress mitigation measures integrated within DWCC centre at chintamani, along with sanitation workers' experiences and perspectives on the benefits of these interventions.(1min reel)

Or

1-minute reel (portrait) on data-driven decision-making and commercial waste management interventions at Chikkaballapura.- Theme of Data for targeted solutioning.

3. Drone photos of the legacy Waste site in Chintamani, Gauribidanur and Chikkaballapura towns of Chikkaballapura district.

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

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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 3-4 days on the project site. Filming will be conducted on a project site during 3rd week of June 2026.

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-quality audio recording using appropriate microphones and audio recording equipment.
9. Maintain high-resolution output suitable for publishing and screening.
10. Include graphics, subtitles (English and Kannada), project and funders logos, and color correction.
11. Share first-cut draft videos for feedback.
12. Incorporate multiple rounds of revisions for each video.
13. Ensure final versions reflect refined messaging and storytelling clarity.

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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, Gauribidanur and Chikkaballapura towns of Chikkaballapura district of Karnataka, India. The agency will have to visit project site for shoot for approx 3-4 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 90 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)**

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 (camera and drone), audio files, and project source files shall be delivered to TIDE through a hard drive and/or cloud storage with permanent access. No restrictions shall apply to TIDE's access, use, storage, or future reproduction of these materials.

Eligibility criteria & prior experience:

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

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<ul style="list-style-type: none"> The agency/individual should have demonstrable experience of creating videos on themes of development sector
<ul style="list-style-type: none"> The agency/ shall be legal firm/ agency and should not be blacklisted If individual , should have valid government id proof
<ul style="list-style-type: none"> 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.
<p>Note: The agency/individual need to submit the supporting documentary evidence for the criteria.</p>

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 2 assignments	40%
<p>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.</p>				

Work Plan:

The project duration is from **2nd week of June 2026 to 2nd week of September 2026.**

SL		Timeline

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N o.	Activity	3 rd week	5 th week	2 nd week	3 th week	4 th week	1 st week	2 nd week	3 rd week	1 st week	2 nd week
		June	June	July	July	July	August	August	August	September	September
1	Award of contract										
2	Submit final script and complete filming										
3	Video editing, graphics and voice over										
4	Submit first draft of video footage										
5	Revisions of edited footages										
6	Submit final video footage with photographs and raw footage										

Schedule of Payment:

Sl. No	Deliverable	Payment in %
1	Upon Submission of final script and completing filming	60%
2	Upon Submission of final video footage with photographs (cover images) and raw footage	40%

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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.

Important Dates

- Release of RFP: 08 June 2026
- Last Date for Submission of Proposals: 15 June 2026
- Expected Award of Contract: 15 June 2026
- Tentative Start of Assignment: 19 June 2026

Submission of Proposal and deliverables:

The proposal must be submitted over email to the email id: vidyashree.s@tide-india.org, iwm.accountant@tide-india.org and procurement@tide-india.org with with the subject line:

“Proposal for Engagement of Video Production Agency/Individual Videographer – Integrated Water Management Project”

The proposal shall include the following documents:

- 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

Incomplete proposals or proposals not accompanied by the required supporting documents may be rejected without further correspondence.

General Terms and Conditions

- TIDE reserves the right to accept or reject any or all proposals without assigning any reason.
- All videos, photographs, raw footage, scripts, graphics, and project files produced under this assignment shall be the exclusive property of TIDE.
- The agency/individual shall maintain confidentiality of all information, documents, and materials shared during the assignment.
- The agency/individual shall obtain all necessary permissions and comply with applicable laws, safety requirements, and drone operation regulations.
- Any delay in deliverables attributable to the agency/individual shall be communicated in advance and may result in appropriate action as determined by TIDE.

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- TIDE reserves the right to terminate the contract in case of unsatisfactory performance, breach of contract, or non-compliance with agreed terms.
- The agency/individual shall disclose any actual or potential conflict of interest related to this assignment.
- The proposal shall remain valid for a period of 60 days from the proposal submission deadline.
- TIDE shall not be responsible for any loss, damage, injury, or liability arising during the execution of the assignment.
- Any disputes arising from this contract shall be subject to the jurisdiction of the courts of Bengaluru, Karnataka.



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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/-
Director-
TIDE