

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR

Date: 5.09.2026

TERMS OF REFERENCE / REQUEST FOR PROPOSAL

Engagement of a professional video production agency / individual videographer to produce social impact videos and photographs documenting the groundwater recharge intervention through defunct borewells, and to record the community awareness and IEC sessions, undertaken under the Integrated Water Management Project at Chintamani, Chikkaballapura district, Karnataka.

1. 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 social impact videos and photographs documenting the groundwater recharge intervention through defunct borewells, and to record the community awareness and IEC sessions, under the Integrated Water Management Project.
Location	Chintamani, Chikkaballapura district, Karnataka
Nature of Assignment	End-to-end video production, including filming, full-day recording of the awareness and IEC sessions, editing, graphics design, voice-over recording, and compilation of ready-to-disseminate videos and photographs.
Contract period	45 days from the date of award of contract

The Integrated Water Management Project in Karnataka has implemented several impactful interventions over the past five years, including improvements in water access, behaviour change, sanitation practices, and decentralized waste and wastewater management. TIDE and BORDA are working closely with the City Municipal Council (CMC) to provide technical support for WASH infrastructure and services.

2. Background

Chintamani, Chikkaballapura district, lies in Karnataka's semi-arid Eastern Dry Zone, a hard-rock terrain with no perennial river system. The district has been categorised as over-exploited by the Central Ground Water Board, with groundwater extraction exceeding annual recharge. Successive years of declining water levels have driven progressively deeper drilling; borewells that fail are

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typically abandoned in place, leaving the casing standing.

Each abandoned borewell is an existing shaft already drilled through the weathered zone into the fractured aquifer — a paid-for pathway to the water table that is currently unused, and in many cases an open safety hazard. The intervention documented under this assignment retrofits selected defunct borewells into direct recharge structures, routing filtered monsoon runoff down the existing shaft into the fracture network.

Under the project, approved defunct borewells have been assessed, selected and converted into recharge structures across Chintamani town. The project also includes a community groundwater awareness and engagement session, to be held at the City Municipal Council (CMC), and an Information, Education and Communication (IEC) session. Both sessions are to be recorded in full under this assignment.

To communicate this work to government partners, funding agencies, technical institutions and communities, TIDE seeks a professional video production agency / individual videographer to produce documentary and social media outputs, full session recordings, and a photographic record of the intervention.

3. Scope of Work — Outputs Required

The following professionally produced videos and photographs shall be delivered. Final durations, cut lengths and the exact number of edited outputs shall be agreed with TIDE at the script and storyboard stage; bidders should quote on the basis of the scope described below rather than on a fixed running time.

I. Main documentary — groundwater recharge intervention story

A professionally produced documentary film in landscape orientation, suitable for screening at stakeholder events and for online dissemination. The film shall cover the groundwater and water-security challenge at Chintamani; the problem of defunct borewells and their recharge potential; the technical concept and site selection process; the construction and installation of recharge structures; the recharge process explained through animation; the roles of the community, local government, technical experts and the implementing organisation; monitoring and observed or expected outcomes; and the replicability of the model. The film must include community voices, stakeholder testimony and technical explanation, with subtitles in English and Kannada.

The running time shall be agreed with TIDE at script stage and shall be whatever length is required to tell the story clearly and hold the attention of the target audiences.

II. Awareness and IEC session documentation

Two sessions are to be covered under this assignment, each on a separate day:

- Day 1 — Community groundwater awareness and engagement session, to be held at the City Municipal Council (CMC), Chintamani.
- Day 2 — Information, Education and Communication (IEC) session, at a venue to be confirmed by TIDE.

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For each session day, the agency / individual shall provide continuous professional coverage for the full working day, expected to be approximately 6–8 hours of on-site work per day, inclusive of setup, the full proceedings, participant interviews and wrap-up. Coverage shall include registration and arrival, opening remarks, presentations and awareness activities, technical demonstrations, question-and-answer and interactive discussion, group activities, participant interviews, key messages and closing.

The following outputs shall be produced from these two days:

- A complete, continuous recording of the proceedings of each session, lightly edited for usable quality, with clean audio taken from the venue PA system, delivered as a full-length record for the project archive.
- An edited session documentation video (or videos) in landscape orientation, capturing the highlights, key messages and participant response from the sessions. Whether this is delivered as a single combined film or as one film per session shall be decided in consultation with TIDE.
- Photographic coverage of both session days.

III. Short-form social media content

A set of short-form reels in portrait orientation (9:16), edited to lengths appropriate to the platforms on which they will be published. The number of reels and the themes shall be agreed with TIDE at the pre-production stage. Suggested themes include: the recharge concept explained simply; the construction process; a community testimonial; and key messages from the awareness and IEC sessions. Bidders should indicate in their proposal the number of reels included in their quoted price.

IV. Photographs

A curated, colour-corrected and captioned set of high-resolution photographs covering the intervention sites, the construction process, the community, stakeholders, and both the awareness and IEC session days, suitable for reports, presentations, social media and communication materials. The complete unedited photo set shall also be handed over. The volume of the curated set shall be agreed with TIDE and shall be sufficient to cover all activities and locations under the assignment.

V. Drone photography and videography

Aerial stills and footage of the intervention sites, the surrounding catchment, the landscape context and the session venues, subject to permissions and regulatory compliance.

Note: TIDE reserves the right to request any changes or modifications, if required. Before awarding the contract, TIDE will discuss the requirements with the vendors. After finalization, TIDE will issue the Work Order to the selected vendor.

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4. 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.

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Scope of assignment

1. Development: The agency / individual will work closely with TIDE to learn about the project. With this background, the agency / individual will conduct formative research, review the project's technical documentation, generate initial ideas, and propose a storyboard and script for the films in dialogue with TIDE. This phase may be conducted remotely from the start of the contract.

2. Pre-production: The agency / individual will work with TIDE to select filming sites and finalize dates, further develop ideas, storyboards and scripts, and conduct a recce visit to the project sites. Given the technical nature of the subject, a site recce prior to the main shoot is expected. A separate recce of the CMC session venue is expected in order to plan camera positions, lighting and the audio feed from the venue PA system.

3. Production: The agency / individual will record all raw elements for the films and photographs during the visit(s) to the project site. TIDE anticipates approximately four working days on site, structured as follows:

- Two full days dedicated to session recording — one day for the community groundwater awareness session at the CMC, and one day for the IEC session — with approximately 6–8 hours of continuous on-site coverage on each of these days.
- Approximately two further days for filming at the intervention sites, construction sequences, community and stakeholder interviews, b-roll and drone coverage.

Filming will be conducted during the agreed filming window. Note that the construction sequences and the session days may fall in different windows and may therefore require two separate mobilizations. Bidders should account for this possibility in their quoted price.

4. 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, and candid moments to build rapport with and inspire empathy from viewers.

5. Coverage of the awareness session and the IEC session requires a minimum of two camera operators on each session day, in order to capture speakers and participant response simultaneously, together with a direct audio feed from the venue PA system. Adequate battery, media and backup capacity for a continuous 6–8 hour recording day must be provided.

6. Post-production: The agency / individual will work closely with TIDE during the editing phase to finalize the films. This phase may be conducted remotely.

7. All videos shall be high-resolution, shot using 4K equipment.

8. Distribution: The agency / individual will deliver to TIDE the final films, photographs and all raw footage. The agency shall not distribute the films or photographs.

9. Ensure necessary permissions, safety protocols, and compliance with current DGCA drone regulations, including airspace verification, operator registration and remote pilot certification as applicable.

10. Ensure professional-quality audio recording using appropriate microphones and audio recording equipment, including lavalier and shotgun microphones and a field recorder capable of taking a direct

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line feed at the session venues.

11. Maintain high-resolution output suitable for publishing and screening.
12. Include graphics, animation, subtitles (English and Kannada), project and funder logos, and colour correction.
13. Produce a technical animation sequence illustrating the groundwater recharge process — the aquifer cross-section, the borewell shaft, and the flow of filtered runoff into the fracture zone. This shall be developed from the project's actual engineering drawings, provided by TIDE, and must be technically accurate.
14. Provide timecoded transcription and English translation of all Kannada-language interview and session material to TIDE prior to first cut.
15. Share first-cut draft videos for feedback.
16. Incorporate three rounds of revisions for each video. Additional rounds, or structural re-edits requested after picture lock, may be quoted separately.
17. Submit the cut for technical accuracy review by TIDE's technical lead, to verify that all claims, figures and animated processes are correct, before finishing.
18. Ensure final versions reflect refined messaging and storytelling clarity.
19. Obtain written consent from all identifiable individuals appearing in interviews or close-up, and hand over signed consent forms as part of the deliverables.

Note: *The agency / individual will provide all necessary filming, production, and post-production equipment. No equipment or software (i.e., cameras, computers, editing software, etc.) shall be purchased under this activity. All costs associated with film production and photography will be the sole responsibility of the agency / individual and should be incorporated in the contract cost proposal.*

5. Target Stakeholders and Location of the Shoot

Target stakeholders

The core target group includes government partners — including panchayat, municipal, Minor Irrigation and groundwater authorities — funding agencies in the water and WASH sector, technical institutions, other non-governmental organizations working on water security and groundwater management, and the communities of Chintamani taluk.

Location of the shoot

Chintamani taluk, Chikballapur district, Karnataka, including the City Municipal Council (CMC) premises and the intervention sites. The agency will visit the project site for approximately four working days, as set out in Section 4, and must make its own travel arrangements.

Note: *No lodging, boarding or travel costs will be reimbursed separately. These must be built into the quoted price.*

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6. Duration of the Assignment

The project shall be executed within 45 days from the date of award of contract. The contractor should adhere to the work plan shown below. (Subject to revision based on mutual consent or as per ground conditions.)

7. Deliverables

The agency / individual shall submit the following:

1. Script and narrative treatment for the videos.
2. First and second drafts of all videos.
3. Final versions of all videos, in master and web-compressed formats.
4. Full-length recordings of the awareness session at the CMC and of the IEC session.
5. Subtitle files (.SRT) in English and Kannada, delivered separately in addition to burned-in versions where applicable.
6. Timecoded transcripts and translations of all interview and session material.
7. Curated, captioned photographs in full-resolution and web-optimised versions, plus the complete unedited photo set.
8. All raw footage (camera and drone), audio files, graphics and animation source files, and editing project files with linked assets.
9. Signed consent forms.

All raw footage, 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. File naming and folder structure shall be agreed with TIDE before filming commences.

8. Eligibility Criteria and Prior Experience

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

- Demonstrable experience of creating videos on development sector themes.
- The agency shall be a legal firm / agency and shall not be blacklisted by any central or state government agency. If an individual, valid government ID proof is required.
- Minimum two years of experience if an agency, or one year if an individual creator, working on documentary, social media content creation, fundraising and short films.
- Submission of at least two samples of prior work if an agency, or one high-quality sample if an individual creator, as per Annexure III.
- Demonstrable experience of recording full-day events, conferences, workshops or training sessions with multi-camera coverage and a PA line feed.

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- Prior experience with technical, environmental or water sector subjects is preferred, given the animation and technical accuracy requirements.

Note: The agency / individual must submit supporting documentary evidence for each criterion.

9. Evaluation Criteria

Sl. No.	Indicator	Description	Document Evidence	Weightage
1	Experience	The agency / individual must have a minimum of two years of experience if an agency, or one year if an individual creator, working on documentary, social media content creation, fundraising and short films, and must demonstrate experience of full-day event or session recording.	Certificate of registration / valid government ID proof / CV / portfolio / proof of work done on video creation (at least two proofs of work).	60%
2	Bid Price	Price quoted by the agency / firm / individual.	Total amount as well as the cost break-up, as per Annexure V.	40%

Note: All eligible firms / individuals will be marked on the above criteria. The one with the highest marks will be awarded the contract. All interested firms should send their proposal in the attached formats with all the supporting documents. The bids are to be made in the template appended in Annexure I.

10. Work Plan

The project duration is from the 3rd week of September 2026 to the 5th week of October 2026.

#	Activity	Indicative Timeline
1	Award of contract	3rd week of September 2026
2	Development, pre-production, recce and submission of final script	4th week of September 2026
3	Filming at intervention sites; recording of the awareness session at the CMC and of the IEC session (two full days)	1st–2nd week of October 2026
4	Video editing, graphics, animation and voice-over	2nd–3rd week of October 2026
5	Submission of first draft of video footage	3rd week of October 2026
6	Revisions of edited footage	4th week of October 2026
7	Submission of final videos, session recordings, photographs and all raw footage	5th week of October 2026

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11. Schedule of Payment

Sl. No.	Deliverable	Payment in %
1	Upon submission of the final script and completion of filming, including both session recording days	60%
2	Upon submission of the final videos, session recordings, photographs (cover images) and all raw footage	40%

Note: The payment schedule will be finalized in consultation with the agency at the contract award stage. No advance amount will be given for this activity.

Important Dates

- Release of RFP: 05 September 2026
- Last date for submission of proposals: 17 September 2026
- Expected award of contract: 21 September 2026
- Tentative start of assignment: 23 September 2026

12. Submission of Proposal

The proposal must be submitted by email to iwm@tide-india.org, with copies to iwm.accountant@tide-india.org and procurement@tide-india.org, 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 or state government agencies.
- Properly filled Annexures 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.

13. General Terms and Conditions

- TIDE reserves the right to accept or reject any or all proposals without assigning any reason.
- All videos, photographs, session recordings, raw footage, scripts, graphics, and project files produced under this assignment shall be the exclusive property of TIDE.

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- 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.
- 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 30 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.

14. 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, and all or any information which any or all of the parties herein shall become acquainted with, confidential; such information 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

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ANNEXURES

- Annexure I: Letter for EOI submission, to be submitted on the letterhead of the institution (if a company / organization / agency).
- Annexure II: Information regarding any conflicting activities, and declaration thereof.
- Annexure III: Details of a minimum of two similar works executed by the bidder if an agency, or one high-quality work if a freelance individual.
- Annexure IV: Quote / Bid Form.
- Annexure V: Cost break-up.
- Annexure VI: Portfolio / resume if a freelancer.

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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 or reject any proposal without assigning any reason.

Yours faithfully,

Authorized Signatory

NAME & DESIGNATION

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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 the activities the institution is engaged in which, in your opinion, are of a nature that conflicts with the assignment desired to be awarded by TIDE.

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 being disqualified from the entire process.

Signature of the authorized signatory

Name

Designation

**TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR
TO BE SUBMITTED ON THE LETTERHEAD**

ANNEXURE III

Details of similar works executed — a minimum of two similar works if an agency, or one high-quality work if a freelance individual.

(Amount Rs. in Lakh)

Sl. No.	Nature of similar work carried out	Name of the party for whom such work was carried out	Total value of the work	Period of the assignment	Contact person name and mobile no.
1					
2					
3					
4					
5					
6					

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 Road,
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 the work completed as per the ToR	
5	Number of short-form reels included in the quoted price	
6	GST number (if no GST, please submit a declaration)	

Note: Site visit charges will not be reimbursed separately.

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 interest.

Signature:

Place:

Full name:

Date:

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TO BE SUBMITTED ON THE LETTERHEAD

ANNEXURE V

COST BREAK-UP

Bidders should quote against each line item below. Durations of the edited outputs are not fixed and will be agreed with TIDE at script stage; quote on the basis of the scope described in the ToR.

S. No.	Deliverable	Cost (INR)
1	Main documentary film — groundwater recharge intervention story (landscape)	
2	Session recording, Day 1 — community groundwater awareness session at the CMC (full day, approx. 6–8 hours, minimum two camera operators, PA line feed)	
3	Session recording, Day 2 — IEC session (full day, approx. 6–8 hours, minimum two camera operators, PA line feed)	
4	Edited session documentation video(s) from the two session days (landscape)	
5	Short-form social media reels (portrait 9:16) — state the number included	
6	Photographs — curated captioned set, plus the complete unedited set	
7	Drone photography and videography	
8	Graphics and technical animation (aquifer cross-section and recharge process)	
9	Subtitling, transcription and translation (English and Kannada)	
10	Travel, accommodation, logistics and any second mobilization (not reimbursed separately)	
	Sub-total	
	GST (if applicable)	
	Total amount	

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ANNEXURE VI

PORTFOLIO OF THE VENDOR / AGENCY / INDIVIDUAL

Please attach a portfolio, showreel links, or a resume (for freelance individuals), including at least one sample of full-day event, workshop or session recording work.