



No: 245/WSN/2018

Date: 09/11/2018

**NOTICE FOR EXPRESSION OF INTEREST (EOI)**

Sealed Expression of Interest is invited in prescribed format for providing Videography Services under the “Special Programme for Promotion of Millets in Tribal Areas”. The last date for applying for the EoI is 20/11/2018. The undersigned reserves the right to reject all or any of the EoI without citing reason thereof.

Sd/-  
State Coordinator  
WASSAN - Programme Secretariat  
Odisha Millet Mission

Letter No: 246 /WSN/2018

Date: 09/11/2018

Copy forwarded to Director, NCDS for uploading the EoI in their official website for widely circulation.

· State Coordinator  
WASSAN - Programme Secretariat  
Odisha Millet Mission



**EXPRESSION OF INTEREST (EOI)**  
**FOR**  
**PROVIDING VIDEOGRAPHY**  
**SERVICES**



Programme Secretariat (WASSAN) of Odisha Millet Mission is looking for potential Individual Consultants or Institutional firms for providing Videography Services under the "Special Programme for Promotion of Millets in Tribal Areas".

### Terms of Reference

1. The consultant shall provide WASSAN with videography services on millet production processes, different millet recipes and other activities of the project as per the need.
2. The consultant (Individual or Institutional) should have the qualifications, capacity and resources to:
  - Shoot video footage to fulfill each assignment's criteria and objectives as per WASSAN's requirement and preferences;
  - Edit video files in consultation with WASSAN, produce shot list in Odia and/or Hindi with English Subtitles and English. In some cases, carry out final edits to produce clips in different format(s) as per need;
  - All videos produced must be of the highest quality shot preferably with a DSLR camera to adequately represent the organization. The optimal standards are:
    - 1080 25p
    - 1080 29.97p or 30p
    - All material should be shot in 16:9 HD 1080.
  - Conduct elementary photography during the video shoots and submit raw image files
3. Pre-shoot, the Individual Consultants or Institutional firms will have to submit a final script along with a concept note, tentative background music that they plan to use and prepare the video and manage the entire production across the locations proposed by WASSAN.
4. The videos should have an important element of background sound supporting the visuals, preferably good quality location sounds and narratives from community members, which can minimize the use of a voiceover. Voice shall be included as per need based on consultation with WASSAN.
5. It is the responsibility of the Individual Consultants or Institutional firms to successfully manage the shoot from pre-production to post in the proposed area by WASSAN.
6. The Individual Consultants or Institutional firms are expected to use their own equipment for shooting and editing.
7. The Individual Consultants or Institutional firms will submit the raw footage of the entire shoot to WASSAN.
8. Photos taken during the shooting process need to be shared in jpeg and raw formats.



9. The videos of the recipes produced will be of about 3 minutes in duration while those covering production and processing related topics can be up to 5 minutes. The following is a list of the videos expected:
- a. Programme Activities (3-minute videos)
    - i. a video on Participatory Varietal Trials
    - ii. a video on Improved Agronomic Practices (SMI, LT and LS) and its impact
    - iii. a video on people's experiences and expectations with interventions of Odisha Millets Mission
  - b. Millet Recipes
    - i. Short 1- or 2-minute videos on tasty millet recipes for urban audiences (At least 5 videos)
    - ii. 3-5-minute-long training videos to prepare Millet Ladoos (ICDS recipe) and other potential recipes for inclusion in Mid-Day Meals and menus of other supplementary meal programmes. (At least 4 videos)
10. Examples of videos demonstrating the quality desired by WASSAN include:
- i. Coverage of an intervention- "The Magic of Five Leaves" by 'SPS Community Media' (<https://youtu.be/dPcpzV5lieU>)
  - ii. Recipes- "Basi Pakhala recipe" by 'Bong Eats' (<https://www.youtube.com/watch?v=mOc1QdNHHEw>)
  - iii. Recipes- "Ragi malt recipe" by 'Hebbar's Kitchen' ([https://www.youtube.com/watch?v=d1\\_9STTBcfQ](https://www.youtube.com/watch?v=d1_9STTBcfQ))
11. The selected consultant will enter into a contract with WASSAN for a period of 3 months or for an extension period as suitable based upon the performance.

**Minimum Qualifications and Experience:**

1. At least 3 years of professional experience in videography and photography for Individual contactors & at least one team member with 3 years of professional experience in videography and photography for Institutional firms;
2. Ability to provide quality videos and shortlists in addition to ownership of the suitable equipment for producing & editing the quality videos;
3. Ability to ensure ethical video documentation without disturbing or causing harm to the dignity of community members;
4. Ability to work under pressure and meet deadlines;
5. Ability to travel within the state of Odisha wherever applicable;
6. Proven Experience in working with NGOs will be advantageous.



Preference:

1. Applicant with past experience of shooting videos on millets will be given preference
2. Applicant with video experience of shooting videos linking cultural and agricultural aspects of millets will be given preference.
3. Applicant with background in media & cultural studies/sociology/anthropology will be given preference.

**Deadlines for applying:**

- The Consultant fulfilling the eligibility criteria may submit their application together with requisite documents in a sealed cover addressed through courier/post to the State Coordinator, WASSAN, (Programme Secretariat – Odisha Millet Mission) NCDS Campus, Near Survey of India, Institutional Area, Gajapati Nagar, Bhubaneswar 751013, on or before 20<sup>th</sup> November, 2018 up to 03:00 PM. The applicants must clearly mention on the envelope “Application for Empanelment of Consultant for Videography Services”.
- The proposal for EOI will be open on 21<sup>st</sup> November 2018.

**WASSAN reserves the right to reject any or all the EoI's without assigning any reason thereof**

  
State Coordinator  
WASSAN - Programme Secretariat  
Odisha Millet Mission

LS



APPLICATION

1	Name of the Individual/Firm	
2	Name of the Person in Charge(in case of firm)	
3	Address	
4	No. of years in audio visual production business/sector	
5	Qualification (Please attach supportive documents)	
6	Work Experience (Please attach supportive documents)	
7	Infrastructure available (Please Specify):	
	a) Camera	
	b) Editing equipment	
	c) Sound Recorder	
	d) Others – please specify in separate sheet	
8	Overall Cost of making videos as described in Point number 7, 8 and 9 of the Terms of Reference*	Rs.

\*Please quote the figure inclusive of all duties & taxes.

Travel for the shooting shall be done in consultation with WASSAN team and WASSAN will reimburse travel expenditure as per the organizational policy with due approvals in advance.

(Authorized Signatory)

Name:

Designation:

Place & Date:

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