**Subject: Documentation of Best Practices and Initiatives under Non-Farm Projects in Kerala and Rajasthan**

1. Kudumbashree NRO has been implementing projects across various partner states funded by NRLM (National Rural Livelihoods Mission) with a focus on leveraging best practices from Kerala. These initiatives aim to foster community support systems for enhancing access to entitlements, local development, and livelihood opportunities, particularly focusing on micro-enterprises. Kudumbashree NRO has extended its support to 21 states in implementing non-farm projects under NRLM and aims to document exemplary practices for sharing with partner states and replicating them on a larger scale.
2. The primary objective of this assignment is to document and create learning materials in the form of videos, case studies, and process documents highlighting the best practices and initiatives undertaken by Kudumbashree NRO. These materials will serve as a comprehensive knowledge base for sharing with NRLM, State Rural Livelihoods Missions (SRLMs), and a larger audience for future reference and replication.
3. Documentation of the best practices and initiatives taken under the non -farm projects in Kerala and Rajasthan will involve capturing documentaries on successful interventions and processes put in place under the project using multimedia tools, mainly videos and images. Pre-production, field documentation, production, post-production, and editing will be carried out over a period of 90 days. The emphasis of the assignment will be to:

* Create documentary films on various best practices, processes and initiatives taken and impact on the projects for easy understanding of the community and other important stakeholders to enhance project ownership.
* Capture high-resolution photographs on various interventions, processes placed and best practices of the projects to be used at various platforms and publications and shared with community members and other important stakeholders to enhance project ownership.
* Design a photobook capturing the impact of initiatives on the project, experiences of community and other important stakeholders to be used for motivating the community and encourage the various stakeholders to replicate the proven ideas and take initiatives.

**Table 1: Details of the Assignments:**

1. Form Kerala

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| **Particulars** | **Specifications** | **Deliverables** |
| Video | HD Videos on interventions and best practices that can be replicated by other blocks  1 video on sustainability of BRC EP  1 video on sustainability of CRPs EP  1 video on Community based marketing | 3 number of short HD video (5-7 minutes) |
| Photographs | High resolution photographs of different stakeholders and enterprises | 60 photographs |
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1. From Rajasthan

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| **Particulars** | **Specifications** | **Deliverables** |
| Video | HD Video on interventions and best practices that can be replicated by other blocks  1 video on Community based tourism | 1 number of short HD video (7-10 minutes) |
| Video | HD video on provides a glimpse of the community- based tourism initiative | 1 number of short video (1-2 minutes) |
| Photographs | High resolution photographs of different stakeholders and enterprises | 90 photographs |
| Photo book | A detailed photo book compiling the experiences of different stakeholders involved in the Community based tourism. 30-40 high- resolution photographs | 1 number of designed and ready to print book |

Table 2: Schedules for Deliverables

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| **Sl. No.** | **Deliverables** | **Date Schedule** |
| 1 | Signing of Agreement | Immediately after awarding of the bid |
| 2 | Concerned material and orientation to be given to hired agency | Within two days from the signing of the agreement |
| 3 | Finalisation of field plan, interview schedule to be used on field and Script for the film | Within eight days from the signing of the agreement |
| 5 | First draft of films and photographs | Within 45 days from the signing of the agreement |
| 6 | Submission of the agreed final products | Within Twenty Days from NRO’s feedback/comments on the first draft to the agency |

1. Following are the key deliverables that the Agency/Firm has to provide at the end of 90 days from signing of the agreement:
2. For Kerala

* 3 High-Resolution short videos on best practices focusing on the process and approach adopted in establishing the system in place with subtitles (Hindi and English) on a pen drive or hard disk.
* Raw footage/clippings from the selected Field Intervention areas in Kerala focusing on the impact and scale of NRO’s interventions in non - form projects to be sent on a pen drive or hard disk or online transfer.
* 60 High-Resolution Photographs capturing the various elements of the project - supporting the themes of the videos being developed from selected Field Intervention areas in Kerala

1. Form Rajasthan

* 1 High-Resolution short videos documenting the interventions with subtitles (Hindi and English) on a pen drive or hard disk.
* 1 High-Resolution teaser video on intervention with subtitle (Hindi and English) on a pen drive or hard disk.
* Raw footage/clippings from the selected Field Intervention areas in Rajasthan focusing on the impact and scale of NRO’s interventions in non - form projects to be sent on a pen drive or hard disk or online transfer.
* 90 High-Resolution Photographs covering the initiatives taken in area of Community based tourism and impact of intervention areas in Rajasthan

1. Submission of a bid shall start from 4.00 PM on 22nd March 2024. Bid must be submitted by post to Kudumbashree NRO head office
2. The proposal shall be submitted in English language and all corresponding documents would be in the same language.
3. Kudumbashree NRO wants to undertake two different documentations, one in Kerala and one in Rajasthan which will be shared with NRLM, SRLM, and a larger audience through digital platforms in the future. The selected agency/firm shall follow the laid down procedures given in the Contract Agreement signed between Kudumbashree NRO and the Agency/Firm. The selected firm shall perform all the duties given in this RFP along with any amendment thereof.
4. Separate bid needs to be submitted for the documentation of Kerala and Rajasthan
5. A technical evaluation committee will be formed which will have selected members from Kudumbashree Mission and Kudumbashree NRO, as per the Kudumbashree NRO Financial and Operational Manual.
6. Unqualified bidders would be informed regarding their non-qualification, without any explanation.
7. The proposal should be submitted by consultancy firms in two parts. The two parts of the proposal are Part 1: *Technical Proposal* and Part 2: *Financial Proposal.* Agencies can submit the proposals for one or for both the assignments. Each individual/agency will have to submit a Technical Proposal and Financial Proposal separately. The format for Technical Proposal is attached as Annexure.

For this given assignment, Stage -1 of the Evaluation shall consider the evaluation of the Technical Proposal (i.e. Part 1). The firms scoring the qualifying marks (minimum 75%) as mentioned in RFP shall only be considered for further evaluation. Under stage 2, the financial proposal of such firms as selected above shall be opened and evaluated. Proposals will finally be ranked according to their combined technical and financial scores as specified below:

* Financial Proposals of only those teams of consultants that have secured a minimum score of 75 (out of 100) in the Technical Proposal will be opened.
* Among those evaluated, the financial proposal with the lowest price will be given the maximum financial score of 100.
* Financial scores of other Financial Proposals will be calculated as follows
* Financial Score SFP = L1 \* 100/ Ln; where
  + L1 = Price of the lowest financial proposal
  + Ln = Price of the other Financial Proposal (s) under consideration
* Weights assigned to the Technical Proposal and Financial Proposal are 75 and 25 respectively
* The Final Score of each team of consultants will be calculated based on the following formula:
* Final Score TS = STP \* T + SFP \* P; where
* STP = Technical Score
* T = Weight assigned to Technical Score (75%)
* SFP = Financial Score
* P = Weight assigned to Financial Score (25%)

1. The total time period for the assignment as the technical agency will be for 4 months = 120 days period for one assignment which will include Continued support from the Agency for conceptualisation of the videos, planning and conduct of field documentation and production of the video, post production and editing, working on the feedback given by Kudumbashree NRO team for the final deliverables.
2. The Firm should meet the following qualifying criteria:

* The agency/firm shall qualify to apply for the engagement only based on mandatory previous experience of working in the state of Kerala and Rajasthan with a registered office in any one of these states or the surrounding region, functioning for atleast 2 years.
* The agency/firm should be a public sector company/organization or a public or private limited company registered in India under the Companies Act, with a registered office, at least 10 employees, and should have been functioning for at least 2 years as on date.
* The agency/firm should have experience in working on social issues and rural development and developing video documentation on such issues for at least 5 years as on date.
* The agency/firm should have significant experience in making films for the digital media space.
* The agency/firm should have successfully executed at least 3 documentation projects (especially in the form of video and photo documentation) for Government departments, international not-for-profit organisations, UN agencies, and/or NGOs.
* The agency/firm should have a valid PAN and GST registration (Copy of current details should be enclosed)
* The agency/firm should have a pool of qualified and experienced (more than 5 years) professionals who have adequate experience in carrying out both designing and video documentation.

1. The total budget for carrying out the documentation form Kerala and Rajasthan will be Rs. 22,00,000/- inclusive of travel, boarding & lodging for firms/agencies while on the field, GST 18%. Current situations for travel and field arrangements have also been taken into consideration.

* The budget for carrying out the documentation form Kerala will be Rs. 14,00,000/- inclusive of travel, boarding & lodging for firms/agencies while on the field, GST 18%.
* The budget for carrying out the documentation form Rajasthan will be Rs. 8,00,000/- inclusive of travel, boarding & lodging for firms/agencies while on the field, GST 18%.

1. The Agency/Firm shall execute the assignment through inputs from the Kudumbashree NRO’s Knowledge Management and Enterprise team in head office (via virtual meets) and on field. A detailed methodology along with details of the proposed team members to be part of each of the deliverable shall be prepared and submitted as a part of the technical proposal. The Methodology should have the following criteria:
2. *Pre Production:*

* Hired Agency to understand the work undertaken by the Non- Farm Projects through discussions with members of the Enterprise team members
* Engaging with the Enterprise team and Knowledge Management team members on the field and in Kudumbashree NRO Head Office to develop and finalise template and layout for the Non -Farm project Documentation.
* Engaging with the Enterprise team and Knowledge Management team on the field and Kudumbashree NRO Head Office to develop an interview schedule for various stakeholders on the field for the videos to be made on the process, best practices and interventions
* Setting timeline for the work to be undertaken in consultation with Kudumbashree NRO team
* Finalisation of concept and scripts for the film

1. *Field Documentation and Production:*

* Video documentation on the field as per the approved script
* Photographic documentation for the required book to be provided to the agency approved for book designing, for Rajasthan
* Developing the film as per discussion in the pre-production
* Weekly progress in the form of brief report to be shared to Kudumbashree NRO once the production work starts on the field
* Providing subtitles in both Hindi and English for each film

1. *Post-Production:*

* *For Kerala*
* First draft of the short films to be approved by Kudumbashree NRO team as per the decided script with subtitles in English and Hindi on a pendrive or a hard disk
* High Resolution short films as per the decided script with subtitles in English and Hindi on a pendrive or a hard disk
* High Resolution photo graphs of best practices and interventions on pendrive or a hard disk
* *For Rajasthan*
* First draft of the short films to be approved by Kudumbashree NRO team as per the decided script with subtitles in English and Hindi on a pendrive or a hard disk
* High Resolution short films as per the decided script with subtitles in English and Hindi on a pendrive or a hard disk
* High Resolution photo graphs of the initiatives on pendrive or a hard disk
* Printable version of a Photobook on initiatives undertaken in community-based tourism

The technical proposals will be opened on 1st April 2024 and will be evaluated based on criteria listed in RFP. Because of the urgency of the assignment, the Financial proposals for the shortlisted firms/agencies will be opened on 3rd April 2024 in Director’s Chamber, Kudumbashree Office, Trivandrum, Kerala. The announcement of the selected agency will be made on 5th April 2024 on Kudumbashree and Kudumbashree NRO website. The selected agency will have to start the assignment by 15th April 2024 Hence, the MoU signing will be conducted on an immediate basis.

For more information on the project and the work conducted by Kudumbashree NRO, please refer to the website <https://www.kudumbashreenro.org/>

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| **EMD** |  |
| **Cost of Tender Form** |  |
| **Tender Announcement Date** | 22 March 2024 |
| **Bid Submission Closing Date and Time** | 30 March 2024 |
| **Opening of tender** | 1 April 2024 |
| **Tentative Date of award** | 5 April 2024 |
| **Contact Person** | Monica Horo  Thematic Anchor – Knowledge Management  Office no.: 0471-2335714  Phone no.: 8340259737 |