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Terms of Reference
Production of short films

ABOUT GIZ

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is the federal enterprise supporting the German government in achieving its objectives in the field of international cooperation for sustainable development. GIZ currently operates in more than 130 countries worldwide. For over 60 years, GIZ has been working jointly with partners in India for sustainable economic, ecological, and social development.

The thematic areas of GIZ in India are:

- Energy
- Environment, Climate Change and Biodiversity
- Sustainable Urban and Industrial Development
- Sustainable Economic Development

The Federal Ministry for Economic Cooperation and Development (BMZ), the Federal Ministry of the Environment, Nature Conservation and Nuclear Safety (BMU) as well as the Federal Ministry for Economic Affairs and Energy (BMWi) are the main commissioning parties of GIZ in India.

THE PROJECT

The Food and Nutrition Security, Enhanced Resilience (FaNS) Project of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is being implemented in India in collaboration with the Department of Food & Public Distribution (DoFPD), Ministry of Consumer Affair, Food and Public Distribution, Government of India and the Department of Women and Child Development (DWCD), Government of Madhya Pradesh. The overall objective of the project is to enhance the food and nutrition security of the food insecure people, especially women of childbearing age and small children (6-23 months) at risk of malnutrition.

BACKGROUND / CONTEXT

The GIZ-FaNS project provides technical support to the Department of Food & Public Distribution (DoFPD), Ministry of Consumer Affair, Food and Public Distribution, Government of India, for Computerisation of the Targeted Public Distribution System (TPDS), India's largest food security programme and Integrated Management of Public Distribution System (IM-PDS) scheme. The scheme aims to improve food security for priority household and Antyodaya Anna Yojana (AAY) household with special focus on nutritional support to the women and children through higher transparency and secure identification. To improve the distribution of food grains across the country, DoFPD in association with all States & UTs, is implementing a Plan Scheme on "End-to-end Computerisation of Targeted Public Distribution System (TPDS) Operations". Most of the States/UTs have implemented this scheme magnificently.

In order to encourage other States/UTs and build awareness of the PDS beneficiaries etc. on TPDS and National Food Security Act (NFSA) implementation, best practices of the implementation process, new scheme etc DoFPD has decided to develop 4 short films on the above-mentioned topics.

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DESCRIPTION OF THE ASSIGNMENT

The agency will produce **4 short films** in the states of Haryana, Rajasthan, Andhra Pradesh, Tripura, Kerala and Gujarat will undertake the below mentioned tasks for the same:

i. Develop at least 2 concept notes for each film of up to 5 mins based on the brief provided by the FaNS team and DoFPD

ii. Develop storyline and script of the finalized concept and seek DoFPD's approval on script and treatment of films

iii. Identify real shooting location/s and conduct field reconnaissance in consultation with DoFPD

iv. Undertake shooting as per approved script and Government of India guidelines

v. Shoot the films in 4K/full HD video format in Hindi (with English subtitles) with a mix of live shots/photographs and graphics, wherever needed. Government officials, beneficiaries, etc. will be interviewed and their testimonial videos will be used to lead the story of the film.

vi. Provide rough cut of the films to GIZ and DoFPD for approval within the agreed timelines.

vii. Deliver final version of films for broadcast deliver as per the requirement of broadcasting agency (4K or full HD/SD output), with complete soundtrack including music, titles and logos wherever necessary, after incorporating changes /corrections as per feedback from DoFPD and FaNS team

viii. Ensure that they are fully entitled to use the film material supplied, that it is not subject to third-party rights, and that all the people depicted in the video consent to its publication. This consent should be obtained in writing

ix. In addition, agency/individual must make sure that you do not infringe any copyrights, for example by using music, photos or film material that have been created in a different context. If music is used, agency/individual must make sure it is exempt from GEMA charges and from royalties. Responsibility for obtaining the usage rights to a piece of music from a composer or rights holder lies with you/the video production company.

DELIVERABLES

a. Presentation to DoFPD on draft concept note, storyline within 21 days of the signing of contract

b. Script & treatment of films based on feedback by DoFPD, within 15 days of receiving the feedback on draft concept note;

c. Rough-cut of films on DVD within 35 days of receiving approval on script and treatment

d. Final films for broadcast, in 4K/Full HD/ SD format as per technical requirements of broadcasting agency, within 15 days of receiving approval on the rough cuts after the pre-testing by the DoFPD.

e. 2 sets of DVDs containing the final high resolution(hi) and low resolutions of the films

f. All shooting tapes and final film with mixed and unmixed tracks on external Hard Disc and DVDs

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PROFILE OF THE ORGANISATION

The organisation should fulfil the following criteria:

- Average annual turnover for the last three financial years should be at least 50,000 Euros
- The agency should have an in-house capability for handling turnkey film production projects with minimum 15 employees as on 31st December 2018
- The agency should have previous work experience in social communication and television commercials with Government Departments/ international organizations and of producing films for National or State level government programmes
- The agency must submit at least 2 reference projects on short films/ TVC production and at least 2 projects with the Government of India in the last three years including the scripts developed
- The agency must be based in Delhi with regional experience in Haryana/ Rajasthan/ Andhra Pradesh/ Tripura/ Kerala/ Gujarat
- The DAVP (Directorate of Advertising and Visual Publicity), and or NFDC (National Film Development Corporation) empanelled agency will be preferred

ELIGIBILITY CRITERIA

- The Director/ Producer should hold a bachelor's degree in filmmaking or broadcast Journalism with at least 10 years of experience in producing films for social and development communication
- The scriptwriter/ screenplay writers should hold a bachelor's degree in the field of creative writing with at least 10 years of experience in writing screenplays for social & development communication with Hindi proficiency
- The team must comprise of qualified professionals with degrees in related fields from recognized institute (film-making, film-production, motion graphics, sound etc.)

LOCATION AND DURATION

a. Place of assignment: Delhi. The actual shooting of the films will be conducted in the states of Haryana, Rajasthan, Andhra Pradesh, Tripura, Kerala and Gujarat based on the discussion

b. The total number of days will be up to 90 from March 2019.

OTHER INFORMATION AND REQUIREMENTS:

i. The information shared with the production house by GIZ, to enable it to successfully carry out the tasks listed in the ToR, is confidential and can under no circumstances be shared with outside individuals or agencies without prior written permission from GIZ.

ii. GIZ will retain all rights on the deliverable submitted and the raw footage, shots and any other data/material collected during the shooting/production of the film by the production house under this contract.

iii. Artworks of official's programme titles and logos of government agencies, etc. will be provided to the agency in jpeg format.

iv. The requirements and approval of DoFPD shall be binding on the agency and payments shall be cleared based on final approvals only