
REQUEST FOR PROPOSAL

Bharat Rural Livelihoods Foundation invites request-for-proposals from creative agencies to produce a short video to mark and celebrate its 10th Foundation Day. The video will showcase BRLF's journey of 10 years, including but not limited to its geographical and community outreach, the impact of various projects and initiatives, partnerships with donors and CSOs, etc.

Proposals must be submitted by the conditions outlined in this RFP.

Published Date: 26/07/2023

Last Date for Submitting Proposals: 10/08/2023

About BRLF:

The Government of India established Bharat Rural Livelihoods Foundation (BRLF) as an independent society under the Ministry of Rural Development. BRLF was established to upscale civil society action in partnership with the central and state governments to ensure better implementation and outreach of government schemes and programs in collaboration with civil society organizations.

The principal objective of BRLF is to empower rural India, improving the lives of vulnerable communities, especially the indigenous tribes, in coordination with CSOs, the Government of India, and governments of various states. BRLF aims to channelize better funds allocated by governments, banks, corporate, and other philanthropic foundations for various public programs and ensure proper grassroots implementation to generate the best results.

Working in collaboration with civil society organizations with a local presence, BRLF ensures that the desired results are produced through the right strategies and efforts. BRLF supports a variety of projects across the breadth of the country, particularly in the states of Odisha, Jharkhand, West Bengal, Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, and Gujarat that form Central India.

For more information, visit <https://www.brlf.in/>

Context:

BRLF will complete 10 years in December 2023. BRLF started its journey in 2013 and since then has touched the lives of thousands of rural and tribal communities in some of the remotest areas of the country. BRLF seeks proposals to produce one video of at most 5 minutes (tentative) showcasing its journey of 10 years. BRLF is looking for agencies that can come up with creative and innovative ideas for the video that can capture the essence of BRLF's work and impact in a very creative way. BRLF works in Odisha, Jharkhand, Chhattisgarh, West Bengal, Telangana, Madhya Pradesh, Maharashtra, and Assam. The agency must travel to all or some of these states. The final number of states will be discussed

with the selected agency. The list of blocks and villages will be finalized at a later stage. Since BRLF is a non-profit organization, proposals should utilize creative, cost-effective solutions.

Scope of Work and Deliverables:

1. Develop a video of approx. 5 mins showcasing the BRLF journey.
2. Usage of attractive graphics and infographics as per the requirement.
3. The agency/consultant will develop the script in consultation with the BRLF team. There will be two versions of the same script – one in English and one in Hindi. The BRLF team will approve the final script.
4. The video will have two versions – One with English voiceover and English Subtitles and the other with Hindi voiceover and English subtitles.
5. The agency will share two high-resolution (4k and Full HD) versions of the same video – A bigger size for online sharing and a smaller size for WhatsApp sharing.
6. While shooting the video, the agency will also be expected to take some good-quality photographs. We are expecting at least 20 good photographs from each location.
7. The agency/consultant is required to complete the assignment in 60 days starting from the day of signing the contract.
8. The Agency/Consultant will share a detailed end-to-end plan for developing the films based on the duration of the assignment, the scope of work, and keeping time for feedback and inputs. It is recommended that the consultant/agency provide a Gantt chart clearly showing the steps of the video preparation and the time assigned to each step.
9. The film must follow BRLF branding guidelines.

Support by BRLF:

BRLF will provide technical inputs in developing the script, especially the Hindi script, and help the agency with logistics support.

Budget:

Budgets should reflect pricing that indicates costs for each stage, as outlined above. The budget should include the tentative cost of traveling and boarding. The agency/Consultant should provide separate budget line items for additional elements (if any). BRLF will not pay any amount exceeding the submitted budget.

Proposal Guidelines and Requirements

Please include the following information in your proposal in any format you wish. The proposal should address each of the following topics:

- Approach: Share your proposed plan for developing the film, including the features and uniqueness of your services. A proposed timeline, including your availability for starting

this work, timeline including key benchmarks, e.g., phases and expected points of input from the BRLF team.

- Itemized cost budget. Alternative solutions and pricing are welcome when appropriate.
- Qualifications: Summary of the firm’s organization history, number of full-time staff, location of headquarters, and staff location included in the RFP. The team will work on the project, including short bios and experience with non-profit institutions. Please include the name and qualifications of the project manager working on this engagement.
- Details of three relevant projects
- References: Three client references with phone and email information.

Essential Qualification of the Consultant/Agency:

The Consultant/Agency must have, at a minimum, the following qualification:

- Proven expertise and adequate experience developing documentaries/films related to the rural development sector.
- Experience in writing creative scripts.
- Sound knowledge of the civil society sector, especially on Watershed development and Livelihood development themes.
- The agency/Consultant should have at least 5 years of experience in making films/documentaries.
- No conflict of interest with BRLF and other organizations was and is associated with the project.
- The consultant/agency is mandated under FCRA law to accept payments from foreign sources.

Evaluation Criteria & Process Expectations:

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

| # | Evaluation Parameters | Total Score |
|-----------------------|--|-------------|
| A. TECHNICAL PROPOSAL | | |
| 1 | Suitability of the Proposal – The proposed solution meets the critical deliverables, plan, need and criteria outlined in the RFP | 25 |
| 2 | Proposed Design Creativity – The proposed short movies plan has enough scope for use of animation and visuals from the field. | 15 |
| 3 | Prior Experience and Personnel – Agency has completed similar projects and has the qualifications necessary to undertake this project. The overall qualifications, experience, and diversity of the candidate agency’s personnel. | 15 |
| 4 | Ability to Deliver – Overall ability of the Agency to successfully produce the videos requested within the necessary time frame. | 15 |

| B. FINANCIAL PROPOSAL | | |
|-----------------------|--|----|
| 5 | Value and Cost – The best value for money, including the highest quality services in response to the requirements, is within the desired timeline at a competitive rate and budget. | 30 |

A Consultant Evaluation Committee would evaluate the technical and financial proposals. The score assigned for the technical proposal is 70, and the financial proposal is 30. The Agency with the highest weighted score on the combined technical and financial bid would be considered the lowest responsive bidder substantially for the contract.

Shortlisted consultants at the technical proposal stage may be invited to present before the Consultant Evaluation Committee. Please note that only the shortlisted agencies will be contacted.

Please submit the following documents with your technical proposal:

- (i) Profile of individual/ firm.
- (ii) CV of key staff in case of partnership firm/CV of the individual consultant as the case may be deployed for the assignment.
- (iii) Similar assignments have been undertaken in the past five years.
- (iv) Financial budget highlighting the line-wise cost.
- (v) A note on the approach, methodology for undertaking the assignment, deliverables, and timeline.

Please submit your technical and financial proposals by August 10, 2023, to Mr. Jitendra Singh at jitendra@brlf.in

Subject line: '**BRLF 10th Foundation Day Video Production.**'

Alternatively, your proposal can be submitted in hard copy at BRLF's Office at this address - **2nd Floor, C-32, Neeti Bagh, New Delhi-110049**. Your hard copy technical and financial proposal must be in two separate envelopes with a cover envelope containing both proposals.