
REQUEST FOR PROPOSALS FOR ANIMATED AND PRESENTATION-STYLE VIDEOS

About BRLF:

Bharat Rural Livelihoods Foundation (BRLF) established by the Government of India as an independent society under the Ministry of Rural Development (MORD). 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/>

Project Background and Context:

BRLF is currently implementing Jiwi Daah Hasa – A High Impact Mega Watershed Project in 24 most backward blocks of seven aspirational districts in the state of Jharkhand. These blocks were selected based on the Multi-dimensional Poverty Index (MPI) criteria suggested by the state government. The project's primary goal is to improve the lives and livelihoods of 190,000 socio-economically marginalized households. The project plans to treat approximately 300,000 to 390,000 hectares, mainly upland, and midland, and aims to improve cropping intensity in about 181,000 hectares of cultivable land. The treatment work is planned in 965 micro watersheds. 12 ground CSO partners are implementing the project, each covering two blocks – one intensive and the other non-intensive. In the intensive block, the CSO partner has a dedicated team of professionals to implement the project. In contrast, a broad strategy is adopted in the non-intensive block to build the front-line functionaries' capacities based on the intensive block's learnings. The CSO's role is to provide hand-holding and technical support to the PIA (Project Implementing Agency) and the Gram Panchayat Secretariat for proper watershed planning, adopting the ridge-to-valley principle, and providing onsite support during the implementation of the activities.

BRLF intends to create visually engaging and informative videos based on the content and module developed by the team that effectively convey knowledge and foster a deeper understanding of the principles of Watershed Management and its different aspects among the frontline functionaries.

The Watershed Management content module addresses various aspects of watershed management, including sustainable land use, water quality preservation, and the protection of ecosystems. These videos will be crucial in our educational initiatives and outreach activities of the Jiwi Daah Hasa Project and other similar projects. The project has been funded by Hindustan Unilever Fund.

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Closing Date: 29/12/2023

BRLF invites agencies that can develop creative and innovative ideas for the video series (using both animation and presentation style) as learning tools to simplify the Watershed Management Modules creatively. BRLF will share the Module on Watershed Management with the Agency once selected. Since BRLF is a non-profit organization, proposals should utilize creative, cost-effective solutions.

Target Audience: Development practitioners, especially community resource persons, will use these videos as learning tools on their mobile devices in rural areas. The treatment of the content, script, and graphics must address the concerns of accessibility, legibility, and ease of comprehension.

Scope of Work:

The selected vendor will be responsible for the following tasks:

- **Conceptualization and Storyboarding:** Develop a creative concept and storyboard for the video series, ensuring alignment with the Watershed Management content module.
- **Animation and Presentation:** Produce high-quality animated and presentation-style videos that effectively convey watershed management's key principles and concepts.
- **Scriptwriting:** Create engaging and informative scripts in Hindi for each video, which will be subject to approval by BRLF.
- **Voiceover and Sound:** Provide voiceover services and sound effects that enhance the overall viewing experience.
- **Visual Design:** Develop visually appealing graphics, illustrations, and animations that complement the educational content.
- **Editing and Post-production:** Edit, refine, and package the videos to meet professional standards.
- **Feedback and Revisions:** Collaborate with BRLF to incorporate feedback and revisions throughout the project.

Key Deliverables:

- 1. Animated Videos:** Produce 15 Animations with a maximum time frame of 3 minutes for each video. The duration of the animation will depend on the content.

Sample Videos for Reference only:

<https://www.youtube.com/watch?v=rnj0B6AXXwI>

<https://www.youtube.com/watch?v=eXB3S0wAfvA>

- 2. Presentation Style Videos:** Produce 30 presentation-style videos with a maximum duration of 5 minutes. The duration of the presentation will depend on the content. All presentations must have graphic elements to convey and explain the concepts mentioned in the module.

Sample Videos for Reference only:

<https://www.youtube.com/watch?v=Y6VtOrbpqTI>

Note:

Script Writing: The Agency will work on the script in Hindi based on the Watershed Management Module developed by BRLF in English and Hindi.

Video Types: The Agencies must submit all videos compatible with WhatsApp, Website, and YouTube (low- and high-resolution videos). The Videos must be submitted in Chronological order following the exact sequence given in the module with the proper file name and number.

Support by BRLF:

- BRLF will share the English and Hindi Version of the Watershed Management Module divided into Chapters and Sub Chapters marking the treatment of the content with Animation and presentation style video
- BRLF will provide technical inputs in developing the script
- Please note that there will no field or location-based shooting. BRLF may provide any photos or videos that may be required for any specific detailing in the videos. However, the Agencies are requested to create illustrations and graphics to simplify the content.

Pricing:

The interested agencies would submit the financial bid in the format annexed as Annex 1. Proposals should reflect cost for each stage as specified in Annex 1. Cost should reflect pricing that indicates costs for each stage, as outlined in the annexure.

BRLF will only pay an amount within the financial proposal.

The interested agencies are requested to quote pricing based on each Animated and Presentation Style Videos.

BRLF reserves the right to define the payment schedule after selection of the agency.

Proposal Guidelines and Requirements

Kindly incorporate the following details into your proposal using any preferred format. The proposal should address each of the following topics:

Technical Details Required

- 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.
- 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 (Sample Videos URL can be provided).
- References: Three client references with phone and email information. BRLF reserves the right to connect with the references provided.

Essential Qualification of the Consultant/Agency:

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

- Proven expertise and adequate experience developing documentaries/films/animations related to the rural development sector, especially in creating educational videos.
- 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 making documentaries/films/animations.
- No conflict of interest with BRLF and other organizations was and is associated with the project.

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. BRLF reserves the right to call the shortlisted or selected agency or agencies for any queries if needed.

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 vendor or vendors at the technical proposal stage may be invited to present before the Consultant Evaluation Committee. Please note that only the shortlisted agency or 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) List of similar assignments undertaken in the past five years.
- (iv) Financial Quote highlighting the line-wise cost.
- (v) A note on the approach, methodology for undertaking the assignment, deliverables, and timeline.

Instruction for Proposal Submission

The proposals would be accepted only in **hard copies**. Kindly submit the Technical and Financial proposals in individual sealed envelopes duly mentioned on the envelop, placed within a larger envelope superscribed with "REQUEST FOR PROPOSAL FOR ANIMATED AND PRESENTATION STYLE VIDEOS" .

Deliver these envelopes by hand, via courier or speed post to mentioned below address:

Bharat Rural Livelihoods Foundation

C-32, 2nd Floor,

Neeti Bagh,

New Delhi-110049.

Contact Number: 011-46061935

The deadline for delivering proposals by hand, via courier or speed post is December 29, 2023.

Any proposal received after the deadline will not be considered.

Annex – 1

Financial Bid for Animated and Presentation Style Videos

1. Cost for Animation Videos

S. No.	Particulars	Charges in Rs.
1.	Script Writing for each video	
2.	Sketching and Story Boarding for each video	
3.	Animation 2D	
4.	Voice Over & Music	
5.	Other Charges (if any, please mention the details below)	
(i)		
(ii)		
(iii)		
(iv)		
Total Cost for each video		
Cost for 15 Animated Videos		

2. Cost for Presentation Style Videos

S. No.	Particulars	Charges in Rs.
1.	Script Writing for each video	
2.	Sketching and Story Boarding for each video	
3.	Animation 2D	
4.	Voice Over & Music	
5.	Other Charges (if any, please mention the details below)	
(i)		
(ii)		
(iii)		
(iv)		
Total Cost for each video		
Cost for 30 Presentation Style Videos		

Total Cost - _____