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## REQUEST FOR PROPOSAL:

### Development of a Documentary on the Forest Rights Act, 2006 (In the West Bengal Context)

**RFP Published Date:** 03/02/2026

**Last Date for Submitting Proposals:** 13/02/2026 (6 p.m.)

Bharat Rural Livelihoods Foundation invites proposals to produce a video or a series of short videos that showcase the Forest Rights Act, 2006, and its provisions, including historical context, major features, and key processes, as a learning tool for field-level implementation for CSOs and front-line functionaries. The movie will be shot in West Bengal (locations to be shared by BRLF later) and produced in Bengali, with English and Hindi subtitles. The scope of work includes animations and infographics.

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

#### About BRLF:

The Government of India set up Bharat Rural Livelihoods Foundation (BRLF) as an independent society under the Ministry of Rural Development. BRLF was established to scale up civil society action in partnership with the central and state governments to improve the implementation and outreach of government schemes and programs through civil society organisations.

The principal objective of BRLF is to empower rural India by improving the lives of vulnerable communities, especially indigenous tribes, in coordination with CSOs, the Government of India, and state governments. BRLF aims to channelise funds more effectively from governments, banks, corporations, and other philanthropic foundations for public programs, and to ensure proper grassroots implementation to deliver the best results.

Working in collaboration with civil society organisations 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 country, particularly in the states of Odisha, Jharkhand, West Bengal, Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, and Gujarat, which form Central India.

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

#### Context:

BRLF, has initiated an ambitious program, "Securing Access to Community Forest Rights (CFR) in West Bengal," aligning with the objectives and provisions under the Forest Rights Act (FRA), 2006. This initiative aims to empower tribal and other forest-dependent communities by facilitating their access to rightful forest resources and ensuring sustainable forest governance.

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West Bengal, with approximately 13.38% of its geographic area under forest cover and home to diverse tribal communities, presents both significant opportunities and challenges for FRA implementation.

To ensure effective program delivery and optimal coordination, BRLF has established a dedicated Project Management Unit (PMU) in Siliguri, North Bengal.

The primary objectives of the FRA initiative include:

- Enhancing institutional capacity at various administrative and community levels.
- Establishing robust civil society and community networks for collective action.
- Engaging actively with government stakeholders to align policies and streamline implementation processes.
- Empowering local communities through targeted awareness and capacity-building activities.

BRLF seeks proposals to produce a 30-minute (Maximum) video or a series of videos on the Forest Rights Act, 2006, in the West Bengal context. The videos will be narrated in Bengali, with English and Hindi subtitles. The agency will also be required to develop the script and incorporate animations and infographics to tell the stories effectively. In addition, the agency will be required to interview subject-matter experts and shoot on-site to enhance visually rich storytelling. Since BRLF is a non-profit organization, proposals should utilize creative and cost-effective solutions.

#### **Scope of Work:**

1. The agency will share a detailed end-to-end plan for developing the films, based on the assignment duration, scope of work, and time for feedback and input. It is recommended that the consultant/agency provide a Gantt chart clearly showing the video preparation steps and the time allocated to each step.
2. The agency must complete the assignment by **March 20, 2026**.
3. The agency shall develop scripts based on inputs and content provided by the BRLF team. The final script shall require approvals from BRLF.
4. The agency shall be responsible for developing the infographics and animations specified in the approved script.
5. The agency shall be responsible for interviewing subject matter experts on various aspects of the Forest Rights Act. The BRLF team will coordinate and facilitate such interviews.
6. The animations or explainer graphics must clearly and effectively describe processes, workflows, relationships, locations, and related elements. All animations shall be explained through voiceovers.
7. The agency shall capture visuals on location as part of the script.
8. The agency shall hire Bangla-speaking voice-over artists. The films must include English and Hindi subtitles.

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9. The film will be 30 minutes long (maximum). The videos could be divided into two or three parts if required. The agency will submit one 30-minute film, with its parts (two/three) submitted separately.
10. The video quality must be 4K resolution and of webcast quality.
11. The films must follow BRLF branding guidelines.
12. Videos should be in a file format for use on the BRLF website and social media platforms

#### **Support by BRLF:**

BRLF will facilitate the development of video scripts and support the field, as needed.

#### **Budget**

Budgets should reflect pricing that indicates costs for each stage, as outlined above. The budget must include separate costs for equipment, travel and stay, personnel, voice-over and translation, etc.

#### **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.
- **Itemised cost budget:** Alternative solutions and pricing are welcome when appropriate.
- **Qualifications:** Summary of the firm's organisation history, number of full-time staff, location of headquarters, and staff location included in the RFP.
- **Details of the team** working 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.
- **Three recent works:** Descriptions of three relevant projects
- **References:** Three client references with phone and email information

#### **Essential Qualifications of the Agency:**

The Consultant/Agency must have the following qualifications:

- Proven expertise and adequate experience in developing a documentary related to the content of the Rural development sector, preferably in tribal communities
- Experience in script writing and graphic design/animation
- Knowledge of the social development themes, such as forest rights, tribal development and Livelihood development themes.
- The agency should have at least 3 years of experience producing videos/documentaries.

- No conflict of interest with BRLF and other organisations associated with the project
- The agency shall be mandated under FCRA law (if applicable).
- The agency should preferably be based in West Bengal

### Evaluation Criteria & Process Expectations

Please submit your technical and financial proposals no later than 6:00 p.m. on February 10, 2026. Deliver electronic copies of submissions to [procurement@brlf.in](mailto:procurement@brlf.in)

**Subject line:** "RFP - BRLF FRA Video Documentary."

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

#	Evaluation Parameters	Total Score
<b>A. TECHNICAL PROPOSAL</b>		
1	<b>Suitability of the Proposal</b> – The proposed solution meets the critical deliverables, plan, need and criteria outlined in the RFP	25
2	<b>Proposed Design Creativity</b> – The proposed plan has enough scope for use of animation and visuals from the field.	15
3	<b>Prior Experience and Personnel</b> – 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	<b>Ability to Deliver</b> – Overall ability of the Agency to successfully produce the videos requested within the necessary time frame.	15
<b>B. FINANCIAL PROPOSAL</b>		
5	<b>Value and Cost</b> – 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

The Procurement Committee of BRLF would evaluate the technical and financial proposals. The technical proposal is assigned a score of 70, and the financial proposal is 30. The Agency that scores the highest weighted score on the combined technical and financial bid would be considered the lowest responsive bidder substantially for the contract.

The shortlisted agencies at the technical proposal stage MAY BE invited to present before the Evaluation Committee.

**Please submit the following documents with your technical proposal:**

1. Profile of Agency.

2. CV of key staff in case of partnership firm/CV of the individual consultant, as the case may be, deployed for the assignment.
3. Similar assignments have been undertaken in the past three years.
4. Financial budget highlighting line-wise cost for movie production
5. A note on approach and methodology for undertaking the assignment, along with deliverables and timeline

Please send your technical and financial proposal separately against the RFP no later than February 13, 2026, at [procurement@brlf.in](mailto:procurement@brlf.in). Please mention "RFP - BRLF FRA Video Documentary" in the subject line. Alternatively, your proposal can also be submitted in hard copy at BRLF's Office on the 2nd Floor, C-32, Neeti Bagh, New Delhi-110049. Your hard-copy technical and financial proposals must be placed in two separate envelopes, with a cover envelope containing both proposals.

For any query, please write to [communications@brlf.in](mailto:communications@brlf.in).