



CEMCA

**Terms of Reference (ToR) for appointing Consultant for developing
“Undertaking Video Shoot for promotion and documentation of artisan community in two
clusters each of Assam, Jharkhand and Bihar – 6 clusters”**

(Only an Individual can Apply)

Project: Promote Bamboo MSME Clusters for Sustainable Development

Tender No. FMC/EU/21-22/007

A. The Tender are available at <https://fmc.org.in/tender/>. Please apply by 31st January, 2022 (till 5.30 PM) Please note that the financial quote must be submitted in original with signature in a separate envelope. FMC shall open the financial quote, once the technical evaluation stage is completed. For any query, please email at accounts@msmefoundation.org. **Completed proposals may be submitted (By hand/post/courier in sealed envelopes: See Section I: How to apply) to:**

Mr. Amit Tyagi

Procurement Officer

Foundation for MSME Clusters (FMC)

USO House, 2nd Floor, USO Road, Off Shaheed Jeet Singh Marg,

6, Special Institutional Area, New Delhi – 110067

Tel No. 011-40563323-24 (Extn 21)

B. **Payment Terms and Conditions:** Fixed consultancy amount to be paid in 3 installments – 30 per cent on submission of inception report, 40 per cent on submission of draft report and 30 per cent on acceptance of final report. Travel & other out of pocket expenses shall be reimbursed on actual as per FMC rules.

C. **Project Background:** FMC is implementing a project: ‘**Promoting MSME Bamboo Clusters in India**’ in **9 states** (Viz: Assam, Arunachal Pradesh, Meghalaya, Mizoram, Tripura, Odisha, Chhattisgarh, Jharkhand & Madhya Pradesh) in India with the overall objective of **promoting bamboo as sustainable resource and generate green jobs** for a period of 4 years. The project is designed to help local community and other stakeholders collaborate for the promotion of green economy, sustainable growth, economic prosperity and poverty reduction in the MSME sector along with mitigation of climate change.

Specific objectives of the project are as follows:

1. Support enterprise development for sustainable supply of bamboo products and generate improved livelihoods
2. Promote select new bamboo products among high potential buyers
3. Sustain and upscale local initiatives through community-led multi-stakeholder development models
4. Promote sustainable linkages between financial institutions and local enterprises.
5. Strengthen policy dialogue and dissemination of proven development models relevant for bamboo sector

D. **Project Title**

Undertaking Video Shoot for promotion and documentation of artisan community in two clusters each of Assam, Jharkhand and Bihar – 6 clusters

E. **Scope of Work for each Cluster**

1. To develop an 8-10 min video to narrate the above-mentioned objective

2. To develop three 1 min product/process/intervention promotional video for circulation and social media usage purposes
 3. To prepare, create and finalize the script
 4. Videos to be undertaken and shoot in HD (1920*1080), 24 Fps with Graphics
 5. Model-shoot will be part of the video to showcase new products
 6. Voice-over in English and Hindi to be included
 7. Sub-titles in English to be included
 8. Recti to be undertaken before the shoot
- (The above to be done for each of the 6 videos)**

F. Methodology for video for each cluster

1. Understanding Project requirement
2. Prepare a concept note/workplan for undertaking the shoot
3. 1-2 day Recti of the Project site and weavers community before the video-shoot
4. Agreement upon the script
5. Available of shooting team. Need to inform at least 3-5 days in advance of the date of travel
6. Undertake Video-shoot
7. Prepare 1st cut of the videos
8. Submission of Final Version of the videos

(The above to be done for each of the 6 videos)

G. Expected Outcomes /deliverables

Submit final versions of three (1 min promo video) and one (8-10 min detailed video) to fulfil the Objective as mentioned in Section 2 in Pen Drive along with editable version.

H. Competency and Expertise Requirements

1. Bidder should preferably have experience of undertaking/engaged in at least 5 video-shoot production
2. Bidder should preferably have experience of undertaking/engaged in at least 2 video-shoot production related to artisanal cluster/livelihood/craft sector
3. Bidder should preferably have experience in undertaking/engaged in a video making of more than Rs 3 lakh
4. Bidder should preferably have experience in undertaking/engaged in a video making for more than 5 years

I. How to Apply

1. One can apply for 1/2/3 states
2. **Application for each state (a group of 2 clusters) to be treated as separate application**
3. For each application the following will apply

Envelope 1 (Mention name of State)

1. Short CV (2 to 3 pages) detailing relevant experience
2. A short note on strategy for undertaking this assignment including deliverables and Gantt Chart
3. Crossed cheque
4. GST number if registered under GST
5. Copy of PAN and AADHAR card

Envelope 2 (Mention name of State)

1. Signed financial quote along with GST if applicable