

Request for Empanelment (RFE) of An Agency/Individual Professional(s) for developing Films/Video/Photo shoot

Background

The India Health Action Trust (IHAT) was instituted in 2003 as a Trust with the goal to improve health outcomes in the country. IHAT employs an *'embedded approach'* to work in collaboration with governments to provide *'techno-managerial'* support in planning and implementing health interventions. IHAT's initial work in HIV prevention and care was established in Karnataka and Rajasthan in 2007.

IHAT has been supporting different state governments, namely Karnataka, Uttar Pradesh, Delhi and Madhya Pradesh in supporting the health departments, in various facets of health components, viz, Reproductive, Maternal, New born, Child and Adolescent Health etc, across these names states.

Objective of RFE: IHAT intends to empanel a limited number of competent vendors (agencies/ individual professional(s)), who can develop high quality and standard short films of various durations, audio video documentation, audio spots, animated films and photo documentation for the organization. The key audience for which would be donors, governments, NGOs and individuals interested in public health. IHAT will provide technical content for developing the script for the film which will be then submitted by the vendor to IHAT for approval.

Key Deliverables

Deliverable 1 - Development of short and long films/Audio-Visual materials/documentary of various duration with high quality audio and video, development of script and storyboard, background music, graphics, illustrations, voice-over and/or jingle as per requirement of the film

Deliverable 2 - Development of high quality animated film(s) of various duration with script, background music, voice over and/or jingle as per requirement

Deliverable 3 - Development of audio spots with script, background music, voice-over and/or jingle as per requirement

Deliverable 4 - High quality video documentation/shoot with background music, animation/ illustrations, voice-over and/or jingle as per requirement of the film

Deliverable 5 - High quality photo documentation/shoot

Deliverable 6 – High quality audio spots with background music, voice-over and/or jingle as per requirement of the film

Technical Requirements

- Development of high resolution and high quality short thematic films of various duration in all formats including mp4, 3gp and other formats which can be uploaded and circulated on WhatsApp and other social media platforms
- Development of film script based on the technical content provided by IHAT
- Development of high quality audio-visual documentation using professional equipment
- The filmmaker / agency will also be required to take still photos from field and edit them for final use. All photographs will be shared with proper titles and file names
- The agencies/ individual professional(s) will undertake field visits and submit Photographs/Video shots (in adherence to the key deliverables mentioned above) to IHAT

- Under the guidance of the concerned IHAT team, the agency will produce high quality video films with voice over along with subtitles in Hindi/English, with clear messages.
- The agencies/ individual professional(s) will submit coloured Photographs which should be organized and labelled with descriptions.

For Example: The Description of the Coloured Photograph(s) captured for Janani Shishu Suraksha Yojna (JSSY) at Kanpur, CHC-Nawabpur of Ms. Urmila Devi shall be labelled as *JSSY_KANPUR_CHC_NAWABPUR_URMILA_DEVI_01, JSSY_KANPUR_CHC_NAWABPUR_URMILA_DEVI_02 etc*

- The deliverable should adhere to the conditions mentioned in the Scope of Work above
- The agencies/ individual professional(s) will undertake field visits as per IHAT's need and submit photographs / video shoots of events/tasks/assignments and other interventions of IHAT.
- High-Resolution coloured Photographs (in digital format) and videos should be submitted in a Pen Drive.

Other Requirements

- There is a requirement for motion graphics and title animation to be included in the films.
- High resolution, edited raw final digital images taken at the field to be provided to IHAT
- The filmmaker / agency will be expected to engage with high standard and professional voice over artist(s) to provide high quality voice-over for films, wherever such is required.
- The filmmaker / agency will be expected to obtain consent from all individuals (the target group for shoot, alias, subject) prior to the shoot and provide all duly filled and signed consent forms to IHAT.
- The assignments will require shooting with high quality sound and light equipment and editing of the film as per the feedback and inputs given by IHAT.
- The filmmaker / agency will also incorporate any changes or suggestions recommended by IHAT, after field testing of the videos.

Intellectual Property Rights

The intellectual property rights for the photographs, raw video spots and video/film after editing will rest with IHAT. It is the responsibility of the hired Agency/Individual to ensure that copyrights of any content that is used by the hired agencies/ individual professional(s) (unless provided directly by IHAT) in editing of the video/film is procured. The hired Agency/Individual will be liable for any legal action arising due to violation of copyright. The intellectual property rights and violation of copyright survives the end of a contract made with either an agency or individual.

Scope and Terms of Engagement

1. Under the guidance of IHAT teams, the agencies/ individual professional(s) will travel to locations as determined by IHAT to shoot/produce high quality photographs and videos to be used by IHAT for internal and/or external communication
2. The agencies/ individual professional(s) will produce photographs and videos that are consistent with IHAT's communication and branding policies
3. The agencies/ individual professional(s), under IHAT's guidance, will script, edit and conduct photo/video shoot to produce high quality videos

4. The agencies/ individual professional(s) will obtain consent from all subjects who are being photographed/filmed as per the format prescribed by IHAT. In case of photography of facilities, the agency/individual will obtain the consent from the facility in-charge
5. The agencies/ individual professional(s) will use High Quality professional cameras and associated equipment, the details of which should be shared as part of the application.
6. The agencies/ individual professional(s) will be responsible for arranging any supporting arrangements such as lighting and assistance for photography and video shoot.
7. The agencies/ individual professional(s) will be required to travel to different locations to shoot/capture different activities/interventions as per the plan that will be shared by IHAT
8. The agencies/ individual professional(s) will work with IHAT teams to caption each photograph with location and date
9. The agencies/ individual professional(s) will ensure that all photographs shared are of high resolution (Minimum 20 Mega Pixels) and will be shared with IHAT in RAW, .jpeg and .png formats
10. The agencies/ individual professional(s) will ensure that videos (edited and unedited footage) shared are of high resolution (1080p Full High Definition) and will be shared with IHAT in RAW format as well as .mp4 format
11. The agencies/ individual professional(s) will share the final edited photograph/video within 21 calendar days of completion of photo/video shoot unless agreed otherwise in writing

EVALUATION AND EMPANELMENT PROCEDURE: Agencies/ individual professional(s) will be empanelled on “Quality and Cost Based Selection”.

The quality assessment will be on the basis of Technical Competencies demonstrated by the agencies/ individual professional(s). In order to assess the quality score, vendors will be requested to submit samples corresponding to the Key and other deliverables.

Agencies/ individual professional(s) may suggest value addition on the key and other deliverables, which may be taken into consideration while calculating their score.

Minimum Requirements for empanelment:

1. Required: Submit a brief profile (2 pages maximum) of their designing and AV work and experience, especially with NGO/INGOs and include a list of clients.
2. Required: Provide samples of the products designed by them that can substantiate the required technical competencies corresponding to Key Deliverables.
3. Required: Submit one-page PDF document outlining any value addition that they can provide in execution of the assigned task.

Evaluation criteria for empanelment:

Technical Evaluation

The Technical Bid will be evaluated on the basis of Bidder’s experience, the experience of designing & AV work and the samples of the products designed by the bidder that can substantiate the required technical competencies corresponding to Key Deliverables and document outlining any value addition that they can provide in execution of the assigned task.

The scoring criteria to be used for Technical Bid evaluation shall be as follows:

S.no	Criteria	Max Marks	Awarding methodology
1.	Submit a brief profile (2 pages maximum) of their designing and AV work and experience, especially with NGO/INGOs and include a list of clients.	40	40 marks for: Profile of bidder of designing and AV work & experience with list of clients.
2.	Provide samples of the products designed by them that can substantiate the required technical competencies corresponding to Key Deliverables.	40	40 marks for: Sample of designed products submitted alongwith their bids
	Submit one page PDF document outlining any value addition that they can provide in execution of the assigned task.	20	20 marks for: PDF document outlining value addition in execution of assigned task

The Cost Assessment will be based on the estimated cost per unit. The format for submission of cost estimate is provided below:

Format for Quoting financial cost (Bidders can quote for 1 (one), more than 1 (one) or in all deliverable, mentioned below, as per their expertise.

Deliverables	Activity	Duration	Cost per unit
Deliverable 1	Audio-video Films with high quality voice-over, background music, jingle, graphics, illustration and/or script.	Up-to 3 minutes	
		3-5 minutes	
		5-10 minutes	
		10-30 minutes	
Deliverable 2	Audio-Video film with up to 5 artists	Up-to 3 Minutes	
		3-5 minutes	
		5-10 minutes	
		10-30 minutes	
	Audio-Video film with 5-10 artists	Up-to 3 Minutes	
		3-5 minutes	
		5-10 minutes	
		10-30 minutes	
Deliverable 3	Audio spots with high quality voice-over, music, jingle and/or script.	Up to 3 minutes	
		3-5 minutes	
		5-15 minutes	
Deliverable 4	Full animated film with high quality voice-over, background music, jingle, graphics, illustration and/or script.	Up to 2 minutes	
		2-5 minutes	
		5-15 minutes	
Deliverable 5	Video Shoot- local, within city limits	Per day	
	Video Shoot- outstation	Per day	
	Photo Shoot-Local, within city limits	Per day	
	Photo Shoot-Outstation	Per day	
Deliverable 6	Video and Photo shoot together- Local, within city limits	Per day	
	Video and Photo shoot together- Out station	Per day	
		Total Cost	

Successful agencies/individual professional(s) would be selected for empanelment for each deliverable based on QCBS method of evaluation criterion with quality to cost ratio at 70:30

- Quality: 70% weightage for the technical proposal and experience, skills of the key personnel proposed. **Only agencies/individual(s) who score a minimum of 60 marks in technical criteria will be considered for financial bid opening.** As agencies/individual(s) can quote for 1 (one), more than 1 (one) or in all deliverable, as per their expertise, hence the scoring will be done for all deliverables separately.
- Financial: 30% weightage of the quoted deliverables out of all deliverables, as follows
 - 30 marks to be allocated to L1 bidder for each deliverable
 - Others to be marked on a pro-rata basis (wrt to the lowest bid) for each deliverable.

Note: As agencies/individual(s) can quote for 1 (one), more than 1 (one) or in all deliverable, as per their expertise, so based on the scoring agencies/individual(s) can be empanelled for one deliverable or more than deliverable, as per their final cumulative scores of technical & financial bid.

Timeline and Terms of Payment

Steps	Deliverable	Timeline (T=0 is start of activity)	Payment in %
1	Signing of work agreement	T+0 week	20%
2	Script finalization and photo/video shoot planning	T+1 week	
3	Field visit for photo/videography	T+ 2 weeks	30%
4	Sharing the first cut (voiceover, subtitles, editing etc.)	T+ 3 weeks	
5	Sharing the final draft and incorporating suggested edits.	T+4 weeks	
6	Submission of the final product and acceptance by IHAT	T + 5 weeks	50%

Payment milestones

1. After signing of the agreement: 20% of total agreed budget will be paid to the hired Agency/Individual as an advance.
2. Before undertaking the field visit for photo and videography– 30% of the total agreed budget will be paid.
3. After submission of the final product and its acceptance of the same by IHAT: balance 50% of the agreed budget will be paid.

Each deliverable will be deemed to be complete and accepted once it has been approved by an authority as defined in the terms of engagement.

Expenses Related to Travel, Accommodation and Food

The engagement can be local as well as outstation. Travel, board, lodge and other logistics will be reimbursed as per IHAT norms to be mentioned in the Agreement.

Bid Submission

- The documents can be shared as a Zip folder / Link to Online Storage or file hosting services / WeTransfer etc. to the email procurement@ihat.in The deadline for submission of the

required material is on 30-Jan-2022 at 18 00Hrs. Please DO NOT share any hardcopy of the document.

- Bid Submission Deadline: **30-Jan-2022 by 18:00 Hours.**
- Interested agencies/Individual professional(s) are advised to submit the proposal in PDF format (along with CD/soft copy for the purpose of AV materials) to procurement@ihat.in and bidders are requested to go through terms and conditions provided in the RFE.
- You may also reach out over email for any further queries in this matter latest **by 20-Jan-2022 by 15:00 Hours**