

TERMS OF REFERENCE

The Project Director, OCTDMS on-behalf of the Governor of Odisha has decided to produce documentary films of **10** minutes duration each in digital format through audio-visual production house on the following topics:

1. **Development of Pani Panchayat Institution under OIIPCRA**
2. **Implementation of Command Area Development (CAD) under OIIPCRA**
3. **Three numbers of shorter versions of each of the above (totalling six, up to two-minute duration each) for social media posts and digital circulation.**

All interested independent filmmakers may submit their proposal as expression of their Interest (EoI) duly completed in all respects with the following documents (enclosed Annexures I to IV) in a sealed cover super-scribed as "**Proposal for production of documentary Films under OIIPCRA-2022**" addressed to the Project Director, OCTDMS, Department of Water Resources, Government of Odisha, 7th Floor, Rajiv Bhawan, Bhubaneswar-751001 so as to reach on or before **25th May, 2022** upto **3:00 pm** for consideration and the Technical Proposals will be opened on the same day at **3.30 pm** for technical evaluation:

- 1) Bio-data (max one page) of key personnel (Director, Cameraperson, Scriptwriter) along with their productions including links of those available in public domain/ social media. The productions should clearly display the credit line of the personnel in the proposed capacity. You may provide CDs. The total number of productions submitted in any form should not exceed five.
- 2) The synopsis and concept of proposed film in one page should briefly define the content in the form of topic that the film will deal with. It should also include broadly the techniques to be used like voice over, type of music, interviews, graphics, stock shots, drone photography etc. The introduction of the project is given in **Annexure-I** to guide in preparation of synopsis.
- 3) Proposals are to be submitted to the Procurement Section of OCTDMS at 7th Floor, Rajiv Bhawan, Bhubaneswar by hand or by Speed Post/ Registered post/ Courier addressed to the **Project Director, OCTDMS, 7th Floor, Rajiv Bhawan, Bhubaneswar-751001** before the closing date and time. The proposals received after the closing date and time will not be considered under any circumstances.
- 4) Procedure for selection and others terms and conditions are at **Annexure-II & III**.
- 5) The film is to be completed in all respects and submitted to Project Director, OCTDMS within **60 days** of signing of contract.

Project Director, OCTDMS

Annexure-I – Project Introduction

1. INTRODUCTION

The Government of Odisha in partnership with the Government of India is implementing the World Bank assisted project "**Odisha Integrated Irrigation Project for Climate Resilient Agriculture (OIIP CRA)**". The project aims to intensify and diversify agricultural production, enhance climate resilience and improve water productivity in selected cascades of Odisha. The project is funded by World Bank and to be completed over a period of 6 years from 2019-2025. The total project cost is US \$ 235.40 million (Rs. 1,683.00 Cr approx.). 538 Nos. Of Minor Irrigation tanks identified in 15 Districts of Odisha in 4 river basins.

The project is implemented jointly by three line-departments, i.e., (1) Department of Water Resources, Government of Odisha, (2) Department of Agriculture and Farmers Empowerment, Government of Odisha, and (3) Department of Fishery and Animal Resource Development, Government of Odisha, with clearly defined role and responsibilities. The overall project implementation is being managed through "Odisha Community Tank Development and Management Society (OCTDMS)" a Special Purpose Vehicle (SPV) created under the Department of Water Resources, Government of Orissa to conceptualize and operationalize the World Bank assisted Orissa Community Tank Management Project (OCTMP) during the year 2006. The society is registered under the Societies Registration Act-1860 at Bhubaneswar. The project envisages execution through primary and secondary institutions from the State Project Unit to the Community Level Groups with facilitation of Support Organization.

2. ASSIGNMENT OBJECTIVE

Objective of the Assignment is to prepare a short films to introduce OIIP CRA project to various audiences and encapsulate the works being taken up in the project relating to the two topics stated above at the outset of this document (Pani Panchayats & CAD). The films will be screened in various meetings (indoor and outdoor) and also through video on wheels using projector and digital/ cloth screens or television and also uploaded on websites including but not limited to Youtube.

- 2.1 The film will be a combination of live shots, field videos, interviews and animations in 2D capturing the core message narration with back ground audio-visual lectures, interviews if any on i). Procedure of works under the topic, ii). Role & responsibilities of various stake holders and iii). Portraying of a successful

institution/implementation of works under OIIPCRA or any Minor Irrigation Project relating the topic of the films as invited.

- 2.2 The theme and other inputs (information) will be provided by the project authorities. The film maker has to make all such research, scripting of the sequences, prepare the technical design if any that may require and capture 2D animated graphics and on-site video of the preliminary selection, interviews with the farmers/ Water Users/ Stakeholders and related procedures etc. to prepare the film.
- 2.3 The field locations for shooting of the film will be in Ganjam, Keonjhar & Mayurbhanj districts in addition to interviews at OIIPCRA and other government offices in Bhubaneswar.

Annexure – II Qualification Criteria for production house

1. The production house should have its own qualified personnel and experience in producing short films/ documentaries for Government of Odisha on water/ climate change/ forest & environment or agriculture topics producing at least 5 (five) films in last 3 (three) years. Past experience of work for Department of Water Resources and World Bank funded projects will be an added advantage.
2. In case the production house or the proposed personnel are award winners in State/ National/ International awards from state or central government for their short films/ documentaries, they shall be preferred.
3. The production house shall have its own unit equipment for post-production with proficiency for animations in 2D/ whiteboard animations and picturisation as may be required.
4. The production house and/or its personnel must have worked for State Government and international funding agencies on audio-visual projects in field of water resources, forest and environment, wildlife, climate change and Social awareness topics.
5. The production house or proposed personnel should not be blacklisted with the Govt. of Odisha at the time of opening of the proposal or signing of contract for the consultancy.
6. The production house must have been in the business of film production for at least 5 years with registration under GST with an average annual turnover of Rs.50

lakhs (as per audited balance sheet) during the last five financial years from the production of audio visuals films.

7. Deliverables & other Conditions:

- a) The films will be shot and edited in full HD format with 4K resolution and the final versions need to be submitted in pen drives (three sets).
- b) The contracted agency will present up to three screenings of the films completed in all respects for the project to preview and make changes.
- c) Incomplete proposals received without the complete set of required documents referred above and after due date will not be considered.
- d) The department shall not be responsible for delay, loss or non-receipt of application through post/Courier.
- c) Necessary Income-Tax will be deducted at source as stipulated under the provisions of Section 194-C of the Income Tax Act, from the payments to be made to the awardee.
- d) Any disputes arising out of the tender notice, process and finalization of this bid shall be subject to jurisdiction of the High Court of Odisha, Cuttack.
- e) The agency will have to indemnify the Project Director, OCTDMS against any damages resulting from violation of any copyright or intellectual property right or any law in force for breach of condition that may form part of festival/ screenings. Wherever stock shots are used it must be legally procured and duly acknowledged within the cost of the proposal.
- f) Handover all raw footage and rushes on hard drive (two sets)

Annexure – III General Conditions

- i. Medium:** Film is to be shot in Hi-Definition digital video format with 50 mbps recording bit rate and at least 4:2:0 colour depth (4:2:2 colour depth preferred) with world class production and technical values.
- ii. Language:** The film is to be produced with commentary in Odia language. The shorter versions will be submitted in Odia and English versions using voice-over and subtitles in English as per suitability.
- iii. Agreement:** An agreement in prescribed format shall be executed between the Project Director, OCTDMS and the applicant whose proposal is accepted. The agreement shall contain inter-alia, details of duration, format, language, cost, schedule for release of funds, schedule for various stages of film making and final

material to be submitted to the Project Director, OCTDMS on completion of film. The amount assigned for the film will be inclusive of all taxes which the film makers may have to pay, GST etc. to the Government.

- Copyright, marketing and all other rights of film produced under the agreement shall vest with the Project Director, OCTDMS.
- The film is to be completed within **60 days** from the date of signing of the agreement. The production of the film will be strictly governed by the terms and conditions contained in the Agreement that the producer has to enter into with the Project Director, OCTDMS.

iv. Procedure for selection: The proposal shall be evaluated on basis of qualification criteria.

- a) Shortlisted agencies shall submit a CD containing one sample film/ documentary of 10 minutes duration and a 2 minutes duration already produced by the agency to be submitted along with the Request for Proposal (RFP) for evaluation.
- b) The Final Selection Committee will make recommendations based on evaluation of RFP.
- c) The proposals will be evaluated on combined marking basis of Technical & Financial scores as specified in World Bank Procurement Guidelines-2016 in QCBS method.
- d) On the recommendation of the Selection Committee, the Project Director, OCTDMS will assign the film to the applicant.
- e) The Project Director, OCTDMS shall exercise the powers to reject any or all of the proposals without assigning any reasons thereto or accept/ assign the film to any person whose proposal has been received or any person otherwise, without assigning any reason whatsoever and his decision in this regard is final and binding.


Project Director, OCTDMS