

## REQUEST FOR PROPOSAL

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### **Subject: Documentation of Start-Up Village Entrepreneurship Programme (SVEP) Phase II blocks and Experiences of Mentors Resource Persons in Enterprise Domain in Kerala**

1. Kudumbashree National Resource Organisation (NRO) has been providing technical and implementation support to the State Rural Livelihood Mission (SRLM) under the mandate of the Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM) under the Ministry of Rural Development (MoRD). These projects are a result of combining the experience from Kerala with improved strategies to bring out community support systems to enable access to entitlements, local development, and livelihood opportunities primarily focusing on micro-enterprises. Kerala State Poverty Eradication Mission- Kudumbashree NRO has been implementing the **Start-Up Village Entrepreneurship Programme (SVEP)**, a flagship project from DAY-NRLM. The project is being implemented by Kudumbashree NRO since 2015 and is currently functioning in 15 states across the country.
2. The Phase II of the SVEP project was implemented in **36 blocks** across 8 states. In this phase, Kudumbashree NRO has partnered with a total 8 SRLMs across the country - M.P. Deen Dayal Antyodaya Yojana State Rural Livelihoods Mission (MPSRLM) - **Madhya Pradesh**, Chhattisgarh State Rural Livelihoods Mission (Bihan) - **Chhattisgarh**, Haryana State Rural Livelihood Mission (HSRLM) - **Haryana**, U.P. State Rural Livelihood Mission (UPSRLM) - **Uttar Pradesh**, Bihar Rural Livelihood Promotion Society (BRLPS) - **Bihar**, Jharkhand State Rural Livelihood Mission (JSLPS) - **Jharkhand**, Rajasthan Grameen Aajeevika Vikas Parishad (RGAVP) - **Rajasthan** and Kudumbashree - **Kerala**. The focus of the project has been developing an accessible ecosystem for enterprise development based on capacity building of CRP-EPs, and BRCs along with other stakeholders. One BRC per block has been set up under the SVEP project as a nodal center in the block to promote entrepreneurship among the members of the SHG.
3. More than 55,000 enterprises have been supported across the 8 states by CRP-EPs as of September 2021. As the MoU will be ending in June 2022 for Kerala, resources and knowledge material should be developed from the areas. The focus of this assignment is to capture the project process and progress in a professional manner that can be shared with the NRLM, SRLM, and a larger audience in the future.
4. Documentation of the impact of such projects in Kerala, through documentaries on success stories, models and products, interventions and processes put in place under the project will be captured through multimedia tools, mainly Videos and Images. The Pre-Production, Field documentation and Production, and Post Production and Editing will be carried out over a period of 90 days. The emphasis of the assignment will be to:
  - Create documentary films on various products, intervention strategies, and the impact of the SVEP Phase II Project for easy understanding of the community and other important stakeholders to enhance project ownership.

- Capture high-resolution photographs on various products, intervention strategies, and the impact of the SVEP Phase II Project to be used at various platforms and publications and shared with community members and other important stakeholders to enhance project ownership.

**Table 1: Details of the Project**

<b>Module No.</b>	<b>Particulars with technical specifications</b>	<b>Specifications</b>	<b>Maximum Time/Numbers to be allotted</b>
1	HD Videos on various project elements from selected Field Intervention areas in Kerala	1 HD mini-documentary video of the process and approach towards developing sector-based product models under SVEP Phase II implementation in high resolution. Information material to be shown for orientation to SRLMs, community resource persons, and block leaders	5-7 minutes per video
		1 HD mini-documentary video on the interventions and best practices from SVEP Phase II blocks that can be replicated by other blocks in the future	5-7 minutes per video
		1 HD mini-documentary video on the impact and scale of NRO's interventions in SVEP over the years. Conceptualisation of the video with KS NRO team, addition with infographics and the raw footage recieved from other agencies for the rest of the 7 states	10-12 minutes per video
		1 HD mini-documentary videos on the experiences of Mentor Resource Persons which include Mentors, Master Trainers, Mentors and BAPs from partner states and their growth	10-12 minutes per video
2	High-Resolution Photographs from selected Field Intervention areas in	Photographs capturing the various elements of the project - supporting the themes of the videos being developed	60 Nos

	Kerala	Photographs covering the impact and scale of NRO's interventions in SVEP over the years	60 Nos
		Photographs covering the Mentor Resource Persons which include Mentors, Master Trainers, Mentors and BAPs from partner states and their work on the field	60 Nos

**Table 2: Schedules for Deliverables**

Sl. No.	Deliverables	Date Schedule
1	Signing of Agreement	Immediately after awarding of the bid
2	Concerned material and orientation to be given to the hired agency	Within two days from the signing of the agreement
3	Finalisation of field plan, interview schedule to be used on field, and Script for the film	Within eight days from the signing of the agreement
5	First draft of films and photographs	Within 30 days from the signing of the agreement
6	Submission of the agreed final products	Within Fifteen Days from NRO's feedback/comments on the first draft to the agency

5. Following are the key deliverables that the Agency/Firm has to provide at the end of 90 days from signing of the agreement:

- 1 HD short videos on Sector-based product models focusing on the process and approach adopted in developing that model with subtitles (Hindi and English) on a pen drive or hard disk.
- 1 HD short video documenting the interventions and best practices with subtitles (Hindi and English) on a pen drive or hard disk.
- 1 HD short video on the impact and scale of NRO's interventions in SVEP over the years with subtitles (Hindi and English) on a pen drive or hard disk.
- 2 High-resolution short videos on documenting experiences of Mentor Resource Persons which include Mentors, Master Trainers, Mentors and BAPs from partner states and their growth

- 60 High-Resolution Photographs capturing the various elements of the project - supporting the themes of the videos being developed from selected Field Intervention areas Kerala.
  - 60 High-Resolution Photographs covering the impact and scale of NRO's interventions in SVEP over the years from selected Field Intervention areas in Kerala
  - 60 High-Resolution Photographs covering the Mentor Resource Persons which include Mentors, Master Trainers, Mentors and BAPs from partner states and their work on the field from selected Field Intervention areas in Kerala
6. Submission of bid shall start from 3.00 PM on **29<sup>th</sup> January, 2022** Bid must be submitted online at Tenders Kerala, e-procurement portal of Government of Kerala <https://www.etenders.kerala.gov.in/nicgep/app> (on or before 5:00 PM on **14<sup>th</sup> February, 2022**)
  7. The proposal shall be submitted in English language and all corresponding documents would be in the same language.
  8. Kudumbashree NRO intends to appoint a professional agency/firm for the Documentation of Phase II SVEP blocks across four states of Kerala which will be shared with NRLM, SRLM, and a larger audience through digital platforms in the future. The selected agency/firm shall follow the laid down procedures given in the Contract Agreement signed between Kudumbashree NRO and the Agency/Firm. The selected firm shall perform all the duties as per TOR given in this RFP along with any amendment thereof.
  9. The interested consultancy firms/ organisations may download the RFP document from the Tenders Kerala portal w.e.f **29<sup>th</sup> January, 2022 to 12<sup>th</sup> February, 2022 up to 5:00 PM**. The RFP will be invited through the e-tendering portal. Refer Procedure under e-tendering for submission of RFP through e-tendering.
  10. A technical evaluation committee will be formed which will have selected members from Kudumbashree Mission and Kudumbashree NRO, as per the Kudumbashree NRO Financial and Operational Manual.
  11. Unqualified bidders would be informed regarding their non-qualification, without any explanation.
  12. The proposal should be submitted by consultancy firms in two parts. The two parts of the proposal are Part 1:*Technical Proposal* and Part 2:*Financial Proposal*. Each individual/agency will have to submit a Technical Proposal and Financial Proposal separately. The format for Technical Proposal is attached as Annexure.

For this given assignment, Stage -1 of the Evaluation shall consider the evaluation of the Technical Proposal (i.e. Part 1). The firms scoring the qualifying marks (minimum 75%) as mentioned in RFP shall only be considered for further evaluation. Under stage 2, the financial proposal of such firms as selected above shall be opened and evaluated. Proposals will finally be ranked according to their combined technical and financial scores as specified below:

- Financial Proposals of only those teams of consultants that have secured a minimum score of 75 (out of 100) in the Technical Proposal will be opened.
- Among those evaluated, the financial proposal with the lowest price will be given the maximum financial score of 100.
- Financial scores of other Financial Proposals will be calculated as follows
  - Financial Score SFP =  $L1 * 100 / Ln$ ; where
    - $L1$  = Price of the lowest financial proposal
    - $Ln$  = Price of the other Financial Proposal (s) under consideration
- Weights assigned to the Technical Proposal and Financial Proposal are 75 and 25 respectively
- The Final Score of each team of consultants will be calculated based on the following formula:
  - Final Score TS =  $STP * T + SFP * P$ ; where
    - STP = Technical Score
    - T = Weight assigned to Technical Score (75%)
    - SFP = Financial Score
    - P = Weight assigned to Financial Score (25%)

13. The total time period for the assignment as the technical agency will be for 3 months = 90 days period which will include Continued support from the Agency for conceptualisation of the videos, planning and conduct of field documentation and production of the video, post production and editing, working on the feedback given by Kudumbashree NRO team for the final deliverables.

14. The Firm should meet the following qualifying criteria:

- The agency/firm shall qualify to apply for the engagement only based on mandatory previous experience of working in Kerala, with a registered office in state or the surrounding region, functioning for atleast 2 years.
- The agency/firm should be a public sector company/organization or a public or private limited company registered in India under the Companies Act, with a registered office, at least 10 employees, and should have been functioning for at least 2 years as on date.
- The agency/firm should have experience in working on social issues and rural development and developing video documentation on such issues for at least 5 years as on date.

- The agency/firm should have significant experience in making films for the digital media space.
  - The agency/firm should have successfully executed at least 3 documentation projects (especially in the form of video and photo documentation) for Government departments, international not-for-profit organisations, UN agencies, and/or NGOs.
  - The agency/firm should have a valid PAN and GST registration (Copy of current details should be enclosed)
  - The agency/firm should have a pool of qualified and experienced (more than 5 years) professionals who have adequate experience in carrying out both designing and video documentation.
15. The budget for carrying out the documentation will be Rs. 5,00,000/- ... inclusive of travel, boarding & lodging for firms/agencies while on the field, GST 18%. Current situations for travel and field arrangements have also been taken into consideration.
16. The Agency/Firm shall execute the assignment through inputs from the Kudumbashree NRO's Resource Development and Enterprise team in head office (via virtual meets) and on field. A detailed methodology along with details of the proposed team members to be part of each of the deliverable shall be prepared and submitted as a part of the technical proposal. The Methodology should have the following criteria:

*A. Pre Production:*

- Hired Agency to understand the work undertaken by the SVEP Project through discussions with members of the Enterprise team members
- Engaging with the Enterprise team and Resource Development team members on the field and in Kudumbashree NRO Head Office to develop and finalise template and layout for the SVEP Phase 2 Documentation.
- Engaging with the Enterprise team and Resource development team on the field and Kudumbashree NRO Head Office to develop an interview schedule for various stakeholders on the field for the videos to be made on the products, interventions, and Mentor resource persons
- Setting timeline for the work to be undertaken in consultation with Kudumbashree NRO team
- Finalisation of concept and scripts for the film

*B. Field Documentation and Production:*

- Video documentation on the field as per the approved script
- Photographic documentation for the required books to be provided to the agency approved for book designing
- Developing the film as per discussion in the pre-production
- Weekly progress in the form of brief report to be shared to Kudumbashree NRO once the production work starts on the field
- Providing subtitles in both Hindi and English for each film

*C. Post-Production:*

- First draft of the short film to be approved by Kudumbashree NRO team as per the decided script with subtitles in English and Hindi on a pendrive or a hard disk
- High Resolution short film as per the decided script with subtitles in English and Hindi on a pendrive or a hard disk

17. A Pre-Bid Enquiry Meeting will be held on 3<sup>rd</sup> February, 2022 at 3.00 PM via an online mode between the prospective bidders and members from Kudumbashree NRO (link: <https://us02web.zoom.us/j/85165377270?pwd=bU96TGp4aUpaS0FhNWljREpwWEp3Zz09>)

The technical proposals will be opened on **16<sup>th</sup> February 2022** and will be evaluated based on criteria listed in RFP. Because of the urgency of the assignment, the Financial proposals for the shortlisted firms/agencies will be opened on **22<sup>nd</sup> February, 2022** in Director's Chamber, Kudumbashree Office, Trivandrum, Kerala. The announcement of the selected agency will be made on **24<sup>th</sup> February, 2022** on Kudumbashree and Kudumbashree NRO website. The selected agency will have to start the assignment by **26<sup>th</sup> February, 2022**. Hence, the MoU signing will be conducted on an immediate basis.

For more information on the project and the work conducted by Kudumbashree NRO, please refer to the website <https://www.kudumbashreenro.org/>

<b>EMD</b>	Rs. 5000
<b>Cost of Tender Form</b>	Rs. 750
<b>Tender Announcement Date</b>	29 <sup>th</sup> January, 2022
<b>Tender Download End Date and Time</b>	12 <sup>th</sup> February, 2022

<b>Bid Submission Closing Date and Time</b>	14 <sup>th</sup> February, 2022
<b>Opening of tender</b>	16 <sup>th</sup> February, 2022
<b>Tentative Date of award</b>	24 <sup>th</sup> February, 2022
<b>Contact Person</b>	Gargi Anand Thematic Anchor - Resource Development Office no.: 0471-2335714, 9707752561 E-Mail: rd.ksnro@gmail.com



**Kudumbashree National Resource Organisation**

**Documentation of Start-Up Village Entrepreneurship Programme (SVEP) Phase II blocks and Experiences of Mentors Resource Persons in Enterprise Domain in Bihar, Chhattisgarh, Jharkhand, and Madhya Pradesh**

**Terms of Reference: *Technical Proposal***

Technical Proposal should have the following information:

*[Location, Date]*

1. Undertaking, signed by the .....(Team Leader) as follows:

*I/We, ....., offer to carry out the assignment, [Insert title of the assignment] in accordance with your Request for Proposal dated [Insert Date]. I/We have examined in detail and have understood the terms and conditions stipulated in the RFP Document issued by Kudumbashree NRO. I/We agree and undertake to abide by all these terms and conditions. Our proposal is consistent with all the requirements and submission as states in the RFP. I/We understand that the proposal shall be subjected to scrutiny as per terms prescribed in the RFP.*

2. A copy of registration certificates of the agency/firm with written testimonies of proven experience in creating video and photo documentation projects and producing atleast three such projects for any government or non-governmental or non-profit organisation, in the field of social development sector.

3. A sample of the multimedia documentation content including videos and photographs (links), with a highlight on promoted and featured content in platforms such as social media, websites and other media forms.

4. An evidence of award of excellence received by team members/agency at National/International Level for multimedia documentation through video and photographs/ social documentary making/ social impact assessment etc.

5. Synopsis of the proposed assignment with the methodology, work plan for all major stakeholders and time frame for all key tasks and deliverables. The details provided should enable the Technical Evaluation Committee to make a reasonable assessment of the relevance, suitability and adequacy of the proposed methodology.

6. A note on the team composition with brief resume of the team members to enable the Technical Evaluation Committee to clearly assess the suitability of the applicant as per the profile desired for the assignment. The Technical Evaluation Committee reserves the right to reject the CV that does not provide the information directly. The CV shall be signed with the date by the person concerned. Each Mentor's resume should explain the strengths in terms of education, experience and expertise in delivering the outputs of the proposed assignment. The Resume shall be signed with date, by the Team Leader.

7. A note on primary roles and key responsibilities for all the individuals (eg. Creative team, communication team, editing team and so on) making a major contribution to the assignment.

8. Time Schedule should be a part of the document (show variations if any from the schedule provided in this document). This document shall be signed with the date by the Team Leader.

9. Any comments on the Request for Proposal including additional requirements in terms of data, services and facilities from Kudumbashree NRO if needed. This document shall be signed with date by the Team Leader:

Authorised Signature(*In full and initials*): \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

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