

Kudumbashree National Resource Organisation

Empanelling Agencies for Resource Development

Terms of Reference: Technical Proposal

Technical Proposal should have the following information:

[Location, Date]

Undertaking, signed by the(Team Leader in case of agency/firm) as follows:

I/We,, offer to carry out the assignment [insert the code/areas] in accordance with your Terms of Reference (ToR) dated [Insert Date]. I/We have examined the details and fully understand the terms and conditions stipulated in the ToR 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 submissions stated in the ToR. I/We understand that the proposal shall be subject to scrutiny as per the terms prescribed in the ToR..

Hereby submitting the following supporting documents:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Authorised Signature (In full and initials): _____

Name and Title of Signatory: _____

Name of Firm (if applicable): _____

Address: _____

Kudumbashree National Resource Organisation

Annexure: Details of submissions for each area

A. For Photo and Video Documentation and Information, Education Materials and Interactive training tools:

A.1 Common submissions for code A1, B1 and B2

- 1.1 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.
- 1.2 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
- 1.3 A copy of the agency/firm valid PAN and GST registration.
- 1.4 Any comments on the Term of Reference including clarification or information from Kudumbashree NRO if needed. This document shall be signed with date by the Team Leader

A.2 For Photo and Video documentation (Code A1)

- 2.1 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.
- 2.2 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.

A3. For Information and Education Materials (Code B1)

- 3.1 A sample of multimedia IEC materials developed for NGOs, government departments or other agencies on social issues or other sectors.
- 3.2 An evidence of assignments completed or award for excellence/ certification of appreciation received by the team members/agency for innovative multimedia IEC materials developed.

Kudumbashree National Resource Organisation

A4. For Interactive training tools (Code B2)

- 4.1 A sample of the interactive training tools content including animated videos and live action short videos (links), with a highlight on promoted and featured content in platforms such as social media, websites and other media forms.
- 4.2 An evidence of assignments completed or award for excellence/ certification of appreciation received by the team members/agency for interactive training tools for different platforms.

B. For Designing and Printing (Code A2)

1. A copy of the registration certificate of the agency/firm with written testimonies of having physical facilities for printing and designing.
2. A copy of portfolio highlighting previous designs and printing projects.
3. A note on the team composition with brief profile of the technical team members
4. A copy of the agency/firm valid PAN and GST registration.
5. Any comments on the Term of Reference including clarification or information from Kudumbashree NRO if needed. This document shall be signed with date by the Team Leader

C. For Translation of Content (Code A3)

1. A copy of detail portfolio/CV highlighting the proficiency two or more languages (English, Hindi, Malayalam, Tamil and Tengu) and professional experiences in translating contents for government organisation, NGOs or for any social sector projects.
2. Atleast two references or testimonials from previous clients or employers.

D. For Content Creation and Editing (Code A4)

1. A copy of detail portfolio/CV highlighting the of professional experience in content creation, writing, and editing, particularly within the social sector for NGOs, non-profits, or social enterprises, government organisations.
2. Atleast two references or testimonials from previous clients or employers.