

## Terms of Reference (ToR) for Empanelling Agencies for Resource Development

### 1. Background and Introduction

Kudumbashree, the State Poverty Eradication Mission of the Government of Kerala, was designated as a National Resource Organisation (NRO) by the National Rural Livelihoods Mission (NRLM) in 2012. Since its inception, Kudumbashree NRO has been instrumental in providing support for project implementation, monitoring, and resource development across various states in India. The NRO's mission includes working in two primary domains:

1. **PRI-CBO Convergence:** Enhancing collaboration between women's community networks and Panchayat Raj Institutions.
2. **Enterprise Development:** Creating community-based ecosystems to support enterprise development at block and district levels.

To continue its mission, Kudumbashree NRO seeks to empanel a pool of 5-6 agencies (or as required) for a period of 3 years to provide technical services in the development of Information, Education, and Communication (IEC) materials, videos, and booklets.

### 2. Objective

The objective of this ToR is to outline the scope of work, deliverables, and evaluation criteria for the empanelment of agencies that will assist Kudumbashree NRO in creating high-quality resource materials.

### 3. Scope of Work

The selected agencies will be responsible for developing resource materials in the following areas:

#### A. Resource Development - Documentation and Learning Management Services

Code	Area	Description	Deliverables
A1	Photo and Video Documentation	<ul style="list-style-type: none"> <li>- Production and editing of photos, videos and audio</li> <li>- Documentation of non-farm activities of government programmes in the areas of micro enterprises, group enterprises, clusters, community tourism and marketing</li> <li>- Documentation of government projects in the area of Panchayati Raj Institutions, Community Based Organisation strengthening, social welfare</li> </ul>	<ul style="list-style-type: none"> <li>- High resolution videos with audio, voiceover and subtitle of different project activities along with raw footages</li> <li>- High resolution edited photographs</li> </ul>

		<p>schemes</p> <ul style="list-style-type: none"> <li>- Documentation of field experiences of community/Community based organisations, Community Resource Persons, rural entrepreneurs, SRLM staff and various government departments across India</li> </ul>	<p>form field along with raw files</p>
<b>A2</b>	Design and Printing	<ul style="list-style-type: none"> <li>- High quality design and printing of materials</li> <li>- Designing and printing of reports, Training modules, Success stories, booklets and photo stories book</li> </ul>	<ul style="list-style-type: none"> <li>- Well-designed materials</li> <li>- High quality printing of materials</li> </ul>
<b>A3</b>	Translation of Content	<ul style="list-style-type: none"> <li>- Translation of materials between English, Hindi, Tamil, Kannada and Malayalam.</li> <li>- Translation training modules, stories from field, short videos</li> </ul>	<ul style="list-style-type: none"> <li>- Translated materials ensuring accessibility in English, Hindi, Tamil, Kannada and Malayalam</li> </ul>
<b>A4</b>	Content Creation and Editing	<ul style="list-style-type: none"> <li>- Develop content and scripts for tutorial videos, concepts videos related to Business Management, Micro enterprises, Food Service enterprises, Service sector enterprises, PRI, Community Based Organisation strengthening.</li> <li>- Refinement and editing of contents like training modules, publications and reports</li> </ul>	<ul style="list-style-type: none"> <li>- Engaging and accurate content on subject matters for training and documentation purposes.</li> </ul>

#### **B. Information and Education Materials**

<b>Code</b>	<b>Area</b>	<b>Description</b>	<b>Deliverables</b>
<b>B1</b>	Multimedia IEC Materials	<ul style="list-style-type: none"> <li>- Development of standardized training materials including</li> </ul>	<ul style="list-style-type: none"> <li>- Effective and engaging IEC materials for</li> </ul>

		flipcharts, posters, and catalogues in multiple languages - IEC materials will be developed for rural communities, rural entrepreneurs, CBOs for training and awareness programmes - Develop simple, innovated and creative IEC materials	training and knowledge sharing - Printable versions of all IEC materials in different formats with defined dimensions and quality
<b>B2</b>	<b>Interactive Training Tools</b>	- Use of animations, live-action short tutorial videos (editing of audio and video) to make training more interactive and impactful. - Types of videos; Employee training videos, Concept explanation videos, Storytelling videos, process explanation videos - Components of voiceover narration and slideshows with audio	- High resolution animation and tutorials videos with audio for different platforms - Relatable and accessible animation videos

#### 4. Evaluation Criteria

The empanelment process will involve technical evaluation by Kudumbashree NRO's Team.

The evaluation will consider:

1. **Technical Expertise:** Experience and proficiency in the specific mentioned areas.
2. **Quality of Previous Work:** Assessment of previous projects and materials developed by the agency.
3. **Capacity and Resources:** Availability of necessary tools, software, and human resources to deliver the required services.

Details for each area are mentioned below:

##### 5.1 Qualification Criteria for Code A1 (Photo & Video Documentation)

- The agency/firm shall qualify to apply for the engagement only based on mandatory previous experience of working in the northern, centrals and southern state of India with a registered office and functioning for atleast 5 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 5 employees, and should have been functioning for at least 5 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 3 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 photography and video documentation.

## **5.2 Qualification Criteria for Code A2 (Designing and Printing)**

- 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 5 employees, and should have been functioning for at least 5 years as on date.
- The agency/firm should have minimum of 3 years of experience in designing and printing services and should have worked for Government departments, international not-for-profit organisations, UN agencies, and/or NGOs
- The agency should have proficiency in industry standard design software and knowledge of various printing techniques and materials. (Must submit a comprehensive portfolio showcasing previous design and printing projects)
- The agency/firm should have the high-quality printing facilities and latest printing technologies and materials, with the ability to handle bulk orders, delivering projects within stipulated timeline without compromising quality.
- The agency/firm should have the ability to create visually appealing and user-friendly designs and maintain consistency across materials. (Submit the previous work samples)
- The agency/firm should have the team composition of skilled designers, graphic artists and print specialists within the agency/firm. (Submit detail profile of the team)

### **5.3 Qualification Criteria for Code A3 (Translation of Content)**

- Proficiency in two or more languages (English, Hindi, Malayalam, Tamil and Tengu) with certifications in language proficiency being an added advantage along with a degree in Translation, Literature or related field.
- At least 3-5 years of professional experience in translating content, particularly in government organisations, NGOs and in social sectors projects.
- Should submit least two references or testimonials from previous clients or employers who can vouch for the quality and reliability of the translation work along with the portfolio.

### **5.4 Qualification Criteria for Code A4 (Content Creation and Editing)**

- Should have a background of social studies and degree or certificate in journalism, communication or related field.
- Minimum of 3-5 years of professional experience in content creation, writing, and editing, particularly within the social sector (especially in rural livelihoods and social issues)
- Should have track record of developing content for NGOs, non-profits, or social enterprises, government organisations with a focus on areas such as community development, health, education, gender, or poverty alleviation.
- Should have the ability to translate complex concepts or social issues into engaging, accessible content.
- Should have proficiency in English and Hindi
- Familiarity with the latest trends and best practices in digital content creation and multimedia integration.

### **5.6 Qualification Criteria for Code B1 (Information and Education Materials)**

- 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 5 employees, and should have been functioning for at least 3 years as on date.
- The agency/firm should have experience in working on social issues and rural development and developing Flipcharts, Posters and catalogues on such issues for at least 3 years as on date.

- The agency/firm should have successfully executed at least 3 projects (especially in developing multimedia IEC Materials) for Government departments, international not-for-profit organisations, UN agencies, and/or NGOs.
- The agency/firm should have proficiency in graphic design, layout and creative production of IEC that are engaging, culturally appropriate and visually appealing. (Submit samples of previous work)
- The agency/firm should have access to advanced design and multimedia software/tools required for high-quality production and have in house or outsourced facilities for material development.
- 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 designing IEC Materials.

#### **5.6 Qualification Criteria for Code B2 (Interactive Training Tools)**

- 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 5 employees, and should have been functioning for at least 3 years as on date.
- The agency/firm should have significant experience in making animations, live-action short tutorial videos for the digital media space for Government departments, international not-for-profit organisations, UN agencies, and/or NGOs. (Submit the samples of previous work)
- The agency/firm should have the access to latest software and tools for developing interactive training tools and have ability to create customizable training tools that can be adapted to different audience or contexts.
- 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 designing IEC Materials.

### **6. Engagement and Performance Review**

- Once empanelled, agencies will be engaged based on project requirements over the period.
- All empanelled agencies will to notify to submit the Financial Proposal based on the Request for Proposal (RFP) shared by Kudumbashree NRO for every requirement over the period.
- Performance will be periodically reviewed, and based on satisfactory performance, the empanelment may be extended.

## **7. Submission Guidelines**

1. Interested agencies are invited to submit their technical proposals along with relevant documentation and previous work samples to Kudumbashree NRO by ..... 2024, in the template shared.
2. An agency/firm or individual can submit proposal for one or more than one area. Separated proposals to be submitted for each area.
3. Proposals to be submitted through post at Kudumbashree NRO office.