

Request for Proposal: Video and Photo Documentation of Impact of Jan Aarogya Samitis at Health and Wellness Centers in Bihar

Population Foundation of India (PFI) is a national civil society organization, founded on 1970 by Bharat Ratna JRD Tata and Dr. Bharat Ram. PFI promotes and advocate effective formulation and implementation of gender sensitive population, health and development strategies and policies.

As a part of Population Foundation of India's engagement to strengthen community process especially Jan Arogya Samitis, we want to develop short video clips highlighting the role of role of Jan Arogya Samitis in improving service delivery at Health and Wellness Centers (HWCs). These videos will be used for training purposes and shared on SHSB's social media platforms and WhatsApp groups. The project will also include capturing stories of youth champions in Bihar and collecting testimonials from various stakeholders.

Population Foundation of India (PFI) proposes to develop some short video clips highlighting the role of Jan Arogya Samitis in improving service delivery at Health and Wellness Centers (HWCs) in Bihar. These videos will be used for training purposes and shared on SHSB's social media platforms and WhatsApp groups. The project will also include capturing stories of youth champions in Bihar and collecting testimonials from various stakeholders.

Purpose of the Contract

PFI is seeking a professional agency to document the role of Jan Arogya Samitis in improving service delivery at HWCs in Bihar, particularly in the district of Nawada, Bihar. The videos and photographs will also capture the impact of youth champions in these regions, to be used for training purposes and social media dissemination on social media, digital mediums, and printed documents etc.

Scope of Work

PFI seeks to engage an agency for the production of short clips and stakeholder interviews in Bihar (Nawada district). The scope of work includes the following components:

Filming at Health and Wellness Centers:

- Capture footage showcasing the activities and services at 5 HWCs in different villages, focusing on the role of Jan Arogya Samitis in Nawada, Bihar.
- Conduct interviews with selected stakeholders, ensuring to highlight their experiences and perspectives.
- Ensure sound is captured clearly in interviews

Youth Champion Footage:

- Capture 2-3min video clips of 4 youth champions.
- Include profile shots of each youth champions from different angles and distances.

Capture B-roll/ filler footage

- General activities at the HWCs (e.g., health check-ups, community meetings).
- Interactions between community members and health workers.

- Visuals of the exterior and internal environment and facilities at the HWCs.
- Any relevant community events or activities that illustrate the impact of Jan Arogya Samitis.

Programmatic photos

Capture high-quality programmatic photos that focus on women and young people, visually representing PFI's mission and initiatives, including:

- Candid shots of young girls, men, women engaging with health workers
- Candid shots of young people in project areas, wherever possible.
- Candid shots of Youth Champions and stakeholders

Editing the video

- Edit raw footage into short videos (approximately 2-3 minute) for each case story
- Incorporate subtitles in English, supers etc. as required
- Add voiceover in Hindi for narration of the story

Feedback and Revisions

- Share the initial cuts with PFI for review and incorporate their feedback for final edits.

Final Deliverables

1. 5 edited videos: 1 for each of the Health and Wellness Centers - Duration: 2-3 minutes per clip
2. Video of 04 youth champions - Duration: 2-3 mins per clip
3. Up to 20 high resolution photos of youth champions
4. Up to 100 high resolution programmatic photos
5. Raw footage of the shoot and the photographs of the program activity.

Format:

- All videos in high resolution MP4
- All videos in lower file size suitable for Whatsapp sharing
- Aspect Ratio: 16:9
- Resolution: 1080p (HD)

Other details

- Ensure that all content adheres to cultural sensitivities and avoids any references to specific religions, castes, or communities.
- The messaging should be handled with the utmost sensitivity, reflecting the diversity of the community.
- Do not use stock image, music, assets without proper licensing

Expense Management

- The agency is responsible for managing their own travel, food, and accommodation expenses related to each shoot location over different days and must build this into their cost proposal.
- All travel plans to be pre-approved by Population Foundation of India.

Copyrights & Utilization Rights

- The copyright of all photo and video materials (both raw and edited) produced during the assignment will belong to Population Foundation of India. The agency must not share any data, photos or videos with third parties without the explicit consent of Population Foundation of India.

Proposal Submission

Please include the following in your proposal:

1. **Profile/portfolio:** A resume/CV detailing your qualifications and experience. Examples of previous work, particularly related to humanitarian or success story photography. Provide details of at least three high-impact projects.
2. **Plan for** shoot and editing of the video.
3. **Pricing:** Production charges must include shoot, editing, Voice Over, travel, food, and accommodation cost etc.

Selection Criteria

Proposals will be evaluated based on the following criteria:

1. Quality and relevance of the portfolio
2. Experience and expertise in similar projects
3. Cost-effectiveness

For any queries regarding the scope of work or deliverables please get in touch with nilanshuk@populationfoundation.in, shivangi.tripathi@populationfoundation.in

Submission Instructions

Please submit your proposal by **December 2, 2024**, to subhasis.saha@populationfoundation.in