

TERMS OF REFERENCE FOR PRODUCING A DOCUMENTARY FILM

INTRODUCTION:

The Terms of Reference (ToR) outlines the production of a 15-minute documentary and three 5 minute thematic short films, documenting interventions in four blocks of Kalahandi and Nuapada districts of Odisha. These films will showcase efforts to curb distress migration through climate-smart agriculture, Farmer Producer Companies (FPCs), supplementary livelihoods, and child protection systems. Intended as tools for learning, advocacy, and replication, the assignment includes field documentation, stakeholder interviews, and high-quality visual storytelling.

1. BACKGROUND INFORMATION

Beneficiary country, state, District & Blocs:

India, Odisha, Kalahandi & Nuapada district; Dharamagad, Golamunda, Boden & Komna block.

BACKGROUND

ChildFund India, operating in over 11 states and impacting 4 million children and families, follows a Child-Centred Community Development approach to support underserved children through integrated interventions in health, education, livelihoods, and child protection.

With BMZ's support, ChildFund launched a three-year project in Kalahandi and Nuapada to build resilience among 2,000 vulnerable households. The project focuses on strengthening child protection by building resilience among migrating families of Kalahandi and Nuapada districts in Odisha. It ensures that vulnerable families achieve steady and enhanced incomes while attaining food security through the adoption of climate-smart agriculture (CSA). Families are organized into Farmer Producer Companies (FPCs), producer groups for non-timber forest produce (NTFP), while youths are provided with skill development, Entrepreneurship Development Program (EDP) training, and seed money support to start their own businesses and engage in gainful livelihoods. Community-level child protection bodies are strengthened and capacitated to work closely with block and district authorities for scale and sustainability. By creating robust livelihood opportunities and strengthening safety mechanisms, the project aims to reduce distress migration in these districts. Arresting migration will directly support children to continue their education without disruption. It will also ensure that children are protected from risks and vulnerabilities associated with unsafe migration. The integrated approach thus contributes to both economic stability of families and the overall well-being of children.

2. OBJECTIVES & EXPECTED RESULTS

The primary objectives of developing the documentary film

The objective is to develop a 15-minute documentary film showcasing the transformative journey of four blocks in Kalahandi and Nuapada, Odisha. It will highlight how integrated, community-driven strategies—such as climate-smart agriculture, Farmer Producer Companies (FPCs), and livestock-based livelihoods—have reduced distress migration. The film will capture stories of enhanced income security, resilience, and empowerment among vulnerable households. It will also reflect the vital role of community institutions in improving child protection and reducing school dropouts.

In addition to the main documentary, short thematic films will be created to focus on key areas: Climate Smart Agriculture, FPC promotion, and child protection mechanisms. These films aim to document critical processes and lessons learned. Together, the content will inform, inspire, and influence stakeholders, practitioners, and policymakers. The CSO partners also can use the film for fund raising and strengthening the CBos. The objective is to promote scalable models of rural transformation rooted in sustainability and community ownership.

20th January 2024

The expected end results to be achieved by the action:

The agency/contractor is expected to deliver the following end result:

1 High-Quality Main Documentary (15 Minutes):- A professionally produced documentary film that compellingly captures the processes, community stories, and impact of interventions aimed at arresting migration through climate-smart agriculture, FPCs, livestock-based livelihoods, and child protection mechanisms across the four targeted blocks.

2) Three Thematic Short Films Using b rolls and other shoots (5 Minutes Each):- Development of concise, focused short films that highlight key learnings and best practices on (i) Climate Smart Agriculture, (ii) Promotion of Farmer Producer Companies, and (iii) Community-based Child Protection, designed for use in training, advocacy, and community mobilization.

3) Raw Footage and Dissemination-Ready Materials: - Delivery of all raw footage, high-resolution photographs, transcripts, and final edited versions in multiple formats suitable for digital platforms, presentations, and community screenings, along with subtitles in English and Odia for wider accessibility.

Time Frame: - 90 days which can be extended with mutual agreement between agency and ChildFund India. Proposed start Date 1st December 2025 & End date is 28th February 2026.

Project management: - The Contracting Authority is responsible for managing the service contract. The contractor will work in close coordination & evaluation with Project manager, Livelihood specialist, Communication department and Senior Manager of ChildFund India as Contracting Authority for developing.

Payment Note

The payment to the selected agency will be released in four instalments linked to specific deliverables, as detailed below. Each instalment will be treated as a payment against deliverables, and the agency must submit invoices/bills accordingly. **No payment will be treated as advance.**

- First Instalment – 25% - To be paid upon submission and approval of the Inception Report.
- Second Instalment – 25% - To be paid after the completion and finalization of the storyboard and field plan for filming.
- Third Instalment – 25% - To be paid upon submission of the first draft of the main 20-minute film along with the three thematic shorter films.
- Final Instalment – 25% - To be paid after the final submission of all deliverables, including:
 - ✓ One (1) longer version documentary film (20 minutes)
 - ✓ Three (3) shorter thematic films
 - ✓ Complete set of raw footages as specified in the “Expected Results from Agency” section.

This phased payment structure ensures timely progress, accountability, and quality assurance throughout the production process.

Key Actives to be under taken during the course of the action

1. Inception & Planning Phase: - Post signed TOR and MOU with the agency, an inception meeting to align on project goals and storytelling direction should be submitted by the agency. Develop a detailed concept, script outline, and filming schedule covering all four target block.

2. Pre-Production: - Identify and confirm locations, key informants, and community participants for interviews and storytelling; Develop interview guides and consent forms for participants; Scout sites and finalize visual themes (e.g., agriculture practices, community meetings, child protection activities); Arrange for equipment, crew, translators, and logistics.

3. Field Documentation / Production: - Conduct on-ground filming across all four blocks, capturing: Community interactions and landscapes; Demonstration of climate-smart agriculture practices; FPC meetings and market linkages; Livestock rearing for supplementary income; Community-based organizations (VLCPCs, SMCs, PLCPCs) in action; Voices of beneficiaries and children; Record in-depth interviews with CSO partners, project staff, local leaders, and beneficiaries and take high-quality photographs for visual support and dissemination.

2. Post-Production: - Review and select relevant footage with project team inputs; edit and produce the 15-minute main documentary with professional narration, subtitles (Odia & English), background music, and branding & develop three 5 minute thematic short films focusing on:- Climate Smart Agriculture practices; Farmer Producer Companies (FPCs); Child Protection & Reduced School Dropout. Add subtitles, animations and project branding/logos, voice over language, background music

5. Review & Finalization:- Share draft versions with contracting agency for feedback and revisions; Incorporate feedback and submit the final versions in required formats (4K quality MP4 or similar video), etc.; Deliver raw footage, photographs, and metadata documentation.

Indicative task table:

Task/activity	Indicative time	Expected deliverables/outputs
Submission of proposal by the Consultant/contractor/agency	As per the advertisement	Full proposal: i) technical proposal ii) financial proposal iii) schedule.
Preparation of the inception report and presentation to the project team. (Refer above section for detail)	Within 5 days of signing of contract	Inception Report. Oral debrief presentation.
Pre-Production activities (SCRIPT WRITING, review and incorporating feedback)	7 days of submission of inception report	The expected outcome of the pre-production phase is a finalized documentary concept, script outline, and shooting plan, with identified locations, interview subjects, and logistics fully prepared for smooth field actions.
Field Documentation / Production (Refer above section for detail)	Field visit for videography will start from 3 rd week of December 2025 and will end by 1 st week of February 2025	The outcome of the field production phase will be the successful capture of high-quality video footage, interviews, and ambient visuals which will include compelling stories from beneficiaries, demonstrations of project interventions (CSA, FPCs, child protection), and community-level engagement. Additionally, high-resolution photographs and consented participant documentation will be collected.
Post Production (Refer above section for detail)	Within 7 days of finalisation of filed documentation & production	The outcome of the post-production phase will be the delivery of a professionally edited 20-minute documentary film and three thematic short films (5-7 minutes each), complete with voiceovers, subtitles (in Odia and English), background music, and appropriate branding.
Review and Finalisation (Refer above section for detail)	5 days from feedback	The outcome of the review and finalisation step will be the validation and refinement of the documentary and short films based on feedback

	provided on 1 st draft	from project stakeholders and technical teams. This ensures that the content accurately reflects the project's objectives, is culturally appropriate, and aligns with communication goals. The finalized versions will be approved for dissemination, with all required formats and language versions (Odia and English) ready for diverse platforms.
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Conclusion: - The documentary will showcase the transformation in four blocks of Kalahandi and Nuapada through community-driven strategies that reduced distress migration. It will highlight climate-smart agriculture, FPCs, and livestock-based livelihoods that improved household resilience. The role of local institutions in child protection and education will also be featured. Short thematic films will capture key processes for training and advocacy. The aim is to inspire stakeholders and promote scalable, sustainable rural development models.

6. Roles and Responsibilities ChildFund India & Selected agency:

Responsibilities of ChildFund India:

1. ChildFund India will be responsible for reviewing, sharing feedback and giving final approval on the videos.
2. ChildFund India will support the selected agency in understanding the issues and provide necessary assistance in developing the script and finalization of the videos.
3. To collect the video footage of the people involved, ChildFund India will finalize the list and arrange the shooting date and venue.
4. ChildFund along with CSOs will be responsibilities to get consent form from the people who will be covered in the VDO from field.
5. ChildFund India will be responsible for releasing the payment of the agency as per the agreed contract.

Responsibilities of the selected agency:

1. The selected agency will brainstorm on the selected themes, develop scripts, edit, and will be end-to-end responsible for the production/finalization of the videos.
2. All the hardware and software required for the pre and post-production of the video need to be arranged by the selected agency.
3. The selected agency will be responsible for on boarding the child protection expert.

The agency will be responsible for the final output of the videos and B-roll/s need to be handed over to ChildFund India.

Confidentiality

All discussions and documents/video relating to this TOR will be treated as confidential by the parties. Any document, tools, templates, etc. developed through this Project will be ChildFund's India's sole property/data which will not be shared or reproduced in any manner without consent in writing even after the completion of the ToR.

Adherence to Safeguarding Policy and Media policy.

ChildFund India has a zero-tolerance policy regarding sexual exploitation, abuse, and harassment (SEAH) and all other forms of harm by its staff, partners, and other representatives in the delivery of its mission and services for children. ChildFund is committed to creating a safe environment in the workplace as well as in the communities where it delivers programs and services. ChildFund expects every staff member, partner, and representative to adhere to this commitment and to ensure all organizational policies and standards are followed.

7. Submission Requirements

Agencies should submit:

- A detailed proposal with a creative approach and work plan.
- Links to previous work or videos.
- A financial proposal, including a cost breakdown.
- Profiles of key team members.

Proposals must be submitted to centralpurchase2@childfundindia.org by 15TH Oct 2025.

Please do mention reference number in your proposal i.e. PRA/CFI/ODI/2025-26/017