

TERM OF REFERENCE

General

All the services of the Film Agencies/Production house/Firm/Govt. Organizations referred to as "Agency" described below shall be performed in close cooperation and consultation with Dr. Ramdayal Munda Tribal Welfare Research Institute (TRI), Ranchi. It has been attempted to outline the Agency tasks during the execution of its service as detailed as possible. However, the Agency shall bear in mind that the list of tasks and activities outlined below can by no means be considered as the complete and comprehensive description of the Agency duties. It is rather the Agency's responsibility to critically verify the scope of services indicated and to extend it, wherever it deems necessary according to its own professional judgment. It is understood that the Agency shall have to perform all work as necessary to fulfill the objectives of the Project. All Planning works shall comply with the relevant as well as applicable Indian standards and legislation. All the works and services of the Organization described below shall be performed in close cooperation with the TRI, Ranchi. It has been attempted to outline the Organization's tasks during the execution of its works and services as detailed as possible. However, the concerned Firm/Company shall bear in mind that the list of tasks and activities outlined below are just indicative and can by no means be considered as the complete and comprehensive description of the Organization's activities. It is rather the Firm/Company's responsibility to critically verify the scope of goods and services indicated and to extend and expand it, wherever it deems necessary according to its own professional judgment. It is understood that the Firm/Company shall have to perform all works as necessary to fulfill the objectives of the Project/Deal. All planning works shall comply with the relevant as well as applicable to Indian Standards and Legislation.

Introduction

TRI, Jharkhand intends to create Audio Visual Content on traditional attires of different Tribes of Jharkhand for native knowledge management and also for inclusion in the existing Interactive Kiosks of the Museum. TRI exhibits different traits of material culture and manifests the cradle of tribal life. It is the mission of the institution to help support the conservation and preservation of tribal material culture, and showcase the same through its activities, like exhibition, entertainment, education, and research. With its splendid exhibits, it plays a pivotal role in popularizing tribal heritage.

In this endeavour, TRI intends to create a visual archive of traditional tribal attires that will serve as an educational resource for institutions and cultural bodies to increase awareness about safeguarding indigenous textile heritage

It is not the intent to identify each and every requirement and this document shall deem to include all that is necessary to provide services, complete in all respects as world-class documentaries, Interactive Kiosks, and Immersive Experience facility to the visitors.

Eligibility Criteria for Agencies:

1. The bidding Firm/Company should be a registered entity.
2. The bidding Firm/Company should have previous experience of developing Audio Visual Content & Interactive Application for tribal/ethnographic/folk in Jharkhand.
3. The bidding Firm/Company should have a proven track record of undertaking similar works in Govt./Non-Govt. Institutions of Jharkhand/India. It must have prepared, got approval, and have executed at least two similar.
4. The bidding Firm/Company should have adequate infrastructure, dedicated and experienced technical and skilled personnel with relevant digital technologies to execute the work.
5. The bidding Firm/Company should be able to provide samples of their work in Pen Drive/Hard Disk.
6. The bidding Firm/Company should produce the documentary in tribal language with Hindi and English subtitles.

TECHNICAL EVALUATION:

Technical Evaluation shall be carried out on the following basis:

1. Experience of the Agency in the relevant area and documentary proof specifying details of the project(s) handled, certifying the level of service rendered and whether completed or substantially completed.
2. Qualification and experience or Personnel proposed in the team.
3. Presentation for the proposed project to be done,

SELECTION PROCESS:

A two-stage procedure will be adopted for evaluating the proposals:

1. A technical evaluation, which shall be carried by the Eol committee based out on the requisite documents and eligibility criteria of the agency

Agency those who qualify in the Research 'EOT's will be eligible for participation in the presentation of Films, immediately after the evaluation, Presentation should be of 10-15 minutes in PowerPoint/ Video related to the agency, earlier works, and project proposal.

REQUIRED DOCUMENTS TO FURNISH:

The bidding Firm/Company shall furnish the following information and documents.

- a. Details of Organization set up State whether Proprietorship. Partnership, Private Limited or Public Limited or Registered under Societies Registration Act.

- b. Particulars of similar jobs carried out in the past two years including the stipulated period of completion.
- c. Details of similar work on hand at present and value of works.
- d. Financial status indicating annual turnover.
- e. Balance Sheet/Audited Statement for the past three years.
- f. Latest Income Tax, Service Tax & other applicable taxes registration and clearance certificates, if applicable to the Organization.
- g. Staff strength of the Firm/Company and profile of Key Personnel including full-time and part-time Personnel separately.
- h. List of equipment/computer-aided design facilities/software in use etc., available with the Firm/Company.
- i. An Undertaking to the effect that the applicant has never been blacklisted.
- j. Copy of Registration Certificate (if any) with Central/State Authorities/Public Sector undertakings for undertaking such works.

Human Resources:

The project will be implemented through the organization having experience in dealing with Documentaries; working among the tribes especially Jharkhand would be an added benefit. The organization may utilize its staff members or hire people as per the criteria for a video/documentary. The team should have qualifications and experience in the digital field and must have skills in handling the technical production tools.

Responsibilities of the Firm/Company/Consultant

Apart from photographs and textual content in English that will be provided to TRI, the Firm/Company/Consultant will be responsible for carrying out all the creative, design, and technical work as mentioned/not mentioned below and which are required to create the Audio Visual documentaries and Literary studies.

A. Planning and Pre Production

- i. Discussion with the Director, Researchers, and Curators at different levels to understand the project/selected theme.
- ii. Collection of all the text content, relevant documents, and photographs necessary for creating the Audio-Visual Content "and Literary/Print materials.
- iii. Content/Scriptwriting
- iv. Language translation (English and Hindi)

B. Post - Production

- i. Compilation and editing.

ii. Special emphasis should be given to the clarity of the audio-documentation and subtitling is required in the final video.

C. Medium

i. All films are to be shot in at least Hi-Definition digital video format with 50 Mbps recording bit rate and 4:2:2 color depth, with world class production and technical values.

ii. In exceptional cases , the proposal for shooting on film or SD formats can be considered.

iii. The finished film shall be properly color corrected/graded, and the final sound mix shall be in digital stereo.

D. Deliverables

Apart from the Final edited Documentary (maximum duration of the film shall be of 45-60 minutes), a Detailed Report of including manuscript, high resolution images & detailed description of every Traditional Tribal Attires prevalent among the tribes of Jharkhand along with their types, geographical extent, manufacturing process, usage, and Artisans involved in such practices, obtained during the project shall be provided to TRI. Also, all images, transcripts and footages in raw format shall be provided to TRI.

TIME FRAME: Project Duration will be for 9 month

Budget- The total period of the project shall be 9 (Nine) Months with a total project cost of Rs. 7,50,000/- (Seven Lakh Fifty Thousand) only

PART-A	
Research & staff/technical staff	35%
Fieldwork	5%
Equipment	10%
Contingency	5%
Final cut film production, Audio Recording, and Manuscript of print material	35%
PART-B	
Publication of Report and Administrative Overhead	10%

Note: *The Agency/Principal Investigator may re-adjust the expenditure sub-heads (maximum 10 %) within the limit of budget during the course of study with prior approval of the director.*

Mode of Payment

1. 30% of Part A of the total budget shall be paid within 30 days of signing of the agreement.

2. The next 30% of Part A of the total budget shall be paid within 30 days after a satisfactory appraisal by the expert committee.
3. 40% of Part A of the total budget will be paid on final acceptance of the report by the expert committee.
4. The agency will have to forgo 10% (Part B) of the total cost for administrative expenses incurred throughout the project duration.
5. Payment of the final installment will be made after submission of duplicate bills along with a certificate of satisfactory completion of the study and submission of the final report.
6. The agency shall furnish a utilization certificate vetted by a Chartered Accountant in case of a private entity and by the Head of department or Registrar in case of public institutions.

Note: Taxes as applicable are to be deducted at source

Liquidated Damage

1. If the agency fails to complete the study within the specified period or fails to maintain the quality of the report to the satisfaction level of the expert committee, TRI, without prejudice to its other remedies, reserves the right to recover the amount already paid to the agency and may also impose a financial penalty.
2. If the agency delays the project by a quarter of the time stipulated in the agreement, the agency shall be liable to TRI for an amount calculated at 10% of the total budget. Any further delay will result in a penalty of additional 15% of the total budget. Delay further than 6 months shall attract the provision of forfeiture of the project with recovery of earlier payments.
3. Penalty for delay shall be relaxed only under the circumstances that definitionally constitute “force majeure”.
4. Penalty for delay shall also be relaxed when the Institute fails to process payment as per the time frame stipulated in clause 12 of this agreement.
5. Every payment shall be processed only after the due approval mentioned in clause 12. In case of delay caused due to the processing of payment, the project timeline shall be readjusted by adding the number of days between the approval of claim and the release of funds to the original timeline.

Monitoring and Evaluation

1. Research activities will be reviewed through the submission of periodic progress reports in the prescribed format and the project may be discontinued/terminated if research progress is found unsatisfactory or any rules are violated.
2. Final cut of the Documentary & reports submitted is mandatorily evaluated by an Expert appointed by the TRI before considering the release of the final installment.
3. The final cut of the Documentary & report would also be checked for plagiarism and similarity and might be asked to revise if the level of similarity would be found more than 20 percent or as decided by the Expert.

Title: Traditional Tribal Attires in Jharkhand

1, Background:

Jharkhand is home to a rich tapestry of tribal communities, including the Santhal, Munda, Oraon, Ho, Kharia etc. Each tribe possesses distinctive traditional attire that reflects its history, environment, spiritual beliefs, and social structure. However, rapid urbanization, migration, market-driven fashion, and cultural assimilation are leading to the gradual decline of traditional dress practices. Many textiles, weaving techniques, beadwork styles, and symbolic motifs risk disappearing within a generation.

This documentary seeks to preserve, document, and celebrate these living traditions while exploring how identity, gender roles, rituals, and ecology are embedded in clothing. The film will also examine how younger generations reinterpret or sustain these traditions in contemporary contexts.

2. Rational/ Need:

Traditional attire holds a special significance in tribal life. It promotes their identity & belongingness to the geography as well as their rich cultural heritage. Traditional tribal clothing acts as a marker of tribe, age, marital status, and social position etc., especially adorned during festivals such as harvest celebrations and community rituals. They simultaneously prove to be a testament to Tribal Craftsmanship & Ecology with the prudent use of forest produce, cotton, natural dyes, and locally sourced materials.

Keeping pace with the transition towards modernity and influence of urban fashion, many changes can be observed in contemporary tribal clothing. This project is envisioned towards a Preservation Effort of this traditional artform, supporting traditional textile crafts.

3. Objective:

- To document and archive the traditional processes and history of unique tribal attires of the state.
- To document and archive the traditional/history of unique tribal attires of the state.
- To explore the cultural, spiritual, and ecological meanings embedded in clothing and their significance in the social and ritualistic context of the tribe.
- To highlight the artisans, weavers, and elders as custodians of intangible heritage.
- To create awareness about cultural preservation and sustainable indigenous practices

In the above-described background, the agencies are required to prepare a proposal in the given template (Appendix III) to attain the above objectives and submit it with the technical bid.

APPENDIX-I

LETTER OF PROPOSAL SUBMISSION

Location: _____ Dated: _____ To: [Name and address of Authority]

Dear Sir,

We, the undersigned, offer to provide the consulting Assignment for the Topic:.....

We are hereby submitting our Proposal in hard copy.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.

Yours sincerely,

Authorized Signature [In full and initials] _____

Name and Title of Signatory: _____

Name of Firm: _____

APPENDIX - II
DETAILS OF ORGANIZATION

Details of Organization

1. Name of Agency/Organization/University/Institution

2. Address with Telephone, Fax & E-mail etc.

3. Details of Registration (Only for societies registered under Society registration Act)

4. PAN Number (Only for societies registered under Society registration Act)

5. Year of Establishment

6. Type of Organization

8. Profile of Organization

9. Details of client in various sectors (Particularly Govt. Depts. /Ministries/PSUs)

APPENDIX - III
TEMPLATE OF PROPOSAL

The Agency will present its Proposal in the template given:

1. Objective wise detailed methodology and key approaches including the stages of the study, collection of data and report writing.
2. Tentative chapters of the report
3. Details of the team members (including PIs and Co-PIs)
 - Name
 - Area of Expertise
 - Qualification
 - Experience (similar types of studies)
4. Detailed Time line of progress reports (at least two)
5. Proposed Budget (with break-ups)