

Request for Proposal (RFP)

Documentation of SSP Project Activities: Books for friends

- ❖ Video documentation: Shoot, Edit, and Deliver Final Outputs for Shiksha Sambal Program
- ❖ Developing Coffee Table Book.

- ❖ Video documentation:

Introduction: Vidya Bhawan invites experienced agencies or individuals to produce audiovisual content for the "Book; for Friends Initiative." The project requires shooting and editing across multiple locations where Vidya Bhawan operates. The final outputs should include two short films and six to seven social media reels that effectively communicate the initiative's core idea and impact.

Project Scope:

1. Shooting Locations:

- The project involves filming at all Shiksha Sambal Project Location (7 districts of Rajasthan)

2. Deliverables:

- **One Short Films:** 2 Film should be 3-4 minutes in duration.
- **Social Media Reels:** 4 reels designed for platforms such as Instagram and Facebook.

3. Editing and Finalization:

- The editing process should involve close consultation with the person designated by Vidya Bhawan.
- All edits and revisions should reflect the inputs and approval of Vidya Bhawan's representative.

4. Timeline:

- **Start Date:** January 2025
- **Final Submission:** All deliverables must be completed and submitted by **15th March 2025.**

Eligibility Criteria:

1. Experience:

- The agency or individual must demonstrate a minimum of **8 years** of prior experience in professional film production and education sector.
- Team members involved in the project must also individually have a minimum of **8 years** of relevant experience.

- New agencies with a team collectively having a minimum of **8 years** of experience will also be considered.
- 2. **Portfolio Submission:**
 - Applicants must provide a portfolio showcasing prior work in producing films and reels, preferably in the education or social development sectors.
- 3. **Technical Proficiency:**
 - Proven expertise in shooting, editing, and post-production processes.
 - Familiarity with creating content suitable for both short films and social media formats.

Core Idea of the Initiative: The "Books for Friends Initiative" seeks to:

- Ensure every child in a group (such as a school grade or a group of friends) receives at least one children's book per cycle.
- Encourage children to exchange and read each other's books, creating an affordable and efficient method for book access.
- Foster accountability and a sense of responsibility towards books among children.
- Build a sustainable, community-driven reading culture that enhances literacy and lifelong learning.

Expected Impact: This initiative is more than a reading program; it is a movement to build an ecosystem that fosters a love for reading and education. It aims to develop a scalable model that addresses immediate literacy needs while contributing to a culturally rich, sustainable reading environment.

Proposal Submission Guidelines:

1. **Proposal Content:**
 - An overview of the agency or individual's background and experience.
 - Detailed plan for shooting, editing, and delivering the final outputs within the specified timeline.
 - Examples of previous work relevant to the project requirements.
 - Proposed budget and payment terms.
2. **Submission Deadline:**
 - All proposals must be submitted by 6 January, 2025.

Evaluation Criteria: Proposals will be evaluated based on the following:

1. Relevant experience and expertise.
2. Quality and creativity of previous work.
3. Feasibility and clarity of the proposed plan.
4. Cost-effectiveness.

❖ Developing Coffee Table Book for Books for Friends Activities

The "Books for Friends" activity is being implemented with students from classes 6 to 8 across 72 schools. We are planning to create a high-quality coffee table book, showcasing the impact of this initiative on children. This book will feature compelling photographs and insights gathered through field visits, capturing students' reflections and ideas to highlight their understanding of the program.

We invite interested individuals or agencies to submit their proposals, including a work profile and separate budgets for both aspects of the documentation, by 6 January 2025. Proposals can be sent to the email provided below.

Contact Information:

- Proposals should be sent to bhawanibhatt@vidyabhawan.in & nishant@vidyabhawan.in
- For queries or further information, contact: 09950912525, 09928656631

Vidya Bhawan looks forward to collaborating with a skilled and passionate team to bring the "Books for Friends Initiative" to life, inspiring a love for reading and lifelong learning among children.