

Tender Advertisement for Film making on Case-Study of Training being Imparted

Invitation for Proposal Submission

Qualified short video production agencies are invited to submit proposals for creating a series of four case study videos documenting the impact of the ATDC Program on apparel factory workers in Gurugram and Madurai. These videos will showcase transformative stories of empowerment, skill development, and societal impact, reflecting the program's influence on individual lives and community growth.

Project Scope:

1. Pre-Production and Storyboard Development

- Develop a comprehensive storyboard outlining each case study's unique theme, covering topics such as *"Dreams of a Different Kind," "From Cloth to Confidence,"* and *"New Conversations at Home"*.

2. On-Site Filming and Interviews

- Conduct on-site filming at program locations in Gurugram and Madurai. Capture real-life scenarios in both factory and home settings, including interviews with program participants, family members, trainers, and leadership to emphasize the program's reach and depth.

3. Editing and Post-Production

- Complete professional editing, graphics, and sound design to deliver a cohesive narrative. Include subtitled regional languages, impact-infographics, and immersive ambient sounds.

4. Final Deliverables

- Deliver four high-quality videos in multiple formats suitable for online streaming, presentations, and social media.

Financial Proposal Requirements:

Please include a detailed financial proposal covering the production of four case studies, each capturing distinct stories across Gurugram and Madurai, broken down as follows:

- **Pre-Production Costs:** Storyboarding, concept development, and planning
- **Travel and Accommodation:** Estimated costs for filming in both Gurugram and Madurai
- **Filming and Crew Costs:** Daily rates for filming and on-site crew support
- **Post-Production Costs:** Editing, graphics, audio design, and subtitling
- **Final Delivery Costs:** Format conversion and distribution-ready files for digital and social media platforms

Eligibility Requirements:

- Proven experience in documentary or social impact video production
- Access to high-quality filming and editing equipment
- Relevant portfolio that demonstrates cultural sensitivity, storytelling skill, and technical excellence

Proposal Submission Guidelines:

Interested agencies should submit:

- Approach and methodology
- Portfolio examples of relevant social impact or documentary work
- Financial proposal with budget breakdown for each of the four case studies
- Timeline for completion of all videos
- Team member qualifications

Submission Deadline: 3rd Jan-25

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*Be part of a transformative project that showcases the stories of resilience and opportunity in
India's apparel sector.*