



Terms of Reference (TOR) for Consultancy Services

Title	Engagement of Information Design & Video Production Agency / Consultant for Key Learning & Dissemination Outputs
Timeline	12 Months (1st October 2026 – 31st September 2027)
Expected area of expertise	• Proven experience in information design, data visualization, narrative structuring, and short-form video editing/production (preferably in the development/social sector). • Portfolio demonstrating translation of complex, technical, or research-heavy content into engaging visual and video formats. • Alignment with SELCO's brand ethos and open-source dissemination principles.
Apply Link	https://forms.gle/kDNRaSdQAKqbDMrM8
Last Date for Apply	28th September 2026; 5 PM

About SELCO Foundation:

SELCO Foundation's mission is to create a platform of solutions that uses sustainable energy as a catalyst to bridge environmental sustainability and poverty alleviation. With holistic development as the primary focus, the organization strives to create equitable societies, where services are accessed by all communities. The interventions of SELCO lead to a sustainable delivery model of essential services like livelihoods, education, and health till the last mile. (Read more about SELCO here: <http://www.selcofoundation.org/>)

1. About the Programmes:

SELCO Foundation continuously generates field insights, technical frameworks, program impacts, and sectoral learnings across its core operational verticals (rural healthcare, urban livelihoods, climate adaptation, and regenerative agriculture). Effectively capturing and translating these raw research assets into accessible, high-quality public visual narratives is essential for driving ecosystem alignment and sector-wide knowledge exchange

2. Objective:

The primary objective of this engagement is to enable SELCO Foundation to effectively capture, structure, and communicate its field insights, sectoral learnings, and program impacts. The selected Agency/Consultant (or Agencies/Consultants) will work on a monthly retainer basis to translate raw content, data, field footage, and reports provided by SELCO into high-quality, visually compelling, reader-friendly visual outputs and video assets.

3. Scope of Work:

Multi-Vendor / Non-Exclusive Provision:

SELCO Foundation reserves the right to select, onboard, and contract **more than one (1) Agency / Consultant** under this Terms of Reference (ToR) based on institutional requirements, specialization (e.g., separating information design and motion video scope), or workload distribution. Each onboarded agency/consultant will enter into an independent Monthly Retainer Agreement subject to the scope and deliverables assigned to them.

Applicant Expertise & Component-Based Submissions:

Applicants may submit proposals tailored specifically to their core domain expertise (e.g., exclusively for Information Design or Video Editing/Production) for the per-month deliverables. SELCO Foundation recognizes that specialized technical skills directly drive high-quality outputs. Accordingly, applicants are encouraged to apply for the specific deliverable components where they demonstrate strong expertise, rather than the full scope, if preferred. SELCO Foundation reserves the right to onboard multiple specialized experts to fulfill distinct components of the monthly scope.

The consultant/agency will operate on a monthly retainer workflow.

Deliverable Boundaries & Volume:

- Quantity: Exactly two (2) finalized design or video outputs per month per contracted vendor.
- Deliverable Formats & Flexibility: Outputs can vary each month based on SELCO's strategic communication needs. Formats include:
 - Video Outputs: Short-form explainer videos, case story edits, animation/motion graphics reels, or field interview summaries (approx. 1–3 minutes per output, including script alignment, editing, lower thirds, subtitles, and motion design).
 - Reports / Case Studies / Case Briefs: Multi-page PDF layouts.
 - Presentations / Decks: Pitch decks, synthesis decks, or learning decks.
 - Webpage Layouts / Digital Assets: UI/UX wireframes, visual assets for website integration.
 - Social Media Campaigns / Scroll Posts: Carousel posts, long-form infographic scrolls, or digital card series.

- Effort Justification & Volume Benchmarks:
 - *Design/Document Deliverables:* Combined volume benchmarked to an effort equivalent of 50–70 total standard pages/slides per month.
 - *Video Deliverables:* One video output (1–3 minutes finished edit/motion graphics) is benchmarked as equivalent in effort to one standard 25–35 page design deliverable.
 - Specific volume and media expectations will be aligned mutually at the start of each month.

4. Roles and Responsibilities

SELCO Foundation (Role of SF)

- Provide core content, text briefs, raw data, and raw video footage/audio assets at the beginning of each monthly cycle.
- Share brand guidelines, font packages, video style guides, and past reference materials.
- Provide timely, consolidated feedback and design clarifications (within agreed review windows).
- Process monthly retainer payments upon successful sign-off of the month's deliverables.

Information Design & Video Consultant / Agency (Expectation from Vendor)

- Review, refine, design, edit, and export the allocated monthly deliverables within agreed turnaround times.
- Maintain consistent quality, visual and editorial rigor, and brand fidelity across diverse media formats.
- Proactively flag design/editing bottlenecks or content clarifications.
- Deliver final open source files (e.g., Adobe Illustrator/InDesign, Premiere Pro, After Effects, Figma, Canva, Editable PPT) along with print-ready PDFs, high-res web exports, and final MP4 video renders.
- Include up to two (2) rounds of revisions per deliverable based on SELCO's consolidated feedback.

5. Deliverables to be provided

Deliverable Output	Details & Scope	Timeline / Frequency
Monthly Deliverable 1	1 Finalized Design Document OR 1 Short Video Output (Explainer / Case Story / Motion Graphics Reel)	Monthly (By end of each month)
Monthly Deliverable 2	1 Finalized Design Document OR 1 Short Video Output (Explainer / Case Story / Motion Graphics Reel)	Monthly (By end of each month)
Source Files & Renders	Final editable source files (AI, INDD, PRPROJ, AEP, Figma, PPT) + Web/Print Renders & MP4s	Submitted alongside each deliverable

6. Selection Criteria:

The agency will be selected based on: (Below Table is only for E.g. You can create based on your project)

Evaluation Component	Criteria Focus	Weighting (%)	Required Evidence in Proposal
1. Information Design & Visual Hierarchy	Ability to translate complex social/technical research and raw data into clear, structured, visual layouts	25%	Sample portfolios of multi-page reports, synthesis decks, and infographics
2. Video Editing & Motion Graphics Execution	Capability in short-form narrative editing, lower thirds, motion graphics, and video pacing	25%	Showreel or video portfolio links (explainers, field case stories, social reels)

3. Sector Experience & Brand Alignment	Demonstrated experience in development/social sector content and alignment with open-source dissemination ethos	20%	Case studies of past work with social sector entities and client references
4. HR Allocation	Balanced team structure (Designers, Editors, Account Lead) and competitive retainer costing	10%	
5. Commercial Proposal	<i>Detailed Budgeted Quote with bifurcation of Costing giving input on cost proposed.</i>	20%	Financial proposal breakdown, team profiles, and HR allocation table
TOTAL			100%

7. Submission Requirements:

Interested collaborators (individuals, teams, or agencies) are requested to submit the following by before deadline

- 1. Organizational/Individual Profile:** Overview of your team/experience.
- 2. Proposed Approach:** A brief document outlining your understanding of the CSP Fellowship and your proposed strategy to execute the SOW, focusing on narrative-led communication.
- 3. Relevant Portfolio:** Examples of previous work in the development sector, complex issue advocacy, or narrative design (especially for fellowships or systemic change initiatives).
- 4. Financial Proposal:** Detailed quotation for the execution of the entire scope of work.

Please ensure your application directly addresses your capability to own the end-to-end execution of communication design across strategy, production, and dissemination. Agencies are asked to account for flexibility in terms of time allocation or the number of deliverables for the required scope of work which is possible in the given duration of the campaign.

Note: Applicants are required to submit **applications to apply in the link**. Each application should detail the plan, methodology, and deliverables specific as per the requirement mentioned in the scope of work.

8. Intellectual Property

All final outputs, templates, and visual assets created under this engagement will be the intellectual property of SELCO Foundation and will be freely available for public sharing under an open-source license.

9. Payment Terms:

It will be deliverable-based, with quarterly payments made in accordance with the terms agreed upon between the consultant and SELCO Foundation. Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

10. Application Process

If your enterprise meets the eligibility criteria and is interested in collaborating with the SELCO Foundation, please complete the application form linked below with the required information. Agency / Consultant are requested to upload their technical proposals and financial quotations directly into the application form.

Provide split costs as per deliverables based:

Please provide your proposal and quotation as per deliverables based and mentioned program requirements. Capture Timelines and Split cost wherever possible.

11. To apply

Interested consultants / organisations, with relevant experience (please include samples and/or references of the previous similar work as proof of experience) and based out of India are requested to reach out with a detailed proposal giving a brief on the methodology and the process they will uptake for this project, including budgets (with break-ups and explanation), timelines and milestones and submit the same to google form <https://forms.gle/kDNRaSdQAkqbDmrM8> on before **28th September 5 pm**.

Any further queries please write to procurement@selcofoundation.org with a subject line: **“TOR for Engagement of Information Design & Video Production Agency / Consultant for Key Learning & Dissemination Outputs”**.

Financial Proposal Template: Budget Breakdown & HR Allocation

Collaborators are requested to use this template to provide a transparent breakdown of the costs associated with the annual contract.

Section A: Strategic & Foundational Work (Lump Sum)

This section covers the initial, high-value strategic work, which is typically billed as a one-time setup fee or included in the first-month retainer.

<i>Deliverable (Part 1 & 4)</i>	<i>Estimated HR Days Required</i>	<i>Key Personnel (e.g., Narrative Lead, Strategy Director)</i>	<i>Proposed Cost (Lump Sum/Setup Fee)</i>
1.1 Design Template System Development (Report/Deck Layout Templates)	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
1.2 Video Assets & Motion Style-Guide (Lower Thirds, Intro/Outro Bumper Assets)	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
1.3 Asset Management Setup (Brand Guidelines & Font Setup)	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
TOTAL STRATEGIC SETUP COST			<i>[Collaborator Input]</i>

Section B: Recurring Deliverables (Monthly/Quarterly Unit Cost)

This section breaks down the monthly recurring costs based on the quantifiable deliverables defined in Parts 2 and 3. The final annual cost will be the **Monthly Cost x 12 months**.

Deliverable / Unit of Output	Frequenc y (Monthly Qty)	Estimated HR Hours/Unit	Key Personnel (e.g., Designer, Video Editor)	Cost Per Unit (INR)	Total Monthly Cost
Design Deliverable (Multi-page PDF Report / Deck / Digital Assets)	Variable (1 or 2)	[Collaborator Input]	[Collaborator Input]	[Collaborator Input]	[Collaborator Input]
Video Deliverable (1–3 Min Edited Video / Motion Reel)	Variable (1 or 2)	[Collaborator Input]	[Collaborator Input]	[Collaborator Input]	[Collaborator Input]
SUB-TOTAL MONTHLY RETAINER COST (2 Deliverables)	2				[Collaborator Input]

Section C: HR Allocation & Management

This section summarizes the key personnel and their monthly time dedication to the CSP account.

Role/Personnel Title	Description of Responsibility	Monthly Time Allocation (e.g., 20 days/month, 80 hours/month)	Monthly Retainer/Salary
Account Lead / Art Director	Overall design quality, client communication, brand fidelity.	[Collaborator Input]	[Collaborator Input]

Senior Information Designer	Layouts, report structuring, infographics, data visuals.	[Collaborator Input]	[Collaborator Input]
Video Editor / Motion Animator	Editing raw footage, motion graphics, audio sync, subtitles.	[Collaborator Input]	[Collaborator Input]
TOTAL MONTHLY HR ALLOCATION			[Collaborator Input]

Section D: Total Contract Value Summary (Annual)

Description	Amount (INR)
A. Total Strategic Setup Cost (Lump Sum)	[Collaborator Input]
B. Total Annual Delivery Cost (Section B Monthly Cost x 12 months)	[Collaborator Input]
C. Total Annual HR/Management Cost (Section C Monthly Cost x 12 months)	[Collaborator Input]
D. Contingency (e.g., 5% of B+C)	[Collaborator Input]
E. TOTAL PROPOSED CONTRACT VALUE (A + B + C + D)	[Collaborator Input]

Note: If there is travel required, kindly mentioned tentative budget along with number of days of travel.

Refer Terms and Condition:

1. Sub-contracting:

In the event that the Consultant requires the services of subcontractors to perform any obligations under the Contract, the Consultant shall obtain the prior written approval of the Foundation. Any rejection or non-performance of the subcontractor shall not, in and of itself, entitle the Consultant to claim any delays in the performance, or to assert any excuses for the non-performance, of any of its obligations under the Contract, and the Consultant shall be solely responsible for all services, obligations and deliverables performed by its subcontractors

2. Quality Assurance

The data submitted to Selco Foundation should be accurate, complete, reliable and relevant. Consulting agency shall establish additional layers for data cleaning and submission.

3. Financials & Reporting

TDS will be deducted on the fixed amount as per Income Tax Act and Rate of Percentage. In accordance with the Central Board of Direct Taxes circular No. 7 of 2022 dated 30th March, 2022 in relation to the clarifications with respect to Section 114AAA of the Income-tax Rules, 1962, failure to link Aadhar number to the PAN card and/or failure by any person, who falls within the income tax bracket or otherwise, to file tax returns in relation to payment of TDS for any service (in accordance with Section 206AB and 206AA) and/or an inoperative PAN card will result in a 20% tax deduction.

4. Indemnification

Both parties shall indemnify and hold its Trustees, Directors and representative officers, employees, agents harmless from and against any and all claims, demands, actions, losses, liabilities, charges, damages, costs and expenses (including but not limited to reasonable attorney's fees) arising out of or resulting from (1) any claims arising in connection with activities undertaken by both parties in connection with the project or (2) Consultant's gross negligence or willful misconduct or breach of any undertaking, covenant, representation or warranty contained in this agreement and/ or the actual infringement of any patent, trademark, copyrights, trade secret or any other intellectual property right of the third party.

5. Patent, Copyright and other Proprietary Rights

i. Except as is otherwise expressly provided in writing in the Contract, the Foundation shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Consultant has developed for the

Foundation under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract. The Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the Foundation.

- ii. Subject to the foregoing provisions, all documents, reports, recommendations, documents, and all other data compiled by or received by the Consultant under the Contract shall be the property of the Foundation, shall be made available for use or inspection by the Foundation at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to the Foundation's authorized officials on completion of work under the Contract
- iii. The Consultant will treat all information given to him/her as information with proprietary value and will not disclose the same to competitors or any outsiders. The Consultant will not at any time, except under legal process, divulge any trade or business secret relating to the Foundation or any customer or agent of the Foundation, which may become known to him by virtue of his position as consultant, save in so far as such disclosure shall be necessary in the interest and for the benefit of the said Foundation and will be true and faithful to the Foundation in all dealings and transactions whatsoever relating to the said Foundation.
- iv. Reports or other data that are developed specifically for the performance of this Contract shall be the property of the Foundation and the Consultant shall deliver reports and data to the Foundation as per the milestones. Dissemination of the reports and any information from the said contracts shall be done with written approval from the Foundation.

6. Publicity, use of name & Logo of the Foundation:

The Consultant shall not advertise or otherwise make public for purposes of commercial advantage or goodwill that it has a contractual relationship with the Foundation, nor shall the Consultant, in any manner whatsoever use the name, emblem, logo or official seal of the Foundation or that of SELCO in connection with its business or otherwise without the written permission of the Foundation.

7. Observance of Law: Compliance with Laws and Regulations: The Consultant will comply with all applicable laws, rules, regulations and statutory requirements and amendments thereof, in the manufacture and distribution of products and supplies and in providing services to the SELCO and during the term of this Agreement.

Child Labor: The Consultant will, its parent entities, partners or subcontractors nor any of its subsidiary or affiliated entities (if any) is engaged in any practice inconsistent with the rights set forth in the Child Labour (Prohibition and Regulation) Act of 1986, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral, or social development.

Forced Labor: The Consultant will not engage in any activity that will result in forced or compulsory labor under applicable laws including the Bonded Labour System (Abolition) Act, 1976,

Abuse of Labor: Consultant will act in accordance with applicable laws and regulations and will not violate the rights of labourers as stated in The Factories Act, 1948 and similar legislations.

Working Hours, Overtime, Wages and Other Benefits-Working hours, wages and benefits shall be provided by the Consultant to its staff and employees in accordance with applicable laws including the Minimum Wages Act, 1948.

Declaration of blacklisting: Consultant represents and warrants to SELCO that, as on the date of signing of this Purchase Order, it is neither blacklisted/ debarred nor it is under a declaration of ineligibility by Central / State or Semi-Government Organization/Department or Institutions and Public Sector Undertakings in India and abroad. The Consultant further undertakes to duly inform SELCO in the event it is blacklisted subsequent to execution of this Purchase Order.

Compliance with Anti-bribery Laws: Consultant and each of its directors, officers, employees, agents or other (collectively referred to as "Consultant") represent and warrant that it shall not either directly or on behalf of SELCO Foundation give, offer, promise to offer, or authorize the offer, directly or indirectly (proxy bribing), anything of value (such as money, shares, goods or service, gifts or entertainment) to government officials, government customers, potential government customers or foreign government officials including officials of any public international organizations or officials of any political party either in India or abroad ("Officials") with an Intent to influence any act or decision in his or her official capacity Induce the Official to do or omit to do any act in violation of his or her lawful duty to obtain any improper advantage, or Induce to use such Official 's influence improperly to affect or influence an act or decision.

The Consultant shall not provide any offering, promising, giving or receive, solicit or accept a financial or other advantage, or any other thing of value, with the intention of influencing or rewarding the behaviour of a person in a position of trust to perform a public, commercial or legal function to obtain or retain a commercial advantage.

The Consultant understands and acknowledges that any non-adherence to the warranty as stated herein above will be violation of the provisions of the Indian Prevention of Corruption Act, 1988 and other applicable laws and legislations ("Anti-bribery Laws").

In addition, Consultant agrees to promptly report to SELCO Foundation of any incident of breach or potential breach of this section.

Compliance with Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013 (PoSH): The Consultant shall agree to adhere to the mandates prescribed under the Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013, which requires all workplaces to have a Policy and Internal Committee to address complaints of sexual harassment that women may face at the workplace.

8. Termination:

Either party may terminate this contract by giving a notice in writing to the other party stating their intention to terminate the same on the expiration of Seven (7) days from the date of such notice. In addition, the Foundation may also terminate this contract forthwith in the event of any fraud, misconduct or neglect of duties on the part of the Consultant. Any notice to be given hereunder shall be sufficiently given to the Consultant if forwarded by registered post or by Courier Service to the last known postal address of the Consultant and shall be sufficiently given to the Foundation if similarly forwarded to the registered office. Upon the termination of this contract and payment of the said fees due up to such termination, and payment of all disbursements and out-of-pocket expenses incurred up to the date thereof (provided the same have been incurred after obtaining prior approval), the Consultant shall deliver all deeds, documents and paper in his possession relating to the business of the Foundation or as the Foundation shall direct, and shall continue to afford him all reasonable assistance for concluding pending matters at the date of such termination without making any charge thereof.

9. Force Majeure:

- i. *Force majeure* as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, terrorism, or any other acts of a similar nature or force, *provided that* such acts arise from causes beyond the control and without the fault or negligence of the Consultant
- ii. In the event of and as soon as possible after the occurrence of any cause constituting *force majeure*, the affected Party shall give notice and full particulars in writing to the other Party, of such occurrence or cause if the affected Party is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under the Contract. The affected Party shall also notify the other Party of any other changes in condition or the occurrence of any event which interferes or threatens to interfere with its performance of the Contract. Not more than fifteen (15) days following the provision of such notice of *force majeure* or other changes in condition or occurrence, the affected Party shall also submit a statement to the other Party of

estimated expenditures that will likely be incurred for the duration of the change in condition or the event of *force majeure*.

- iii. On receipt of the notice or notices required hereunder, the Party not affected by the occurrence of a cause constituting *force majeure* shall take such action as it reasonably considers to be appropriate or necessary in the circumstances, including the granting to the affected Party of a reasonable extension of time in which to perform any obligations under the Contract.
- iv. If the Consultant is rendered unable, wholly or in part, by reason of *force majeure* to perform its obligations and meet its responsibilities under the Contract, the Foundation shall have the right to suspend or terminate the Contract on the same terms and conditions as are provided for in this Contract.
- v. Both the Foundation and the Consultant fully and freely intend to create an independent Contractor relationship under this Contract. Nothing herein shall be deemed to establish a partnership, joint venture, association or employment relationship between the parties. Both parties agree that the consultant has the right to sole and exclusive control over the manner and means employed in performing their activities under this Contract.

10. Settlement of disputes:

- i. The Parties shall use their best efforts to amicably settle any dispute, controversy, or claim arising out of the Contract or the breach, termination, or invalidity thereof.

Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, the matter shall be referred by either Party to arbitration in accordance with the Arbitration and Conciliation Act, 1996. The venue of the arbitration shall be at Bangalore. Likewise, the jurisdiction will vest with courts in Bangalore.