

TERMS OF REFERENCE:



SHORT TERM CONTRACT FOR ENGAGING VIDEOGRAPHERS OR A MEDIA PRODUCTION AGENCY TO DO A SERIES OF INTERVIEWS ON BUSINESS RESPONSIBILITY

Context: Since the 1990s liberalization and deregulation have boosted the development of the private sector in India making it the forerunner of economic growth. Frenetic expansion and growth of the private sector has also therefore thrown up challenges necessitating proactive action towards making it sustainable and equitable. It is against this backdrop that the bilateral cooperation project between GIZ and the Indian Institute of Corporate Affairs known as IICA GIZ Business Responsibility Initiative began in 2008, aiming to provide a comprehensive Indian perspective on business responsibility that is on three levels - social, economic and environmental (ESG). One of the main achievements of this initiative has been the development of the National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs), consisting of 9 core principles, enabling businesses to commit towards inclusive and sustainable development while also enhancing their competitiveness.



[NATIONAL VOLUNTARY GUIDELINES IN PDF](#)

IMPACT OF THE PROJECT

Business Responsibility Reporting mandatory: The annual business responsibility reporting framework (ABRR) has been adopted and mandated by the Securities and Exchange Board of India (SEBI) for the top 100 listed companies in India, which are now required to file BR reports along with the Annual Reports starting financial year 2013. **Ministry of Environment and Forests** takes up business environmental responsibility agenda inspired by the NVGs. **Inclusion in Plan Document 2012-2017:** The Planning Commission has included a section on Business Responsibility (BR) and the role of government in promoting it.

NVGs AND THEIR RELEVANCE TO INDIAN BUSINESS TODAY

NVGs fosters a long term agenda of businesses being triple bottom compliant that is integrating responsibility in core business practices on three levels- social, economic and environmental. It is only through this prism of overall responsible business can the Indian private sector attain sustainability and also enhance their competitiveness in a thriving global market.

Deliverable: The project is interested in hiring the services of a videographer who will be entrusted with the following tasks/deliverables:

- **Film** 10 interviews -- as part of '**Business Responsibility India Series**' -- with identified experts and do walk-through/s and stylized interviews on various aspects of Business Responsibility
- **Edit** the interviews

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- The videographer will also be entrusted with the task of field shoots along with the interviews that will/may need to be mixed with the interviews to establish linkages with the topic. The shoots will be Delhi/NCR based.
- Provide the uncompressed and compressed edited files as well as the raw footage to the project on a hard-drive

OUTREACH

- The interviews will be used on all our dissemination platforms such as: events, websites, social networking sites et cetera.
- The films will form a crucial advocacy material on Business responsibility (BR) and may be showcased on future events and themes relating to BR.

Required qualifications of Videographer:

1. Minimum Qualification and Competency of Required Consultant:

- Demonstrable videography experience for 3 or more years.
- Proficient in all formats of video filmmaking.
- Ability to independently form content around the interviews.
- Work samples.
- Proficient in Editing on Final Cut Pro.

PAYMENT MODE

Advance	30% upon signing the agreement
Full & Final	20% upon delivering the footage and edited material in the desired format to the project

The project will pay to the hired videographer as against invoices raised. Amount will be subject to tax liabilities.

PROJECT TIMELINE

Last Date of Submission of Application	19th Nov 2013 (TUESDAY)
Contract Awarding	25 th Nov 2013
Deliverables	Dec 15 th 2013

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SUBMISSION

Please send the following by Nov 19th 2013 i.e. Tuesday

SOFT COPY:

- a) Resume to diyab.iica@gmail.com along with work samples.
- b) Financial to diyab.iica@gmail.com
- c) Please send in two separate emails marked : Email 1:
VIDEOGRAPHER RESUME 'YOUR NAME' FOR BR INTERVIEWS &
Email 2: FINANCIAL 'YOUR NAME' BR INTERVIEWS

HARD COPY:

Kindly enclose the following in one large envelope with 2 envelopes containing:

Envelope 1: Resume + Work Samples

Envelope 2: Financial Bid

Address:

Diya Banerjee
Indian Institute of Corporate Affairs
Department: IP & CC, IInd Floor
Ministry of Corporate Affairs
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