

**FOUNDATION FOR INNOVATION AND TECHNOLOGY TRANSFER
(FITT)**

Ref: FT/11/93/2019
Date: 28th March, 2024

Subject: Call for quotes from Multimedia/Animation companies for making a short movie on the research outcomes of the project- “GCRF Water Security and Sustainable Development Hub” currently ongoing in the Department of Civil Engineering at IIT Delhi.

We are pleased to invite multimedia companies to submit their quotes for the production of a short movie on the topic of Water Security and Sustainable Development in the NCT of Delhi. The purpose of this movie is to create awareness among the individuals, communities, organizations and government through the dissemination of our research outputs about the importance of water, the water security challenges, and the need for sustainable water management practices.

Work Details:

Objective: The objective of the short movie is to educate and engage the audience in understanding the current status of water security in the city of Delhi, reflect on the challenges to make Delhi a water secured city and the probable solutions for the addressing the issues.

Content: The movie should cover the following aspects:

- a) Current status of water security in the city of Delhi
- b) Past, present and future outlook of water situation
- c) Innovative solutions and best practices for water management
- d) Role of individuals, communities, organizations and government in ensuring water security
- e) Call to action and key messages to promote water conservation and sustainable practices

Duration: The short movie should not exceed 10 minutes in length, including credits.

Target Audience: The movie should cater to a broad audience, including policymakers, educational institutions, non-governmental organizations working in the area of water, and the general public.

Language: The movie should be produced in mixed language using English and Hindi as appropriate for the target audience, with accurate and appropriate subtitles in English.

Delivery Format: The final movie should be delivered in high-definition (HD) 4K format, suitable for digital platforms, public screenings, and potential broadcast.

Key Deliverables:

- f) Scriptwriting, and storyboarding with the help of the project team
- g) Production planning and coordination, including location scouting
- h) Outdoor professional filming with camera, drone and audio equipment setup
- i) Post-production editing, including motion graphics and visual editing
- j) Professional voiceover/narration services, if required

- k) Royalty-free music selection and licensing
- l) Subtitling services, as specified
- m) Final movie in the requested format (High end 4K)
- n) All raw footage and project files, if applicable

Tentative Timeline:

- a) Proposal Submission Deadline: **10 April 2024**
- b) Evaluation and Selection: **13 April 2024**
- c) Work Start Date: **18 April 2024**
- d) Final submission: **31 May 2024**

Evaluation Criteria:

- e) Experience and expertise in producing educational multimedia content
- f) Creativity, storytelling, and technical skills in video production
- g) Demonstrated understanding of water security and related challenges
- h) Budget and cost-effectiveness
- i) Timeliness and ability to meet project deadlines

Budget: Companies are requested to provide an itemized quotation, inclusive of all costs related to pre-production, production, post-production, and delivery of the final movie.

Submission Guidelines:

Interested companies should submit their proposals via email to prabhakar.gcrf@gmail.com before the submission date.

The subject line of the email should read: "**Tender Proposal: Short Movie on Water Security - [Your Company's Name].**"

The proposal should include the following:

- a) Company profile, including relevant experience and portfolio
- b) Proposed concept and approach for the short movie
- c) Detailed budget breakdown, including any potential additional costs
- d) Proposed timeline and production schedule
- e) Team composition and key personnel involved
- f) Any additional information deemed relevant

Please note that only selected companies will be contacted for further discussions or negotiations.

Should you have any questions or require additional information, please contact **Dr. Prabhakar Shukla (Hub Researcher, UKRI GCRF Water Security Project)** at the above email ID or Mob. 7379400080.