

# Seven Sisters Development Assistance known as SeSTA invites quotation from short film/documentary making Media Houses for

## Six audio-video to be used as training materials

### Terms of Reference (ToR)

#### 1.1 About SeSTA

Seven Sisters Development Assistance known as SeSTA ([www.sesta.org](http://www.sesta.org)) is an NGO that works directly with poor and marginalized communities in 9 districts of Assam and Tripura. We are presently working with over 12000 families directly to reduce poverty through enhancing assets / capabilities and facilitating access to sustainable income earning opportunities. To achieve this vision, we have placed 45 highly motivated and skilled professionals in villages who work directly with communities to:

- Promote / nurture women's groups to build capabilities and leverage institutional finances for members' livelihoods
- Develop and introduce locally suitable Livelihood activities to increase incomes
- Mobilise finances for livelihood assets and infrastructure
- Set up mechanisms to sustain the livelihood gains made by the communities

#### 1.2 What is the opportunity?

SeSTA is planning to develop six audio video training aid on different on farm and off farm activities to be used in different trainings under Mahila Kishan Shashaktikaran Pariyojana (MKSP).

The perceived audio video tools will have the following components:

1. AV Training Kit for Fishery
2. AV Training Kit for System of Rice Production (SRI)

3. AV Training Kit on Organic Pesticides
4. AV Training Kit on Organic Manure
5. AV Training Kit on SCI (System of Crop Intensification) method in Vegetables.
6. AV Training Kit on Scientific Method of Horticulture.

The services should include

- Preparation of story line/script.
- Shooting in relevant field locations along with interview of relevant stakeholders.
- Voice over in regional language.

In addition to leading a critical initiative for the organization and setting the stage for our future impact, the Organisation/Firm will have an opportunity to learn about SeSTA's development approach and also about the political, social and economic context of some of the poorest regions of Assam.

### **1.3 Who are we looking for?**

The Organisation/Firm would be expected to develop the all the videos and will work closely with the Programme Anchor of SeSTA based in Assam. Travel to SeSTA's field locations might also be required. We expect it would take 6-8 weeks to complete the project from date of commencement and are looking for Organisation/Firms who:

- Have a demonstrated interest & knowledge of rural development
- Have some previous experience or knowledge of making audio video tools for development sector.
- Are able to work independently to structure the storyboard and design phase, identify the resources required and engage people across the organization and externally to come up with a robust solution
- Are comfortable working and travelling in rural / remote locations
- Previous experience in Assam and NE and local language skills is preferred but not required

The remuneration/Consultancy charge is negotiable.

### **1.4 How can you get involved?**

**Interested Organisations/Firms with the relevant background should submit their CV with 2 References and at least 2 descriptions of relevant audio video developed along with an Expression of Interest (EoI) mentioning Detailed Costs Breakup via mail PDF copy to [sestaho@sesta.org](mailto:sestaho@sesta.org) before 30<sup>th</sup> November 2018.**