



Industree Foundation

REQUEST FOR QUOTATION (RFQ): 10-02-2025

Contract for Year- end filmmaking for donor (SAP- REAL Projects)

DATE: 11-02-2025

TENURE DURATION: February 11 to February 28 2025

Dear Sir / Madam: We kindly request you to submit your quotation for the services as detailed in Annex 1 of this RFQ.

When preparing your quotation, please be guided by the form attached hereto as Annex 2. Quotations may be submitted on or before 21/02/2025 (21st of February 2025), 18:00hrs (Indian Standard Time) through online submission to the following email id vinod@industree.org.in by following the instructions below.

1. The time zone indicated in the system is Indian Standard Time (GMT+5:30 hrs.) The date and time will be final and prevail over any other closing time indicated elsewhere, in case they are different. The system will not accept any proposal after that time. It is the responsibility of the proposers to make sure proposals are submitted within this deadline.
2. Try to submit your quotations a day prior or well before the closing time. Do not wait until the last minute. If you face a technical issue(s) when submitting your proposal, please contact vinod@industree.org.in
3. Quotations shall be submitted in English only, duly signed and stamped, and shall be marked with the note "RFQ–ICF/Comms/04/2025/Project-end film making" Contract for Public Relation Agency Services – Industree Foundation".
4. The quotation price quoted needs to be valid for 90 days.
5. The currency of quotation needs to be in Indian Rupees and the quotation must be exclusive of applicable taxes. The quotation should separately refer to the taxes applicable.
6. In case of capital purchases after-sales services required are a) warranty on Parts and

Labor for a minimum period of 1-year b) Provision of after-sales Service for 2 years c) Installation and adjustment of the goods d) Instruction on Operation and Maintenance for beneficiaries e) Technical Support Maximum of 24 hours for urgent repair actions.

7. All documentation, including catalogs, instructions, and operating manuals, shall be in English. Any documents in regional languages need to be accompanied by a true copy translation to English.

- a. Company profile (short info up to 1 page).
- b. Copy of the Company's Registration Certificate.
- c. Quality document for the offered equipment (quality certificate/conformity certificate/mark CE/ other credential).
- d. Full reference list demonstrating previous experience in delivering similar goods (List of similar projects in the last 2 years and a list of clients for reference check (contact details and email addresses to be provided for reference check))
- e. Contact Person for Inquiries (Written inquiries only) to Communications Manager, Vinod Valsalan: vinod@industree.org.in
- f. 8. This RFQ is posted on <https://industree.org.in/> and may be amended. It is the responsibility of the applicant to regularly check the website to ensure they have the latest information about this notice of RFQ. INDUSTREE bears no responsibility for data errors resulting from the transmission or conversion process.

SECTION 1	DETAILS OF PROCUREMENT AGENCY
Name	Industree Foundation
Request for Quotations Title	Video Production company
Overall Project Summary	Industree Foundation is seeking a video production company to create a year-end film for our donors, supporting the Communications team in fulfilling their film-making requirements. This contract aims to deliver a high-quality, impactful video that effectively captures and showcases the significant outcomes of our projects. The final output should be attention-grabbing and convey a powerful narrative.

Company Description	For the past two decades, Industree has been working on the regenerative economic transformation of India's most vulnerable women by unleashing their abilities to build and scale self-owned collective enterprises, able to leverage economies of scale. A holistic ecosystem built on digital and financial services enables them to use design, technical, marketing, and management solutions to bridge the urban-rural divide. Industree has already impacted 500,000 lives and ensured cumulative market access of over 58 M USD, with a clear focus on Equity, Gender, and Climate. Its work ensures that women in communities have access to work close to their homes, becoming part of mainstream value chains with customers such as IKEA, H&M Home, Fabindia, and the Future Group, in climate-positive value chains. This gives them greater control over their economic security and also significantly improves social gains such as a stronger voice in their families and communities, access to social security, better health care, improved nutritional and educational outcomes for their children, and resilience to crises. Their ownership of net positive creative production value chains gives them added confidence as societal agents of change. Most recently Flourish, a global e-commerce platform, owned by producers, a critical tool in wealth creation for the most vulnerable, has been launched. Industree's work is transforming into co-creating a Platform for Inclusive Entrepreneurship built on societal platform principles, with very strong technology enablers allowing for solutions being built, to achieve exponential scale, using the power of networks. (PIE Foundation). Neelam is one of the founding members of the Collaborative Initiative, Catalyst 2030, which is a movement of NGOs, enterprises, intermediaries, and funders to achieve the Sustainable Development Goals by 2030. Industree is also a founding member and architect of Creative Dignity and community livelihoods movements initiated during subsequent Covid waves in India, by India's leading NGOs with access to 20 million households.
Project Lead & Title	Vinod Valsalan, Manager, Communications
Phone & Email Id	+9164500309 vinod@industree.org.in
Date of RFQ Issue	February 11, 2025
Submission Deadline	February 21, 2025
Tenure Duration	February 21 to March 31, 2025
Annexure 1 - RFQ DOCUMENTS	

Project Description	Industree Foundation is seeking a video production company to create a year-end film for our donors, supporting the Communications team in fulfilling their film-making requirements. The project empowers 500 small and marginal farmers (female and male) from over 200 households collectivized, trained, and supported in sustainable agricultural and field practices on bamboo plantations. Income enhancement of 500 small and marginal farmers through intercropping. 20% income increase from medicinal plant cultivation and sales (in the first three years of the project), establishing a Women-Led Farmer Mutual Beneficiary Trust (MBT), and bamboo plantations done on 167 acres of privately owned land become part of an ethical and transparent bamboo supply chain. The Film will be based on 1. How Industree is Creating Rural Enterprises Producing Bamboo for Various Industries 2. Ethical & Sustainable Sourcing of Bamboo 3. Alignment with Sustainable Development Goals (SDGs)
Targets	• Capture measurable outcomes and significant milestones of the projects. • Showcase real-life stories of beneficiaries and their transformation. • Include a message of gratitude for donor contributions, highlighting their role in achieving success. • Personalize the content to resonate with donor audiences. • Demonstrate how the projects align with Industree Foundation's core goals of equity, climate, and gender. • Showcase progress or impact of the project over the years • Ensure high-quality visuals, sound, and editing for a professional look. • Include features like subtitles and voiceovers for accessibility and engagement. • Highlight contributions from partners, collaborators, and on-ground teams. • Showcase the collaborative efforts that made the projects successful. • Translate local, regional languages to English for subtitles

Delivery Requirements	• Mention deliverables under 'Targets' are mandatory for payment.
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Quality Assurance Requirement	
Prior Experience Requirement	• At least 5 years of working for a social sector organization.

Selection Criteria	
Technical Weightage	70%
Financial Weightage	30%
Other Criteria	
Terms and Conditions	The internal selection process is final

Vendor Response	
Company Name and Credentials	
RFQ Title	
Project Lead & Title	
Phone & Email	
Date Submitted	
Proposed Start Date	
Proposed Completion Date	
Project Management	
Quality Assurance Process If any	
Prior Experience in Completion of Similar Projects	
Certifications/ Affiliations If any	
Profile of Key People Undertaking the Project	
Summary of your Approach and Deliverables Plan	
Pricing Template	
Total Cost of Project (Incl. Taxes)	