



Industree Foundation

REQUEST FOR QUOTATION (RFQ): 13-01-2026

Contract for Video making for bamboo sub-sector

DATE: 13-01-2026

TENURE DURATION: January 15 to March 15 2026

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 25/01/2026, through online submission to the following email id mamatha@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 mamatha@industree.org.in
3. Quotations shall be submitted in English only, duly signed and stamped, and shall be marked with the note "RFQ-ICF/Capacity/25/2026/Animated video 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, Mamatha KT: mamatha@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	<ul style="list-style-type: none"> ● Industree Foundation is seeking a video production company to develop a high-quality, text-based animated video of 3–5 minutes duration. ● The video should be suitable for social media platforms, WhatsApp sharing, YouTube, and project presentations, with professional visual quality and smooth animation. ● Industree Foundation will provide the content in PowerPoint format, which needs to be creatively formatted and converted into an engaging animated video. ● The engagement will begin with a pilot video. Based on the quality and satisfaction with the pilot, the project may be scaled up for further 18 videos in 6 different languages. ● One existing video to be translated in 4 different languages.

<p>Company Description</p>	<p>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.</p> <p>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.</p> <p>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.</p>
<p>Project Lead & Title</p>	<p>Mamatha KT, Senior Executive - Capacity</p>
<p>Phone & Email Id</p>	<p>+919108407182 mamatha@industree.org.in</p>
<p>Date of RFQ Issue</p>	<p>January 13, 2026</p>
<p>Submission Deadline</p>	<p>January 25, 2026</p>
<p>Tenure Duration</p>	<p>January 15 to Mar 15, 2026</p>
<p style="text-align: center;">Annexure 1 - RFQ DOCUMENTS</p>	

<p>Project Description</p>	<p>Industree Foundation is seeking a video production company to convert a set of training and scoping presentations into short, easy-to-understand videos for dissemination through social media platforms, WhatsApp sharing, YouTube, and project presentations, with professional visual quality and smooth animation.</p> <p>Industree Foundation will provide the content in PowerPoint format, which needs to be creatively formatted and converted into an engaging animated video. These videos will be used by field teams and community members and therefore need to be visually clear, language-accessible, and low on complexity.</p> <p>The engagement will begin with a pilot video. Based on the quality and satisfaction with the pilot, the project may be scaled up for further video development.</p>
<p>Targets</p>	<ul style="list-style-type: none"> ● Videos will be created from existing PPTs and one English video ● Focus on clarity, simplicity, visual storytelling, and language accessibility ● 3 presentations to be converted into 18 videos in 6 different languages after the pilot. ● The language translations required are Hindi, Telugu, Bengali, Odia, English, Marathi ● One existing English video to be translated and produced in Hindi, Telugu, Bengali, Odia, and Marathi <p>Key Requirements</p> <ul style="list-style-type: none"> · Simple motion graphics · Clear voice-overs in regional languages · Field-appropriate, non-academic tone · YouTube · Caption text · WhatsApp-friendly formats (readable text) for use in districts and tribal geographies. <p>Expected Outputs</p> <ul style="list-style-type: none"> · Total videos: 23 · Duration: Approx. 3–6 minutes per video · Format: MP4 (mobile-optimised)

Delivery Requirements	• Mention deliverables under 'Targets' are mandatory for payment.
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)	

