

Terms of Reference for developing Audio-video documentary on Integrated Coastal Zone Management Project, Gujarat and its interventions

A) Background

The World Bank aided 'Integrated Coastal Zone Management Project' (ICZMP) initiated since July 2010 is being implemented to assist the GoI in building national capacity for implementation of comprehensive coastal management approach in the country, and piloting the integrated coastal zone management approach in states of Gujarat, Orissa and West Bengal. Piloting ICZM Approaches in Gujarat aims to support capacity building of the state level agencies and institutions, including preparation of an ICZM plan for the coastal sediment cell that includes the Gulf of Kachchh, and pilot investments. The capacity building support and the pilot investments complement each other, and serve common objectives. The pilot investments are designed to demonstrate integrated management of ecological, economic and social concerns in the Gulf of Kachchh (a stretch of 180km or 10 percent of the Gujarat coast, but contains two of the world's largest refineries; two major ports and several smaller facilities accounting for 70 percent of India's import of crude oil; the largest of India's salt industries; several booming industrial and urban centers; India's first marine national park; significant parts of remaining coral reefs of the country, and important patches of protected forests). Supported by the Forests & Environment Department, Government of Gujarat, the ICZMP project in Gujarat is being implemented by Gujarat Ecology Commission (GEC). GEC is the State Project Management Unit (SPMU) and is working towards achieving the following development objectives:

- Building capacity for implementation of comprehensive coastal management approach in the State.
- Piloting the integrated coastal zone management approach on coastline of Gujarat

GEC is responsible for building long-term institutional sustainability, aimed at helping the coastal zone management by the Government of Gujarat. GEC is also involved in collaborating and seeking support from and partnering with a range of organisations like international, national and local knowledge centers, academic and research institutes, private sector business houses and industries, urban and rural local government bodies, civil society groups, NGOs, community-based organizations and other government departments responsible for coastal zone development and protection.

The project is now in its last phase of implementation, therefore it is significant to showcase the interventions of the last five years. The implementation area of the project is Gulf of Kachchh that includes 160 villages, which is spread across Jamnagar, Dwarka, Kachchh and Morbi districts of Gujarat. The project covers 13 coastal talukas of four districts and comprises of both rural, urban and protected areas like villages, Jamnagar city and Marine National Park.

B) Objectives of video documentation

The ICZMP is being implemented in Gujarat in partnership with seven government organizations, or Pilot Execution Agencies (PEAs), namely, Gujarat Ecology Commission, BISAG, Gujarat Pollution Control Board, Jamnagar Municipal Corporation, GEER Foundation, Marine National Park & Sanctuary and Kachchh Forest Circle.

The four major components of the project are as follows:

- ICZM Plan for the Gulf of Kachchh
- Capacity building of State agencies

- Pilot investments to include a) conservation and protection of coastal resources; b) environment and pollution management; c) livelihood security of coastal communities
- Project management

Please refer to Annexure 1 for activities done as per the above mentioned broad thematic areas.

Various interventions have been done in line with the above mentioned components. The video documentary must holistically encompass all activities and their alignment with expected goals of the project. Overall, the documentary is expected to focus on following objectives:

- i. Define and showcase the integrated approach adopted by ICZMP.
- ii. Component wise activities and its impact on coastal areas, marine life and coastal communities.
- iii. Balance of economic development with ecological security in coastal Gujarat.
- iv. Development of protocols and strengthening of coastal water monitoring system and facilities for environmental analysis.
- v. Community assets developed under ICZMP and the institutionalization of CBOs as well as linkages developed for livelihood and social benefits of coastal communities of Gulf of Kachchh.
- vi. Capacity building of various stakeholders for sustainable coastal management.
- vii. Conservation and awareness activities implemented along with community.
- viii. Involvement of women stakeholders and their role in the success of ICZMP.
- ix. Highlight the research studies on various sectors concerning coastal ecosystem.
- x. Preparation of ICZM plan and way ahead.
- xi. Communication and outreach strategies developed to involve and build awareness of various stakeholders towards coastal protection and management
- xii. Key pilot activities that have been path breaking ('Firsts') in its endeavour to showcase sustainable management of the coast in Gujarat

C) Scope of work

Following are the scope of work for the video documentation assignment which is of a total duration of **four months** from assigning the work:

1. Focus of the video documentary

The video documentary must be in accordance with the objectives mentioned in point B. The documentary should focus on capturing the journey of ICZMP initiative in Gujarat and its alignment towards the overall project goals, in perspective of the futuristic integrated planning and management of the coast and coastal areas in Gujarat.

2. Language of the documentary

The consultant is to develop the documentary and the script in Gujarati and English language. Final documentary shall have voice-overs and/or subtitles in relevant language.

English Version: Donor/ Policy makers, Other SPMUs & Officials from Partner organization

Gujarati Version: Coastal Community, General Public & Government Body officers

Short version: A 3 to 5 minutes short version of the documentary is also required to be prepared in English and Gujarati.

3. Equipment

- Hi-res Beta cam SP format (PAL)
- HD compatible Camera & Editing equipment
- All other necessary videography tools like stand, drone, under water case, trolley with lighting arrangement, reflectors, Data Storage, Jimmy Jib etc. as per requirement.
- HD compatible sound recording equipment

4. Secondary Research & Action Plan

The Consultant is expected to submit a detailed Action Plan indicating the structure of intended approach taken, technical deployment required, assistance sought etc. (in consonance with GEC). The Plan should be adhered to and modified based on the findings, once approved by the GEC.

5. Script Development & Videography

- Plan of field Visit

The consultant shall prepare a plan for Field Visit of the Project Area, in consultation with GEC. The plan should include the places of field visit, technical deployment, requisite permissions and assistance sought from GEC.

- Travel & Accommodation

The consultant shall make their own arrangement for accommodation and Travel (Station to Destination & Back with all necessary equipment).

- Equipment

The consultant shall arrange for all necessary equipment and gadgets for uninterrupted video documentation schedule

- Script Development

The consultant shall develop script for above stated subject in English & Gujarati. The documentary shall include interviews with major stakeholders like GoG, World Bank, SICOM, Coastal Communities, Members of CBOs, PEAs etc.

The final approval shall be given by SPMU – GEC.

- Statistics and Graphics

The documentary shall represent latest statistical, graphics and info graphics regarding the accomplishment of said subject and have requisite disclaimer & copyright.

6. Finalization of Video Documentation

GEC shall finalize the documentary content after due review of the submitted film. The consultant shall incorporate all suggestions, alterations and comments given by GEC, within the timeline, as a part of the assignment.

D) Experience of the consultant

- The consultant is expected to have at least 03 years of relevant experience in video documentation of Government Projects.
- The consultant is expected to have prepared at least 05 documentaries related to the subject of environmental/ developmental themes in the past 03 years.
- The consultant is expected to develop/ translate the script in English and Gujarati, as per the requirement. .
- The consultant is expected to have collective turnover of 03 Cr. INR in last 03 years.

E) Deliverables

- The final documentary shall not be of more than 15 minutes duration.
- The master copy of the documentary has to be submitted in a DVD format to GEC.
- The approved documentary shall be submitted in a set of 100Nos in Gujarati and 100 Nos in English along with CD case, CD Sticker and Cover art. The CDs must have the short version as well.
- A soft copy of the full documentary has to be submitted in MPEG/ other reqd. format along with the cover designs.
- A separate cropped version of the documentary of 03-05 min has to be prepared and submitted in MPEG format to the client.

F) Key personnel & Man Days/Months

No.	Personnel	Professional Qualification	Man Days/ Months		
			Home	Field	Total
01	Director & Script Writer	Relevant Diploma/ Degree in film making/ Media/ Communication/ Journalism/ other relevant streams. Experience of min. 10 years [Direction & Script writing]or more in Audio-Visual documentation based projects	90 days	30 days	120 days
02	Cinematographer	Relevant Diploma/ Degree in film making/ Photography/Media/ Communication/ Journalism/ other relevant streams.	--	30 days	30 days

		Experience of min. 05 years [Cinematography] or more in Audio-Visual documentation based projects			
03	Technical Assistant	Experience of min. 03 years in [Film making] or more in Audio-Visual documentation based projects	--	30 days	30 days
04	Editor	Relevant Diploma/ Degree in film making/ Media/ Communication/ Journalism/ other relevant streams. Experience of min. 05 years [Video Editing] or more in Audio-Visual documentation based projects	30 days	--	30 days
05	Voice over artist/s	Relevant experience and language skills in Gujarati and English. The artist/s must have an impressive voice that would add value to the documentary.	15 days	-	15 days

H. Payment Terms

The consultant shall receive the payment for making the documentary as per following terms:

Deliverables	Time Period
On submission of action plan and on its approval	7 days after signing of contract
On completion of field visit for video documentary and on submission and approval of evidence proof	within 30 days after signing of contract
On submission & acceptance of draft script	Within 45 days after signing of contract
On finalization of the first draft of the documentary & its acceptance	Within 90 days after signing of contract
On submission of all deliverables including 100 Gujarati and 100 English copies of documentary with art work, master copy, short version & MPEG copy for online (website & social media) use.	Within 120 days after signing of contract

I. Client Obligations

It remains the sole responsibility of the consultant to conceptualize and complete the work. If required, GEC may contribute with the following assistance to complete the said assignment:

- GEC may organize meetings with stakeholders as and when required.
- GEC may share reports and other reference material for developing the script.

- GEC may depute one person to coordinate for effective implementation of the assignment if there is a requirement.
- GEC would give corrections or additions as required within 15 days of submission by the Consultant in all deliverables.

J. Review Committee

The review committee would consist of three members, to review the progress made in video documentation work. The consultant shall maintain regular connectivity with the pre-decided contact person, who will keep the committee updated.

- i. Mr. A.C. Samapat, Director, Gujarat Ecology Commission
- ii. Mr. Nischal Joshi, Sr. Manager (Project), Gujarat Ecology Commission
- iii. Ms. Sajitha Charles, Communication Expert, Gujarat Ecology Commission

K. Final Product /Copyright

The Ownership & Copyright of the final documentary and any part of the documentary shall solely vest with Gujarat Ecology Commission, Government of Gujarat, Gandhinagar. Any unauthorized use of final or raw footage and reproduction in full or partial would have legal implications.

H. Code of Conduct

- The Consultant may have to obtain requisite permissions prior to the video shoot (including interviews and visuals), especially for areas that fall under 'Restricted Entry' and protected areas.
- The consultant is expected to respect the rights of the community and the environment
- The consultant is expected to utilize only authentic and verified sources
- The consultant is expected to ensure realistic projection of the project activities and outcomes