

Roshni – Centre of Women Collectives Led Social Action, Lady Irwin College, New Delhi.

Request for Proposals

Participatory Film and Photo documentation of stories of change

About ROSHNI – Centre of Women Collectives Led Social Action

Roshni –Centre of Women Collectives Led Social Action is established in 2018 as a technical support unit at national level for DAY-National Rural Livelihoods Mission (DAY-NRLM). It is embedded in the Department of Development Communication and Extension, Lady Irwin College, New Delhi. UNICEF provides technical and financial support to the Centre.

DAY-NRLM envisions breaking the self-perpetuating cycle of malnutrition- illness- out-of-pocket expenditure for treatment-poverty through its savings and enterprise approach and layering of Food, Nutrition, Health and WASH (FNHW) interventions through Self-help groups (SHG) and their federations. This is also referred to DAY-NRLM's *Dashasutra* (10 principles) strategy. A model that demonstrates layering of FNHW interventions on DAY-NRLM platforms is Swabhimaan. It makes the last mile delivery of FNHW interventions, which has been considered a voluntary function for field mobilizers for too long, an invested service. Launched in 2016, Swabhimaan is a collaborative initiative of DAY-NRLM and UNICEF India in five poorest DAY-NRLM resource blocks in four districts of three Indian states: Bihar, Chhattisgarh and Odisha.

Roshni aims to capture the processes; successes and challenges faced under Swabhimaan and create learning documents for similar intended initiatives. We invite applications from individual film makers and photographers or agencies to facilitate this documentation with the participation of the women leaders who have been the backbone of Swabhimaan and also young film makers and writers.

Scope of the assignment

The scope covers three areas of engagement. The proposal could cover all or selected areas as per applicants expertise.

1. Swabhimaan advocacy and training films

1.1 Production of 2 to 3 min advocacy film showcasing Swabhimaan processes and achievements to a wide spectrum of audience both for convergence and scaling up.

1.2 Production of four Swabhimaan processes films 4-5 min each to be used for training of master trainers on FNHW layering.

2. Community videos and photography

Capture and document stories of change emerging from Swabhimaan communities, showcasing changes and impact through the eyes & lens of the women/community leaders.

Process (Can be adapted by expert/agency)

- Conduct skills building workshop for selected women participants on:
 - Introducing participatory communication concepts and reviewing the potential uses of community videos and photographs.
 - Skills building in use of video/camera

- Providing hands-on training in the use of cameras, lightweight, portable equipment including use of ambient light, composing etc. for video and photography.
- TOT for programme mentors.
- Choosing the form, the video will take (drama, documentary, docu-drama).
- Identifying participants/actors/spokespeople for the video and photos
- Identifying locations where filming/shooting will take place
- Preparing storyboards (simple drawings used to plan shots/scenes)
- Preparing the scenario/script or interview questions for films
- Rehearsing with actors, preparing with interviewees/spokespeople
- Filming and shooting stills in collaboration with SHG members
- Playing back scenes, selecting photos for comment by the team and participants and finalising final footage/ pics/
- Finalizing the videos through re-filming if required

3. **Young film makers fellowship program**

Facilitate a mentor- mentee fellowship program to produce short films & photo essays to capture the process and best practices for scaling up of Swabhimaan.

Deliverables/Expected outputs

1.Swabhimaan advocacy and training films

- a) Video shooting at programme location and editing (Bihar and/or one more state)
- b) Script development
- c) One fully-produced clip of approximately 2 to 3minutes in length in 1080p (HD) resolution aimed at sharing with national audience including government institutions, local stakeholders at programme and district levels, and well as women groups.
- d) Four fully-produced clip of approximately 4 to 5 minutes in length in 1080p (HD) resolution aimed at sharing with government institutions and for use in training national and state level trainers.
- e) English subtitles through out

Other

- B roll & raw footage including mixed track master, cue sheet of the master, music cue sheet, shot list
- Brief abstract & keywords for use on websites and social media
- Clean, no graphics open version of the films
- Copyrights and waivers
- Copyright license for existing footage, music, sound, voice or photos in the name of UNICEF for all mediums in perpetuity
- Signed consent and release forms for everyone appearing in the film, signed by parents & guardians in the case of minors
- Consent form in the case of hiring voice over artists

Timeline: Advocacy film- Early December 2018, Training films - January 2019

2. Community videos and photography

a) Five photo essays with 8+ photos (high resolution JPEG format) each and an 80-120-word caption /write up for each photo or group of photos telling a comprehensive human-interest story on key interventions and changes under Swabhimaan. 1. Screening undernourished women and linking to special service package, 2. Nutri-sensitive farming systems and how they change eating patterns, 3. Adolescent girl groups and stopping child marriages, 4. Women's microplanning activities to plan their own FNHW goals, how to achieve them and how much it will cost? 5. Multi-sector meetings: Maitribaitbaks with SHG member, ASHAs, ANMs, panchayat members)

b) Production of 8 to 10 films on stories of change

Timeline: February 2019

Other

- B roll & raw footage including mixed track master, cue sheet of the master, music cue sheet, shot list
- Brief abstract & keywords for use on websites and social media
- Clean, no graphics open version of the films
- Copyrights and waivers
- Copyright license for existing footage, music, sound, voice or photos in the name of UNICEF for all mediums in perpetuity
- Signed consent and release forms for everyone appearing in the film, signed by parents & guardians in the case of minors
- Consent form in the case of hiring voice over artists

3. Young film makers fellowship program

The scope of the fellowship program will entail facilitating emerging filmmakers the support, mentorship and resources needed to make short films to capture community changes and social development issues.

The fellowship

Focusing exclusively on low-budget film making, this highly immersive fellowship will provide selected young filmmakers with the technical and creative tools necessary to hone their skills and their careers. The Fellows will receive artistic guidance and mentorship from established filmmakers, Reputed Film Institutes and domain experts from FNHW along with a grant of one lakh for production of a film for a selected topic on Food, Nutrition, Health and WASH.

Fellowship is designed for a time period of 2 months (December 2018 to January 2019).

The fellowship is open to young filmmaker between the ages of 21 and 28 who will produce a thought-provoking short film/video in any Indian language

Experienced Individuals and agencies can send their proposals to roshni.ladyirwin@gmail.com. by 12th November 2018. Subject line should state "Proposal for films and photography"