

ACCESS Development Services

REQUEST FOR PROPOSAL (RFP)

Engagement of an Impact Video Production Consultant/Agency for Didi Smart Rasoi (DSR)

Issue Date: 1 September 2026

Background

Didi Smart Rasoi (DSR) is a women-led livelihood and entrepreneurship initiative of Dadri Development Program (DDP), aimed at empowering SHG women through community-based food enterprises. Under the pilot phase, three community kitchens and supporting food carts were established in Dadri, enabling women to build culinary, digital, financial and entrepreneurial capabilities while offering affordable and hygienic food options to the community. The current phase focuses on strengthening and sustaining the existing three DSR kitchens through capacity building, enterprise strengthening, product diversification, market linkages, branding and ecosystem convergence.

About ACCESS Development Services

ACCESS Development Services is a national livelihoods promotion organization with a focus on incubating innovations and developing sustainable models for livelihoods promotion of the poor. To this end, ACCESS is structured uniquely to work at all levels of the value chain – implementing programmes on the ground (Tier I), working with Civil Society Organizations, Government Departments, Corporate sector, and Multilateral / Bilateral Agencies (Tier II) as also undertaking national initiatives to influence and support policy initiatives and strengthening the enabling environment (Tier III). ACCESS, with its head office in New Delhi has a pan-India presence having state offices in 9 states and 26 project offices. More at www.accessdev.org

ACCESS Development Services is supporting the Dadri Development Program (DDP) in strengthening Didi Smart Rasoi (DSR), providing technical and programmatic backstopping for enterprise development, branding, market linkages and impact documentation of women-led food enterprises. This assignment is being issued by ACCESS Development Services to identify a suitable Consultant/Agency for the engagement described below.

Programme Duration: 7 August 2026 to 7 August 2027

Objective of the Assignment: DDP intends to engage a professional Video Production Consultant/Agency to document the journey and impact of Didi Smart Rasoi and develop high-quality visual storytelling products for programme communication, stakeholder engagement and digital dissemination.

- To develop a high-quality impact documentary (approx. 7–8 minutes) and supporting social media edits (approx. 2–3 minutes each) that capture the journey, outcomes, and aspirations of DSR for stakeholders, funders, and government partners.
- Document the journey and experiences of women entrepreneurs (since last, initiation cum pilot phase)
- Capture changes in confidence, aspirations, livelihoods and enterprise development.
- Showcase programme interventions, challenges, learnings and outcomes
- Capture perspectives of customers, communities and relevant stakeholders
- Aligned with baseline & end line figures (larger ToC, point of views)
- Present the sustainability journey and future vision of Didi Smart Rasoi

Scope of Work

Work stream	Scope	Key Deliverable
Inception & Storytelling Approach	Review programme materials; last year clips, consult DDP and the ACCESS Development program team, identify key stories, stakeholders and locations, and develop creative concept and filming plan.	Inception Note, creative/ storytelling approach and production plan.
Pre-Production	▪ Narrative Design ▪ Co-create a storyboard and script with the Dadri Development Program (DDP) and IP ▪ Define thematic arcs ▪ Identify key voices ▪ Incorporate cue-based structuring from project design ▪ Research & Documentation ▪ Develop character-driven storytelling ▪ Planning ▪ Conduct recce of all shortlisted villages ▪ Create detailed shoot plan & logistics (location mapping, consent protocols, cultural sensitivities) ▪ Prepare stakeholder coordination checklist ▪ Obtain release forms & ethical approvals for on-camera participation	
Field Documentation & Filming	Undertake field visits at 2–3 strategically identified stages during the project to capture women entrepreneurs, kitchens, trainings, business operations, customers and stakeholders.	Professional field plan, footage and interviews.
Production	▪ Crew & Equipment ▪ Professional production team in development/CSR documentation ▪ Cameras: 4K cinema-grade (e.g., Sony FX6/Canon C70), with gimbal and tripods	

	▪ Audio: Shotgun + lapel mics for interviews, field audio recorder ▪ Drone Operations: Licensed operator for aerial shots of villages and events ▪ Lighting kit for controlled indoor interviews ▪ Filming Scope ▪ Interviews: Multiple stakeholder groups ▪ B-roll & Visuals ▪ Cultural Activities ▪ Environment & Context ▪ Case Studies ▪ Process Shots ▪ Data Ethics ▪ Ensure informed consent for all participants ▪ Respect privacy of sensitive cases • Script/storyline development, editing, graphics, voice-over where required, subtitles, sound design, music and colour correction.	
		Draft and final video products.
Impact Storytelling	Develop an authentic, human-interest narrative combining beneficiary journeys with programme outcomes, challenges, learnings and sustainability vision.	Integrated impact narrative.
Post-Production	▪ Editing ▪ Assemble narrative into a 7–8-minute impact video with professional pacing ▪ Create a 2–3-minute social media cut optimized for platforms (LinkedIn, X, Instagram, YouTube) ▪ Additional micro-edits (30–60 seconds) if required for campaign snippets ▪ Audio-Visual Enhancement ▪ Professional voice-over (Hindi + English; local dialect dubbing if needed) ▪ Sound design & mixing with rights-cleared background score ▪ Graphics/Animations: ✓ Infographics to visualize data (baseline/end line progress, reach, SDG alignment) ✓ Animated map of intervention villages ✓ Title cards, lower-thirds, and logo	• Final Impact Video – 1 professionally edited film (7–8 minutes). • Social Media Videos – 1–2 short edits (2–3 minutes each). • Optional Shorts – 3–4 micro-edits (30–60 seconds for digital campaigns). • Subtitled Versions – English, Hindi (option: other local dialects). • Creative Assets – Raw footage, still images, drone visuals, metadata logs.

	- animations ▪ Subtitling (Hindi + English, with option for additional languages) ▪ Color correction & grading for cinematic consistency ▪ Knowledge Packaging ▪ Supply raw footage (unedited video, stills, drone shots) ▪ Provide creative documentation pack (shot log, metadata, consent forms)	• Consent Documentation – Signed forms, ethical clearance records. • Final Presentation – Video showcase to DDP/ ACCESS program team.
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Major Final Deliverables

- Final Impact Video – 1 professionally edited film (7–8 minutes).
- Social Media Videos – 1–2 short edits (2–3 minutes each).
- Optional Shorts – 3–4 micro-edits (30–60 seconds for digital campaigns).
- Subtitled Versions – English, Hindi (option: other local dialects).
- Creative Assets – Raw footage, still images, drone visuals, metadata logs.
- Consent Documentation – Signed forms, ethical clearance records.
- Final Presentation – Video showcase to DDP/ ACCESS program team.

Indicative Production Timeline

Stage	Indicative Timeline
▪ Onboarding, programme understanding & creative planning	Initial phase
▪ Story identification and filming plan	Initial phase
▪ Field documentation and filming	At 2–3 agreed stages during implementation
▪ Story consolidation and first edit	Final quarter
▪ Review and feedback	Final quarter
▪ Finalisation of both videos	By project closure

Technical Requirements

- Strong documentary and human-interest storytelling.
- Professional videography, audio recording, editing and colour correction.
- Appropriate use of graphics, programme branding, subtitles and voice-over, where required.
- Use of properly licensed/royalty-free music and third-party assets.
- Final videos in high-resolution formats suitable for presentation and digital dissemination.
- Final approved video files and agreed raw/source footage to be handed over to DDP

Eligibility & Experience

- Proven experience in documentary, impact or social-sector video production.
- Experience in field-based filming and stakeholder/beneficiary interviews.
- Experience in working Dadri (local region)
- Strong creative storytelling and post-production capability.
- Proven portfolio of community-centered films in rural/semi-urban contexts.
- In-house editing & post-production facilities.
- Bilingual proficiency (Hindi + English; local dialect capability preferred).
- Ability to manage multi-location shoots across Dadri block.
- Experience in livelihoods, women empowerment, entrepreneurship or community development will be an advantage.
- Submission of links/samples of at least 2–3 relevant previous films.
- The bidder must be a legally registered entity (proprietorship, partnership, LLP, company, or registered production house) in India, in operation for at least 3 years, with a valid PAN and GST registration.
- Minimum of 3 similar assignments (documentary/impact films or brand films) successfully completed for development-sector, CSR, or government clients in the last 5 years, with at least 1 assignment valued at Rs 3 lakh or above.
- Demonstrated experience of working with rural communities, SHG federations, women's collectives or grassroots livelihood programmes will be preferred.
- Proposed core team should include, at minimum, a Director/Creative Lead, Cinematographer/DOP, Editor and Sound Designer, each with relevant prior credits.
- The agency/consultant should not be blacklisted or debarred by any Government department, PSU, donor agency or corporate client as on the date of submission; a self-declaration to this effect must be enclosed.
- Willingness to sign a non-disclosure and content-ownership agreement, and to comply with ACCESS Development Services'/DDP's child protection, safeguarding and ethical filming protocols.
- References of at least 2 previous clients (with contact details) for whom similar work has been completed, to be provided for verification.

Proposal Submission Requirements

- Technical Proposal: understanding of the assignment, creative approach, methodology, filming plan, timeline, proposed team and relevant experience. It must include the following:
 - Profile or curriculum Vitae indicating qualification, experience, key achievements and accolades of the Coach
 - KYC documents: PAN, Aadhar, GST (If applicable) and accreditation certification
 - 1-2 pages technical proposal on how bidder will approach along with methodology and work plan
- Portfolio/links to relevant previous work.
- Financial Proposal: total professional fee with clear break-up of pre-production, filming, travel, production, post-production, editing, graphics, subtitles/voice-over, taxes and assumptions/exclusions.

Selection Criteria

Evaluation Area	Weightage (%)
Understanding of the assignment, DSR context and creative brief	15%
Creative and storytelling approach, including proposed narrative treatment	25%
Relevant experience, past portfolio and quality of previous similar work	20%
Proposed team composition, technical capability and equipment	20%
Financial proposal (competitiveness and reasonableness of costs)	20%

Evaluation Methodology: Proposals will be evaluated on a Quality-and-Cost-Based Selection (QCBS) basis, with a technical weightage of 80% and financial weightage of 20% of the overall score. Only bidders scoring a minimum of 70% in the technical evaluation will be considered technically qualified and have their financial proposals opened for further evaluation. ACCESS Development Services/DDP reserves the right to seek clarifications, invite shortlisted bidders for a presentation/pitch, and to reject any or all proposals without assigning any reason.

Payment Schedule – Deliverable Linked

Tranche	%	Deliverable / Milestone
Tranche 1	45%	Onboarding; approved creative/storytelling approach; detailed filming plan; completion of initial/major field documentation.
Tranche 2	45%	Completion of planned field filming and submission of first cut/draft of the approximately 7-minute Impact Video.
Tranche 3	10%	Final approval of all the deliverables, including agreed feedback.

ACCESS Development Services: SPOC

Proposals, queries and clarifications regarding this RFP shall be sent at sarthak@accessdev.org

Ownership & Usage Rights: All final video outputs and agreed raw/source footage developed under this assignment shall be the property of Dadri Development Program (DDP). DDP shall have the right to use, reproduce, edit and disseminate the content for programme communication, stakeholder engagement, knowledge dissemination and digital/social media purposes.

Expected Value Addition: DDP is seeking a Consultant/Agency that can go beyond conventional event documentation and create an authentic, emotionally engaging and evidence-informed impact narrative. The final films should communicate the journey of the women, changes enabled through Didi Smart Rasoi, key challenges and learnings, and the pathway towards sustainable women-led enterprises.

Conclusion

ACCESS Development Services looks forward to receiving proposals from experienced and credible Consultants/Agencies who can bring a genuine, human-centred storytelling sensibility to the Didi Smart Rasoi journey. Interested parties are encouraged to submit their Technical and Financial Proposals along with the requisite KYC documents and work samples to the SPOC named above within the stipulated timeline. ACCESS Development Services reserves the right to accept or reject any or all proposals, in part or in full, without assigning any reason, and to modify the terms of this RFP at any stage prior to award of the assignment. Any resultant contract/engagement will be governed by the mutually agreed terms of reference and applicable laws of India.

Note: The selected Consultant/Agency will align filming schedules with programme activities and key milestones, in coordination with DDP and the Implementation Partner.

Timeline: Interested stakeholders shall submit their proposals no later than 20th September 2026 at sarthak@accessdev.org
