

**No. NESFAS/A&C/2014/ Dated 8<sup>th</sup> April 2015**

To

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**Subject: Short Tender Notice for Production of Coffee Table and Photo Story/Essay for Documentation of the Cultural Heritage of Meghalaya – Retender and final notice**

In October 2015, The Indigenous Partnership for Agrobiodiversity and Food Sovereignty (The Indigenous Partnership) and Slow Food International with the support of the Government of Meghalaya and at least 40 local communities will be organizing the Indigenous Terra Madre conference (ITM 2015), an international gathering of more than 70 to 100 indigenous communities around the world in North East India. The theme of the ITM 2015 will be - The Future We Want: Indigenous Perspectives and Actions. As part of this collaborative programme between The Indigenous Partnership, Slow Food International and the Government of Meghalaya, the North East Slow Food and Agrobiodiversity Society (NESFAS), established in 2012, was designated as the local partner responsible for organising ITM 2015.

NESFAS emerged as an outcome of the collaborative activities between the Indigenous Partnership for Agrobiodiversity and Food Sovereignty (The Indigenous Partnership) and Slow Food International. While Slow Food brings into play the importance of pleasure through good, clean and fair food, which goes hand in hand with our responsibility towards the environment, the Indigenous Partnership reaffirms the importance of local food systems and the age old role of Indigenous Peoples as guardians of agro biodiversity which is inextricably linked to their cultural identity and their rights towards food sovereignty and food security.

While searching for the 'Future We Want', the international community is looking for a meaningful way forward from the deepening crisis of feeding the world and conserving agrobiodiversity. Several international organisations, scientists and concerned citizens are turning a thoughtful gaze towards indigenous peoples and their culturally rooted agricultural practices. They are beginning to acknowledge that indigenous peoples hold unique place-based wisdom important for sustainably managing resources and responding to ever-evolving opportunities and threats. They have become conscious that the world's remaining biodiversity is concentrated on their lands and territories. We hope that ITM 2015 will contribute and strengthen the resilience of production and food systems of indigenous communities through the reinforcement of traditional local food production, consumption and marketing systems. NESFAS a platform that brings indigenous communities to the fore as important knowledge holders and allies in the effort to make current food systems more sustainable.

**As NESFAS prepares for this world gathering, it is desirous that original, innovative and engaging photo documentation from individuals, journalists, photographers, and production companies on the unique cultural heritage aspects of Meghalaya's local food and livelihood systems as**

generally highlighted above be commissioned. NESFAS is looking for cultural stories that are unique and rare, and are driven by strong characters, compelling voices and narratives, insights into events and issues that are local but resonate globally. They should be about traditional practices that will connect with the youth, our future and the world at large; practices that we need to understand and in danger of extinction.

Proposals should be submitted in two separate envelopes

i) A technical bid

ii) Financial bid

The details of the Term of Reference are enclosed for your reference. Interested parties can bid for the photo documentation and essays. The initial pitch should be duly approved by NESFAS before final implementation.

We look forward to hearing from you.

Thanking you

Yours faithfully

The Project Director  
North East Slow Food and Agrobiodiversity Society  
Kerie Ville, Arbuthnot Road, Laitumkhrah  
Shillong  
INDIA

**PRODUCTION OF COFFEE TABLE AND PHOTO STORY/ESSAY  
FOR DOCUMENTATION OF THE CULTURAL HERITAGE OF MEGHALAYA.**

No. NESFAS/A&C/2014/ Dated 8<sup>th</sup> April 2015

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**TERMS OF REFERENCE**

April 2015

## DOCUMENTATION OF THE CULTURAL HERITAGE OF MEGHALAYA

### 1. Objective of the Project:

- i) The first objective of this project will be to capture the unique cultural practices of indigenous peoples in Meghalaya through participatory documentation and knowledge sharing.
- ii) The second objective is to partner in promoting the lesser known dances, arts and culture through a quality product.
- iii) The third objective is to identify some of the lost practices that are no longer followed by Communities so that we can relate with our current situation to create an awareness amongst the present generation on the rich history of Meghalaya.
- iv) The fourth objective is to showcase the link between culture and ecology at the International **Indigenous Terra Madre in 2015 (ITM)**

### 2. Themes for Documentation of the Cultural Heritage of Meghalaya:

The diversity of life is related to the **people, land and food**, also thought of as the bio-cultural diversity made up of the variety of plant and animal species and ecosystems, cultural traditions and languages that exist in this planet. In our daily lives we often notice that these diversities are intimately related to, and are shaping, the way we live and conduct our activities on this earth. With the rapid modernization/globalization, it is being increasingly seen that the appreciation of indigenous cultures and practices are being eroded unimpeded and consequently outside influences are playing an increasing role in the society. Hence, the need to identify, document and revisit our cultural heritage

- **People:** Today there is an increasing awareness that humans are an integral part of nature and that we have helped shape many “natural” environments. Therefore understanding the role of humans within the natural world and cultures that define that role is becoming increasingly important to a holistic view of diversity. People are also responsible for protecting, preserving and changing the environment and cultures and therefore are critical stakeholders in this project.
- **Food:** Food is integral to life and plays a central role in the relationship between human and nature. Without food people will cease to exist. It is through food that we taste and understand the environment, the soil, water and air of a place, terrier, and land.
- **Land:** All human activities are connected to the land. The arts, craft, dance and music, instruments and agricultural implements, transmit knowledge, beliefs, and values about the environment and ways of life of the people.. This is evident from the various ceremonies that communities celebrate in connection with the ecosystem, their agriculture, aquaculture, apiculture and many more.

### **3. TARGET AUDIENCE:**

- Public at large
- Visitors to ITM
- Communities
- Educational Institutions

### **4. SPECIFIC TASKS**

**The media consultancy firm/individuals will be required to:-**

- Bid for production of coffee table book and / or photography and photo essay production. Assignment chosen to be undertaken should be clearly specified in the bid document.
- Develop the photo essay concept and scenario, Interview selected interviewees (farmers, tribes and artisans) for photos accordingly.
- Develop the script and story board to be used in the coffee table book and photo essay/story.
- Provide a detailed production and post-production schedule for filming/shooting and editing process;
- Perform appropriate photo documentation with a story
- Present a draft to NESFAS
- Counsel for comments about contents
- Produce FINAL photos

### **5. OUTPUT/ DELIVERABLES Photos**

- Meet with the objectives stated above
- Submit a story for the documentation to NESFAS
- Present a draft to NESFAS for comments and views;
- Produce photos of the scenarios captured and submit them/ recorded stories with suitable labels
- Present version in English and if there are necessities for any other language
- Submit labelled and catalogued photographs for archival and photo essays on topics agreed upon by NESFAS.

## **Photo Deliverables**

- Photographs are to be submitted as RAW camera files and as Jpegs with suitable description on subject, (name and designation if it is a person), where the image was taken and when. All need to be shot at 12megapixels or higher.
- Coffee table Book and Photo Essay/Story that includes story of the photos.
- Details of equipment to be used should be provided on application.

Hand over two master copies of each version to NESFAS and Arts and Culture Dept. The Documentation must also be delivered in packages compatible with contemporary media equipment and applications.

## **6. DURATION OF THE ASSIGNMENT**

From the date of work order to the final date for submission of final approved product will be 31<sup>st</sup> August 2015

## **7. PRINCIPLES**

The successful firms/ production house/individuals will be expected to work in close coordination with NESFAS on the following principles of collaboration, participation and gender sensitivity from concept to completion.

## **8. SUPPORT AND FACILITATION**

NESFAS shall provide necessary support to the Consultancy firm in order to execute the assignment during the duration of the Consultancy. The support shall include:-

Access to relevant and necessary information related to the deliverables  
General introductory letters to interviewees and stakeholders  
Help in identification and location of the items, as well information to take photos.

## **9. OWNERSHIP/INTELLECTUAL PROPERTY /Copyrights**

The edited photos, photo story/essay and coffee table book documentation as well as all material in this assignment will be the sole property of the Govt. of Meghalaya through NESFAS and the communities. The selected media firm or individual name shall only be acknowledged in the closing credit.

**Grants of Rights:** All Copyrights shall remain with the Department of Arts & Culture. Any screening for non-commercial purposes can be granted to the Production Company & NESFAS. Any modifications or usage of material for commercial purposes is not allowed without the permission of the Department of Arts & Culture.

Disputes if any will be settled under the jurisdiction of the courts of Shillong, Meghalaya, India.

## **10. REMUNERATION**

Payments to the Consultancy firm shall be based on the agreed financial proposal developed for this consultancy, as will be indicated in the contract. Payment shall be made in three instalments of;

40% down-payment upon submission of an approved concept paper acceptable to NESFAS and the Govt. of Meghalaya

40% upon submission of an acceptable draft documentary/story

20% upon submission of the final outputs, incorporating suggestions and recommendations of the NESFAS and the Govt. Of Meghalaya

The quoted rates must be firm till the complete execution of the contract and must be valid for a period from the date of the work order till the completion.

## **11. QUALIFICATIONS AND COMPETENCIES**

**The media firm/individuals should have the following qualifications and competencies:-**

- Proven and extensive experience in producing documentation/ and photography relating to people, land, and culture. Applicants may kindly share a web link to online portfolios.
- Knowledge Experience in understanding indigenous people, their institutions their culture
- Awareness of dynamics that influence socio-economic trends in the local, regional and international fronts;
- Excellent technical capacities to ensure smooth and high-quality production. This includes, and is not limited to, photo production staff, own production studio and related equipment;
- Bidders should preferably be competent in local languages or cost of translators is to be included in the bid.
- Competency and ability to work within the State of Meghalaya
- Needs to be financially sound to take up Projects, prove for financial competency

## **12. SUBMISSION OF APPLICATIONS**

**1. The Technical proposal and the financial proposal must be submitted in separate sealed envelopes and clearly marked and super scribed as Financial Bid and Technical Bid**

**A. The technical proposal should include:**

- A short letter of not more than two pages stating why you consider your firm suitable for the assignment should include:
- What they think the documentation is about, in a few words and how best it can be done
- Locations and actuals integral to the story and the access you have

- Any other material, and character that adds to, and helps tell, the story
- Format of how you plan to tell the story and a note on visual style
- Technical issues foreseen

**B. The financial proposal should include :**

- Financial implications as per the bid
  - Include insurance coverage, sale tax, revenue certification, bank statement and
  - Any other detail or cost must be specified
- 3.** Personal CVs of technical personnel proposed for this project highlighting qualifications and experience in similar projects;
- 4.** Work references – contact details, phone numbers (email addresses) of referees (firms for whom you have produced similar assignments); include letter of commendation from reputable firm is desirable
- 5.** A detailed list of equipment and facilities owned or available to the consultancy firm to facilitate delivery of the assignment.
- 6.** Indian Revenue Authority Tax Compliance Certificate;
- 7.** Audited Accounts/Form 16/ITR/Bank Statement for the last three years, preferably

**Applications should be sent to North East Slow Food and Agrobiodiversity Society Shillong and addressed to:**

The Project Director  
 North East Slow Food and Agro Biodiversity Society  
 Kerie Ville, Arbuthnot Road, Laitumkhrach  
 Shillong 793003  
 INDIA

**Or**

**Be deposited at the NESFAS office, so as to be received by 16<sup>th</sup> April 2015 at 1.00 noon. Late proposals will be rejected.**

**The opening of Bids will follow the following procedures:**

- A technical committee, duly formed, will first open all technical bids for scrutiny in the presence of the bidders or representatives
- The technical committee will then accept or reject the bids and make a shortlist of the technically sound proposals
- The shortlisted firms will be invited to present their case before the technical committee in a presentation after which the technical committee will narrow down the proposals
- The financial bids of the shortlisted proposals will then be opened by NESFAS for financial selection based on technical competency and financial feasibility.

The decision of NESFAS will be final and binding.

**The bids will be opened at 2 pm in the presence of the bidders, or their representatives who choose to attend. *However the technical proposals will be looked into first, then financial.***



Please send your proposals to [www.nesfas.org](http://www.nesfas.org) OR by post to North East Slow Food and Agro Biodiversity Society, Kerie Ville, Arbuthnot Road, Laitumkrah, Shillong – 793003 – Meghalaya –

**DECLARATION**

I/We hereby agree to do the Documentation as detailed above. I have read the conditions carefully. In any instance of technical production defects / unsatisfactory workmanship / low performance of the artist or if any deficiencies are found during the documentation, the photos shall be reshot or changes will be made free of cost.

**Signature of the tenderer.....**



