

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES– FIRMS SELECTION)**

INDIA COMMUNITY LED LANDSCAPES MANAGEMENT PROJECT

Project # 157836

Assignment Title: Engagement of an Agency for documentary film on Living Root Bridges under the World Bank Supported Community Led Landscape Management Project, MBMA

Reference No: CS - 28

1. Background:

The Meghalaya Community Led Landscape Management Project (MCLLMP) is a project of the State of Meghalaya, that seeks to leverage on the strength of communities to foster sustainable Natural Resource Management that will lead to the restoration of degraded landscape of the state, build climate resilience and generate opportunities for sustainable livelihood and rural economy. The project is being supported by the World Bank and is implemented by the Meghalaya Basin Management Agency (MBMA).

One of the critical activities under the Innovation Fund of the project is the conservation of the Living root bridges. Living Root Bridges (LRBs) or Jingkieng Jri are Ficus-based ecosystems within dense subtropical moist broadleaf forest ecoregions of Meghalaya. Ranging in span from 15 feet to 174 feet, these ingenious rural connectivity infrastructure and landscape solutions are grown by indigenous Khasi and Jaintia tribes over many decades, and last for centuries in extreme climatic conditions. With 1) exceptional endurance in extreme climate and geography, 2) critical infrastructure role for livelihoods, connectivity and disaster resilience, 4) keystone role of Ficus specie and its support for native flora-fauna, 4) remedial properties of Ficus ecosystem on soil, water and air, 5) a community-based growth process across generations, and 6) minimal material and maintenance cost, LBRs offer a compelling context for responsible nature and culture-based development solutions.

The LRBs are in the tentative list of UNESCO World Heritage Sites. MBMA through the MCLLMP project is currently nurturing a community and science-based approach for long term conservation and responsible development of these sites.

As of September 2023, 26 primary Cooperatives across 46 villages are legally registered in Pynursla, Amlarem, Laitkroh and Shella Bholaganj blocks of the state. Approximately 81 LRB sites are in this jurisdiction. In addition, a state level Federation (Syrwet U Barim Mariang Jingkieng Jri) has also been registered to enable the coordination of conservation-based development of all LRB sites by the communities.

As part of the project activities, MBMA is looking to document and highlight the various aspects of the LRBs including its environmental and socio-cultural significance and to showcase and raise awareness on the stories of the communities, their efforts, the outcomes and significant lessons on community led action.

2. Objective of the Assignment:

Development of a short and medium length documentary film of international standards, to be publicly disseminated by MBMA to a wide audience locally, nationally and globally, including to jury members of the UNESCO World Heritage for which the Living Root Bridges [LRBs] are being applied for under MCLLMP. The focus of the films shall be to raise awareness on Meghalaya's Living Root Bridge, acknowledge the communities that are conserving this unique heritage, the conservation efforts being made under MCLLMP to support the same. All of the above shall contribute to garner public support and bring about national and global recognition of the Living Root Bridges.

3. Scope of Services

Scope of services includes creation of high quality documentary films [two in number] on LRBs with the objective of showcasing at the regional, national and global level for increasing visibility and knowledge about these unique natural and cultural heritage, acknowledge the indigenous communities that are owners of the LRBs, advocate for indigenous community led conservation and get global attention on the need for better recognition and conservation of these unique heritage.

This documentation shall highlight the historical, socio-cultural and environmental significance of the LRBs in the lives of the people of Meghalaya. It shall capture in an audio-visual story using compelling imagery, traditional songs, folktales and narratives, the story of the LRBs as seen in the lives of the people of the Khasi-Jaintia regions of Meghalaya where they are grown, highlighting their significance and impact on the natural eco-system, on the traditions and culture, on the individual lives of the people, as well as on the government and other stakeholders. It shall show-case how these bridges are built by older generations for future generations, how modernization impacts them, and what efforts are being undertaken by the communities, the government and various other stakeholders to conserve and ensure their sustainability. It shall celebrate LRBs as an unrivalled living architecture or a natural engineering marvel, pioneered by ancient indigenous people.

The films will be showcased by MBMA at various national and international film festivals including competition for national and international awards. It will also be submitted to popular streaming services such as Curiosity Stream, MUBI, Apple TV and Docubay amongst others for wider dissemination. The film will also be used to highlight efforts put in by both the state and national government to their conservation and potential for supporting sustainable livelihoods to the indigenous peoples. The expected outcome is greater global visibility and awareness of the Living Root Bridges and of the communities that own and manage them,

enhanced awareness of UNESCO Jury members and increased public support as Meghalaya vies for UNESCO World Heritage Status.

Prior to commencement of the assignment, the chosen agency shall receive comprehensive briefings from subject matter experts. Additionally, inputs and feedback for the script will be provided to ensure that the filming aligns with the objectives of the assignment. In order to streamline the editing process and ensure overall coherence, a detailed storyboard for each film, along with the script, must receive approval from MBMA before filming commences.

1. The Consultant shall make **1 short film (15 minutes)** and **1 extended version of the film (20 minutes)**
2. Capture and submit high quality photographs [minimum 100 photographs to a maximum of 150 photographs]
3. Product languages will be in English and Khasi only

Further details are given in the following table:

S. No.	Objective	Activities identified for filming with locational details
1	Capture in an audio-visual story using compelling imagery, traditional songs, folktales and narratives, the story of the living root bridges as seen in the lives of the people of the Khasi-Jaintia regions where they are grown	<ol style="list-style-type: none"> 1. Elder of the village community who will sing a traditional song or narrate a story highlighting the significance of the LRBs 2. On location shoot of the performance 3. Imagery to compliment the narrative in the traditional song/ narrative 4. The living root bridges and the communities/villages around it 5. Locations: <ol style="list-style-type: none"> a. Multiple locations in Amlarem, West Jaintia Hills: Kudengrim, Amkhoi & Khonglah b. Multiple locations in East Khasi Hills: Mawshun, Rimai, Pdei, Sohkhmi

2	<p>Highlight the significance of LRBs and impact on the natural ecosystem, on the traditions and culture, on the individual lives of the people, on the government and other stakeholders</p>	<ol style="list-style-type: none"> 1. Narrative from multiple indigenous community members on the socio-cultural and environmental significance of the living root bridges 2. Supporting narrative from a scientific expert/ authority on living root bridge 3. Cut shots to compliment the narratives 4. Locations: <ol style="list-style-type: none"> a. East Khasi Hills: Mawshun, Rimai, Pdei, Sohkhmi b. West Jaintia hills: Kudengrim, Amkoi, Khonglah
3	<p>Showcase how the LRBs are built by older generations for future generations, how modernization impacts them, and what efforts are being undertaken by the communities, the government and various other stakeholders to conserve and ensure their sustainability.</p>	<ol style="list-style-type: none"> 1. Snapshot of traditional bridge building process 2. Narration from a traditional bridge builder on the process, how the knowledge is transmitted, the risks and challenges, the resources required and the time it takes to build the living root bridges; 3. Highlight of the challenges and risks faced by the bridge and efforts being made by the community, govt. and other stakeholders to conserve the bridges 4. Supporting narrative from a scientific expert/ authority on living root bridge 5. Narrative from a govt. official on the efforts 6. Locations: <ol style="list-style-type: none"> a. Amlarem: Kudengrim, Amkoi, Khonglah b. Snippets from West Jaintia Hills and East Khasi Hills: Mawshun, Rimai, Pdei, Sohkhmi, Kudengrim, Amkoi, Khonglah
4	<p>Celebrate living root bridges as an unrivalled living architecture or engineering marvel, pioneered by ancient indigenous people.</p>	<ol style="list-style-type: none"> 1. Intimate footage of the Living Root Bridges showcasing their complexity in terms of the structures and also in terms of the incredible knowledge the communities have developed to create the bridges 2. Highlight of the ecological aspects and bio-resources around the living root bridges 3. Locations: <ol style="list-style-type: none"> a. West Jaintia Hills: Kudengrim, Amkoi,

		<p>Khonglah, Kudengthymmai b. East Khasi Hills: Mawshun, Rimai, Pdei, Sohkhmi</p>
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4. Duration of the Assignment:

The assignment is expected to be executed within 6 months from contract signature. The dates for the on-location shoot will be decided in consultation with MBMA.

5. Timeliness and Quality of Deliverables

The timelines and payments linked to them are given in the table below :

Sn	Deliverables	Timeline	Payment Schedule**
1	Signing of Contract	T*	5%
2	Submission and acceptance of Treatment plan and Script	T+ 2 Weeks	20%
3	Completion of on location Shoot, Submission and acceptance by MBMA of raw footage	T+ 5 Weeks	20%
4	Submission and acceptance of first cut (Short Film)	T+ 18 Weeks	5 %
5	Submission and acceptance of Final cut (Short Film)	T+ 20 Weeks	10%
6	Submission of first cut of extended version (20 minute)	T+ 21 Weeks	
7	Submission and acceptance of final cut of the extended version	T+ 23 Weeks	15%

8	Final Cuts of all deliverable films and submission of a minimum 100 photographs to a maximum of 150 photographs, all acceptable to MBMA, and open editable files of all the final films produced	T+ 24 Weeks	25%
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*T= Date of issue of Work Order

**Each payment shall be released subjected to review and acceptance by MBMA of the completion of the corresponding deliverable.

The quality of the deliverables shall be ensured by the following technical aspects :

Technical Specifications:

Web Ready HD:

- Standard outputs for websites such as YouTube and Vimeo are .mp4, .mov, .avi, .wmv, .flv
- Output with appropriate resolution for posting on social media – FB and Twitter
- Output with appropriate resolution for dissemination via WhatsApp and other messengers
- Ratio: 1280x720 or 1920x1080 for high definition, 720p

For Projection:

- Aspect Ratio: Widescreen 16:9
- Resolution: 1920x1080
- File Type: .MP4 or .MOV are preferred, however any format should be supported (AVI, MPG, MXF & WMV)

The selected firm shall provide open editable files of the final films produced.

6. Team Composition and Qualification Requirements for the Key Experts

MBMA will assess the demonstrated experience and capacity of interested firms applying for this assignment. The assignment requires a firm with experience in making high quality short and medium length video documentaries pertaining to rural and indigenous communities, with specific focus on culture, ecology, rural heritage, rural development, and supporting similar projects of the government.

The selected Consultant will be expected to deploy sufficient amount of manpower required to successfully deliver the tasks to meet the objectives of the assignment. An indicative manpower requirement for the assignment duration of the assignment must include Key Experts of suitable qualifications and experience for the key positions as tabulated below indicating the minimum qualifications and indicative, desired experience of Key Experts.

Position	Number of Key Expert Positions	Indicative Expected Role	Minimum Qualifications and Minimum Experience	Estimated Staff Months
<p>Key Expert; K - 1 Designation: Director and Single Point of Contact</p> <p>Responsible for coordination and overall delivery of the assignment. Additionally, directing the overall production and post production activities of the film including research, scripting and casting</p>	1	Team Leader	<p>1. Master's degree in film, media production, fine arts, or a related field</p> <p>2. At least 8 years of experience in various roles within the film industry (such as assistant director, script supervisor, or cinematographer). Directing short films, student projects, or independent films will also be considered.</p>	6

Position	Number of Key Expert Positions	Indicative Expected Role	Minimum Qualifications and Minimum Experience	Estimated Staff Months
Key Expert; K - 2 Designation: Director of Photography	2	Responsible for cinematography and photography of the film during on-site shooting	<p>1. A degree in cinematography, film production, visual arts, or a related field</p> <p>2. At least 8 years of Practical experience as a camera operator, camera assistant, or grip</p>	2
Key Expert; K - 3 Designation: Editor	1	Responsible for editing of raw footage including sound into final film	<p>1. Bachelors or Master's in Films/Mass Communication</p> <p>2. At least 5 years experience with Non-Linear Editing Software's and knowledge of film editing techniques for feature length documentaries</p>	5

Note: Production will be done by MBMA

7. Ownership

The Films and Photographs including all unedited raw files shall be property of MBMA. The ownership of knowledge and knowhow pertaining to LRBs will belong to the communities owning the LRBs. All audio and visual materials collected from the LRB villages and their stakeholders, including how they are represented in the documentary will require their Free, Prior and Informed Consent (FPIC) for producing in documentary. All community members

/cooperative societies/community groups that have participated in any form or manner in the making of the documentary, will be given due credit in the documentary.

Further, the selected firm shall ensure that in case any copyrighted material is used in the films, necessary and sufficient approvals, licenses or any required legal clearances are obtained for the lifetime of the films.

The selected firm shall provide to MBMA, open editable files of the final films produced.

8. Client's Input and Counterpart Personnel including Data and Facilities to be Provided by the Client

MBMA shall make the following available to the selected Consultant Firm :

- Office space upon request addressed to the designated Point of Contact of the MBMA
- Conference hall/meeting rooms as may be required during the course of the assignment for the purpose of making a presentation, submission of reports, workshops, brainstorming sessions and meetings.
- Necessary project documents under its control and copyright for use and reference to facilitate execution of the assignment.
- Project Personnel of the State and Districts shall provide necessary inputs throughout the duration of the assignment including assistance with travel and boarding, upon request by the Consultant to MBMA.
- Additionally, travel within Meghalaya, and accommodation of the Consultant shall also be the responsibility of MBMA.

9. Reporting Arrangements:

The Consultant shall report Sh. Wankit Swer, General Manager, Knowledge Management, CLLMP and the Point of Contact of MBMA for day-to-day guidance on this assignment.

10. Review Committee:

A Review Committee comprising the following members will be constituted to review the progress on the milestones as per the payment schedule above and the drafts and final outputs of the assignments:

1. Additional Project Director, CLLMP (Chairperson)
2. General Manager – Knowledge Management, CLLMP
3. Deputy Project Director, CLLMP
4. Two Representatives of Syrwet U Barim Mariang Jingkieng Jri Cooperative federation

11. The Meghalaya Basin Management Agency invites eligible firms/agencies (“Consultants”) to indicate their interest in providing the Services. Interested firms/agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short-listing criteria are:

SL. NO	CRITERIA	SUPPORTING DOCUMENTS
1	Firm must have at least 8 years experience in film making and at least 5 years experience in making high quality documentary films in rural settings	Copies of registration, PAN, GST or any other relevant registrations
2	The Agency/Firm should have an average annual turnover of INR 1.5 Cr in the last three years (ending FY23)	Audited statements of last three financial years to be enclosed
3	Proven track record of making high quality documentary films i.e. recognized or awarded at reputed national and international levels	Relevant contracts/links or work orders to be enclosed.
4	The agency must have official empanelment with at least one central government agency and one state agency.	Relevant documents to be submitted
5	The team should provide a reference from a reputable nationally recognized production house or broadcasting agency, in addition to government agencies.	Relevant documentary/ links proofs to be submitted
6	Proposed team must have at least 3 years experience in making high quality documentary films	Relevant documentary proofs to be submitted
7	Must have prior Experience of working in Meghalaya	Relevant documentary proofs to be submitted

12. Terms and conditions:

- a. Mere submission of EoI, shall not confer any right whatsoever on the submitting entity.
 - b. The EoI shall remain valid for a period of 2 months from the date of publication of EOI.
 - c. It shall be obligatory on part of the submitting entity to furnish any further information as may be sought by MBMA.
 - d. Every page of EoI must be self attested by bidder.
13. **Evaluation Procedure:** Incomplete proposals will not be considered. Acceptance of a proposal will be on the basis of fulfillment of eligibility criteria as mentioned in paragraph 11; The Committee will recommend the finally selected filmmaker to the Competent Authority for submitting its technical and financial Proposals for negotiations and acceptance All expenditure in making and completing the film should be included in the final cost projected and agreed.
12. The consultant will be selected in accordance with the Consultants Qualification Based Selection (CQS) method set out in the World Bank’s “Procurement Regulations for IPF Borrowers; Procurement of Goods, Works, Non-Consulting & Consulting Services, July 2016”, available at www.worldbank.org. Attention of the interested agencies is drawn to paragraph 3.14 of the said Regulations relating to the Conflict of Interest.
13. Expression of Interest must be delivered in hard copy to the address below through registered post/speed post/ courier/ by hand on or **before 31st October 2023 by 1700 Hrs.** A soft copy of the submission may also submitted at mbdaprocurement@gmail.com . Late bids received after the mentioned time will not be accepted.
14. The EoI will be opened on **31st October 2023 at 1730 Hrs**

Sd/-

**The Additional Project Director
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