

Request for Proposals
A Photography, Human-interest Stories and Video Assignment to Capture the Impact of Habitat for Humanity's Housing Project in Haryana

Project Code: IN24402

Terms of Reference

About Habitat for Humanity India:

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort. The housing organisation has since grown to become a leading global nonprofit working in more than 70 countries. In India since 1983, Habitat for Humanity has supported more than 38 million people by helping them build or improve a place they can call home, build improved sanitation units, and provide humanitarian aid and disaster resilient shelter solutions in the aftermath of natural disasters.

Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability, and self-reliance they need to build better lives for themselves. Through shelter, we empower.

To learn more, donate or volunteer, visit www.habitatindia.org

Project Brief:

Habitat for Humanity India has initiated a new housing project to build 50 homes for the marginalised families in Aakera and Bhudla villages of Rewari district, Haryana. The project will unfold in two phases with 25 homes each in Aakera and Bhudla, with phase 1 starting in March 2024 in Aakera and phase 2 starting in March 2025 in Bhudla. Through the construction of these homes, Habitat India will provide a foundation for these families to thrive, giving them dignity and an opportunity to build a better future.

Assignment Brief and Deliverables:

Habitat for Humanity India wishes to capture the impact of the housing project in Haryana on the lives of families by documenting their human-interest stories through photography, videography, and case studies.

To do so, Habitat India is hiring an individual consultant/agency for the photo and video documentation of the project. Photographers and filmmakers. Consultants/agencies from any location are open to apply. The candidate is expected to bring his/her own crew and related gears for photography, videography, and writing. The total costing submitted by the consultant should be all inclusive including their travel, accommodation, logistics and taxes if applicable.

Deliverables for Photography

- Capture the photographs of 10 families each from Aakera and Bhudla, Rewari district, Haryana, who have built homes in partnership with Habitat India.
- Habitat will select 10 families each from both the villages and their transformation should be shown through photographs.
- The objective of project photography is to show the impact of housing and transformation that a family will go through by capturing photos in following 3 phases:
 - a) Before construction
 - b) During construction
 - c) After construction when the families move into their new homes.
- In Aakera village, the candidate should capture the photographs of 10 families firstly in June 2024, secondly in August 2024 and lastly in November 2024.
- In Bhudla village, the candidate should capture the photographs firstly in January 2025 and secondly in May 2025 and thirdly in October 2025.
- Photographs in high resolution jpg format to be edited and submitted to Habitat India after every phase of the shoot.

- The photos should capture the following:
 - Photographs of all family members (children, adults, youth, women, senior citizens) with an element of the homes (old and new home).
 - Portraits of family members – solo and in groups etc.
 - Photos of family members doing routine activities in their old and new house.
 - Photos of family members involved in construction.
 - Photographs of housing structures before and after, architectural details, new homes with and without people, and group houses.
- Images should always reflect our brand by putting people first — and placing them within the context of shelter and the construction of shelter as often as possible.
- OUR FAMILY PHOTOGRAPHY IS: Friendly, Approachable, Spontaneous, Diverse.
- OUR FAMILY PHOTOGRAPHY IS NOT: Overly staged, Emotionless, too often lacking the element of home.
- OUR NEED PHOTOGRAPHY IS: Dignified, Human, Realistic, Respectful, Domestic and Global.
- OUR NEED PHOTOGRAPHY IS NOT: Overly staged, Hopeless, Gloomy, Moody.
- OUR VOLUNTEER PHOTOGRAPHY IS: Inspiring, Authentic, Expressive, Diverse, representing people from all walks and stages of life, Focused on individuals and small groups.
- OUR VOLUNTEER PHOTOGRAPHY IS NOT: Overly staged, Generic, Lacking humanity, Wide angle, showing entire build site.
- OUR HOUSE AND MATERIAL PHOTOGRAPHY IS: Simple and Artful
- OUR HOUSE AND MATERIAL PHOTOGRAPHY IS NOT: Gritty, overly complex.
- Diversity should always be considered and consistently represented in a manner that feels natural and appropriate. Always be sure that your images reflect people from all walks and stages of life.
- Our imagery should feel spontaneous rather than staged, authentic rather than composed, and should always carry a sense of emotion that is uplifting and optimistic.
- When depicting need, you might show the harsh realities that some of our future homeowner's face, but the subjects of the photos should always be presented with dignity to fully align with our brand platform tenets of strength, stability, and self-reliance. In every scenario, imagine how you might want your own family, or your children portrayed.
- Try to select photos and video clips with the “moment” in mind — choose moments that feel real, evoke an emotion, capture something special. Choose images less for the exact visual information they contain and more for the emotional reaction you have to them. Remember that images don't always have to be technically perfect to move an audience.
- The photographs to paint a picture of impact done through housing.
- The before images should or may portray the challenges faced by the family such as, lack of space for people, absence of space for children to study, dilapidated housing condition, possibly harsh weather conditions etc.
- The post impact pictures should portray dignity to women and girl child, decent place to study, sanitation facility.
- Photos should be shot artistically and aesthetically, without compromising on dignity of the homeowners and must adhere to Habitat's brand guidelines.
- All photographs should be named, tagged, and categorized appropriately with different folders as per each family and shared with Habitat for Humanity India within 5 days at the end of each phase of the shoot.

- A formal waiver to be obtained from all homeowners who have been photographed/filmed/interviewed in consultation with Habitat for Humanity India. The template will be provided by Habitat India team.

Deliverables for Case Studies

- Capture the stories of 10 homeowners - 5 families from Aakera and 5 families from Bhudla village, Rewari, Gurugram, Haryana - with whom Habitat India has partnered to build homes.
- Nothing captures the full impact of Habitat for Humanity better than our stories. It's those stories — of community, determination, and transformation among homeowners — that help people connect to our mission on a personal level.
- The objective of collecting human-interest stories is to showcase the impact of this project on the lives of homeowners and their families.
- The stories must be written in English.
- **CORE THEMES:** When searching for stories, be on the lookout for these four themes. They are the foundation of Habitat's work, messaging, and stories. Each helps reinforce the urgency of our mission, the sustainability of our solutions and the central role of the families with whom we partner.
 - 1. With a little help, we all have the potential to stand on our own. Tell stories that demonstrate how a Habitat home is a strong foundation for a family, an opportunity on which they can build a better life.
 - 2. Strong and stable homes help build strong and stable communities. Show how Habitat's work eliminates the barriers to improved lives. Homes that help families achieve financial stability. Home repairs that improve health and educational outcomes. Neighbourhood revitalization that empowers leaders and invests in communities.
 - 3. Portray Habitat homeowners as active. Proactive, not passive. Investing, not receiving.
 - 4. Decent shelter is something we all need to thrive. Demonstrate how a Habitat home helps families walk down a new path — one where stability is obtainable, not merely aspirational.
- Impact of housing on other aspects of human development such as health, mental health, education, livelihood, gender, risk reduction, sustainability, economy and so on.
- The case studies should feature direct quotes and testimonials of family members.
- The case study should also touch upon the collaboration between Habitat and its partner organisation that has supported the project.
- The stories to include a few lines about the process of how families were identified and any other relevant background information.
- The consultant will be provided with a draft questionnaire by Habitat India but can develop his/her set of questions additionally.

Deliverables for Videography

- The consultant is expected to produce one heart-warming impact video that will capture the stories of the homeowners.
- The objective of the video assignment is to show the impact of housing and transformation that a family will go through by capturing videos in a phase-wise manner – before construction, during construction and after the families move into their new homes.
- Habitat will select 10 families - 5 from Aakera and 5 from Budhla - and their transformation needs to be shown through the impact video.
- In addition to the master video, the consultant is also expected to give 10 shorter versions (30 seconder) of the video to be posted on Habitat owned social media channels.
- The objective of these videos is to raise awareness, increase visibility and showcase the impact of this project on the lives of homeowners and families.

- The case study should also touch upon the collaboration between Habitat and its partner organisation that has supported the project.
- Core Themes: When searching for stories, be on the lookout for these four themes. They are the foundation of Habitat's work, messaging, and stories. Each helps reinforce the urgency of our mission, the sustainability of our solutions and the central role of the families with whom we partner.
 - a) With a little help, we all have the potential to stand on our own. Tell stories that demonstrate how a Habitat home is a strong foundation for a family, an opportunity on which they can build a better life.
 - b) Strong and stable homes help build strong and stable communities. Show how Habitat's work eliminates the barriers to improved lives. Homes that help families achieve financial stability. Home repairs that improve health and educational outcomes. Neighbourhood revitalization that empowers leaders and invests in communities.
 - c) Portray Habitat homeowners as active. Proactive, not passive. Investing, not receiving.
 - d) Decent shelter is something we all need to thrive. Demonstrate how a Habitat home helps families walk down a new path — one where stability is obtainable, not merely aspirational.
- Impact of housing on other aspects of human development such as health, mental health, education, livelihood, gender, risk reduction, climate change, sustainability, economy and so on.
 - This video should touch upon About Habitat, the partner organisation, and the project.
 - Impact of the project on the families
 - Importance of housing and sanitation
 - Direct quotes and testimonials of family members.
 - Quotes of Habitat spokespersons and the partner organisation's spokespersons.
- The individual consultant/agency must provide and have approved by Habitat India and the partner organisation a script before filming/animation and take into Habitat's feedback into consideration to make changes.
- Production and post-production can begin upon approval from Habitat India.
- The final videos (including the shorter versions) should have English subtitles.
- The final videos should have engaging and relevant license-free background music.
- The individual consultant/agency should submit the final master file along with versions compatible to be uploaded on social media channels as suggested by Habitat India's team.
- The videos should meet the brand guidelines of Habitat for Humanity India and its project partners.
- The individual consultant/agency should create a high-quality, culturally appropriate video that will convey the key messages effectively to the target audience.
- The individual consultant/agency can make suggestion on the creative idea, treatment that will be appropriate to deliver the message.
- A formal waiver to be obtained from all homeowners who have been photographed/filmed/interviewed in consultation with Habitat for Humanity India. The template will be provided by Habitat India team.
- Individual consultant/agency from any location can apply for the assignment.
- Raw footage to be uploaded on Habitat India's online server after the assignment is complete.

Video Duration:

- **One impact video:** 3 minutes
- **Ten shorter videos:** 30 to 40 seconds each

Timeline (subject to change)

1. Aakera Shoot

- Phase 1 (Before construction): 15th June 2024
- Phase 2 (under construction): 30th August 2024
- Phase 3 (Completed homes after families move in): 31st November 2024

2. Bhudla Shoot

- Phase 1 (Before construction): 31st January 2025
- Phase 2 (Under construction): 31st May 2025
- Phase 3 (Completed homes after families move in): 31st October 2025

3. Five short videos from Phase 1 in Aakera: 5th December 2024

4. Five short videos from Phase 2 from Bhudla: 10th November 2025

5. Final approved project video to be ready: 15th December 2025.

Skill and other requirements

- Strong track record and proven experience in filmmaking, impact videos, photography, video production, animation, and other aspects of audio-visual communication.
- The individual consultant/agency must possess excellent copywriting, proofreading, translation, and design skills.
- Must possess an excellent eye for visual design.
- The final product should meet Habitat's brand guidelines and of its partners.
- The individual consultant/agency must provide the final artwork in the file format as per the instructions of Habitat India.
- The individual consultant/agency must provide the open file of the artwork with Habitat India.
- The individual consultant/agency will use their own production set up, software, equipment; cameras, microphones, and other accessories that may be required for this task.
- The individual consultant/agency will not give the designs or any part thereof, to any third party without the written permission of Habitat India. The consultant agrees that all videos, footage, photos, and their components created during this project will be the exclusive property of Habitat India. The consultant hereby irrevocably transfers and assigns all rights, title, and interest in the intellectual property to Habitat India. The consultant shall not use, share, or distribute any part of these materials without the express written consent of Habitat India.
- The individual consultant/agency will not put their own name or logo/emblem in or on the designs. The only organisation branding in the film will be Habitat India. Habitat India may choose to add the name or a logo of any other partner organisation, including that of the Government. The consultant agrees to keep all information, data, and materials provided by Habitat India confidential and not to disclose any such information to any third party without the prior written consent of Habitat India, both during and after the term of this engagement
- The individual consultant/agency with professional experience of working with NGOs, social development sector or CSR is desirable.
- High proficiency in written and oral English is a must.
- The individual consultant/agency is expected to submit the quotation taking cumulative cost into account – Production, travel, accommodation, and any other expense etc.
- Ability to work on a tight schedule and deliver work of a high standard.

Locations:

- 1) Aakera Village, Rewari, Haryana (For photography, case studies and impact video)
- 2) Bhudla Village, Rewari, Haryana. (For photography, case studies and impact video)
- 3) Office of the Partner Organisation, Noida (For impact video)
- 4) Habitat India National Office, Mumbai (For impact video)

Project Code:

- **IN24402** - Aakera, Rewari (Haryana)
- **IN24402** - Bhudla, Rewari (Haryana)

Transparency/code of conduct: You will be governed by the code of conduct and the expectations of Habitat India while representing the organisation in coordination and field visits.

Safeguarding: The consultant and the field staff engaged in the project must adhere to the safeguarding code of conduct in both their professional and personal lives, which includes doing “NO HARM” to vulnerable children and adults, whether directly or indirectly, intentionally, or unintentionally, knowingly, or unknowingly. Each employee must take proactive steps to prevent, respond to, and report safeguarding-related risks and concerns by extending support and encouraging a “SPEAK UP” culture using the established reporting system. Any breaches would invite immediate disciplinary action, including the termination of the contract.

The following steps are part of safe-guarding related screening:

- Submission of the signed code of conduct.
- A self-declaration stating that they have no involvement, past or present, in any case of any form of abuse against any child or adult.

Relationship: During the term of your association with Habitat India, you shall perform your services in the capacity as an independent consultant and shall have no claims/benefits or entitlements that an employee of Habitat India shall be entitled to.

Reporting: The consultant will report to Ritwik Sawant, Director – Communications, Habitat for Humanity India.

Pre-Closure or termination: The consultancy can be pre-closed or terminated mutually by providing written notice of 30 days by either party, without assigning any reasons in writing for such pre-closure or termination. On pre-closure or termination of the agreement all the materials, documents in your possession will be returned to Habitat India. Subsequent to the termination, you shall refrain from holding yourself out as a representative of Habitat India, in any manner whatsoever.

Non-disparagement: You shall not make any communication or engage in any conduct that could be in any way construed as disparaging of Habitat India.

Dispute Resolution Clause:**

In the event of any dispute arising out of this engagement, the parties agree to first attempt to resolve the matter through mutual discussion. If mutual discussions fail, the dispute shall be referred to mediation. Should mediation also fail to resolve the dispute, the matter shall then be referred to arbitration under the rules of the Indian Arbitration and Conciliation Act, 1996. The arbitration shall be conducted before a sole arbitrator mutually appointed by the parties. The venue for arbitration shall be Mumbai, Maharashtra. The decision of the arbitrator shall be final and binding on the parties. If the parties are unable to reach a mutually acceptable settlement through arbitration, the courts in Mumbai, Maharashtra shall have exclusive jurisdiction to resolve the matter.

General terms:

- Habitat India shall be entitled to terminate this engagement with immediate effect in the event that it is of the opinion that the consultant has acted in breach of the terms contained herein.
- The consultant shall indemnify Habitat India, against all losses, liabilities, actions, claims, proceedings, damages, penalties, demands, costs, or expenses arising out of the breach of any of the obligations, warranty or covenants contained in these Terms of Reference or any loss on account of fraud.
- The present engagement shall be governed by the laws in force in India.
- The consultant shall not be entitled to assign the obligations under these Terms of Reference to any person without receiving the prior permission of Habitat India in writing.

Payment Terms: The consultant will receive payment in three installments: 40% upon signing the contract, 20% upon submission of the first phase deliverables, and the remaining 40% upon completion and approval of the final deliverables. Payments will be made within 30 days of invoice submission. The percentage of the installments are negotiable and will be decided before signing the TOR by both the parties.

Signatures

For Habitat for Humanity India

Anand Kumar Bolimera
National Director
Habitat for Humanity India

For Service Provider