



Terre des hommes

Helping children worldwide.

Terms of Reference

Developing two videos for Terre des hommes foundation, India

TERRE DES HOMMES FOUNDATION, INDIA

| Unit 7/11, Acropolis Business Tower, 7th Floor, 1858/1 Rajdanga Main Road, Kolkata 700107, West Bengal, India. Email: ind.office@tdh.org Phones: +913340081012, M: +91 9239260288/ 7980365363

Table of Contents

ABOUT TERRE DES HOMMES.....	2
BACKGROUND AND RATIONALE	2
Interventions - leDA.....	2
Interventions – Climate Resilience of Health Systems	3
THE ASK	3
THE OBJECTIVE	4
SCOPE.....	4
DELIVERABLES AND TIME FRAME.....	5
PROFILE OF APPLYING ORGANIZATION.....	5
PROPOSAL REQUIREMENTS.....	6
EVALUATION CRITERIA	6
WAYS OF WORKING.....	6
BUDGET AND TERMS OF PAYMENT	6
TERMS AND CONDITIONS.....	7
APPLICATION PROCESS.....	7

TERMS OF REFERENCE FOR WEBSITE MAINTENANCE FOR TDH INDIA WEBSITE

DELEGATION:	Tdh Foundation, India Country Office
INITIATIVE:	Tdh India – Development Initiative
FUNCTION:	Development of Videos for Tdh India

ABOUT TERRE DES HOMMES

[Terre des hommes](#) (Tdh) is a leading Swiss child relief non-profit organization headquartered in Lausanne, Switzerland. The Foundation has been helping over five million children and their families in need for over 60 years, defending their rights regardless of their race, creed, or political affiliation. Tdh's mission is to improve the living conditions of the most vulnerable children by direct support, advocacy, promoting child participation for the respect of their rights, strengthening communities and institutions to better respond to children's needs. In over 30 countries, Tdh protects children against exploitation and violence, improves children's and their mother's health and provides emergency psychological and material support in humanitarian crises.

Tdh Foundation has been working in India since 1976. Tdh Foundation in India has been registered since 2008 as a Liaison Office and has provided technical guidance and support to government structures and civil society organizations to defend and promote children's rights.

Tdh's main programme priorities in India are Unsafe Migration, Maternal and Child Health, WASH and Emergency response. Tdh's office in India is in Kolkata and project interventions currently cover the states of Jharkhand and West Bengal.

For more details visit our India Website: www.tdh-india.org

Global Website: <https://www.tdh.org/en>

BACKGROUND AND RATIONALE

By 2030, all countries will aim to reduce neonatal mortality to 12 per 1,000 live births and under-5 mortality to 25 per 1,000 live births (SDG 3.2). **In India 2.1 million children under 5 years of age die each year.** Despite reductions in the child mortality rate over the past two decades, as per NFHS – 5, the U5 mortality and neonatal mortality rate remains high at 41.9 and 24.9 respectively, per 1000 live births. The main causes are **diarrhoea, pneumonia, and for deaths among the neonates, asphyxia, pre-term delivery, sepsis, and tetanus.** The major underlying cause of death is undernutrition. Even before COVID-19, new-borns were the highest at risk of death, with 47% of all under five deaths occurring in the neonatal period, up from 40% in 1990.

Therefore, Perinatal health is one of the key thematic priorities for Tdh, India. Under health, we focus on:

- Perinatal health linked to the perinatal health strategy "Safe Births for Every Baby and Mother"; to reduce mortality due to lack of quality care at birth.
- Digital health as a tool to amplify the impact.
- Strengthening health systems to ensure sustainable impact.

Interventions - leDA

One of our flagship programs, that considers all the 3 above mentioned components of mother and child health is '**Integrated E-diagnostic Approach or leDA**'. Tdh initiated the leDA Programme in 2010, to reduce child mortality by improving health care workers' adherence to the **Integrated Management of Childhood Illness (IMCI)** protocol, which was designed by **WHO and UNICEF** for children under 5

years of age. leDA is an android based digital diagnosis and decision-making support tool that guides healthcare workers through the IMNCI algorithm from the clinical assessment of the child to classification, prescription, referral, and counselling. The software is installed on digital tablets used by health care workers (HCW) during clinical consultations for children under five years of age. At the end of the consultation, and following the analysis of the signs, symptoms and test results, a precise diagnosis is proposed to the health worker who then proposes the appropriate treatment.

With the help of leDA-IMNCI, HCWs can accurately identify danger signs and symptoms, make correct diagnoses, and prescribe right treatments. In addition to e-consultations, there is an accompanying coaching application to support Quality Improvement (QI) during consultation, and tasking functionality features to generate prioritized lists of tasks for HCWs.

The strategy was piloted in Jharkhand jointly with the Department of Health, Government of Jharkhand, in August 2020. The strategy has been implemented to saturate Ranchi district with 459 users (ANMs & CHOs) covering 335 Health and Wellness Centres. The outcomes have been encouraging. Until June 2024, out of a total of 53,885 child consultations, 15,002 children have been classified with danger signs and no fatality has been reported probably due to timely detection and counselling of caregivers.

Interventions – Climate Resilience of Health Systems

Additionally, Tdh is also implementing Perinatal health programmes in the climate sensitive areas of the Sundarbans. Integrating climate resilience into our health programs has increasingly become pertinent.

Children are particularly vulnerable to the effects of climate change. They are disproportionately affected by the impacts of disasters, environmental degradation and the climate crisis compared to adults through pollution, deadly diseases, and extreme weather events.

While countries all over the world face water stress as they struggle to balance demand with available supplies in a changing climate, the combination of physical water scarcity and inadequate infrastructure for drinking water services creates water vulnerability. As per UNICEF's 2021 Children's Climate Risk Index (CCRI) report over 730 million children are exposed to high or extremely high-water scarcity and 436 million children live in areas with high or extremely high-water vulnerability. India ranks 26th on the index and is one of the **top five** countries with children facing high or extremely high levels of exposure to drought in 2022.

While our climate resilient health system program, currently runs in the Sundarbans, we believe that this awareness of climate change impacting and endangering the lives of children requires deeper understanding and eventual action from health systems, departments and functionaries in other states as well.

THE ASK

Terre des Hommes (TDH) is seeking proposals from qualified corporate video and communications organizations to produce two impactful videos. The videos aim to raise awareness on two distinct topics:

- 1. Impact of Climate Change on Health and Health Systems:** This video will focus on educating government officials about the health impacts of climate change and potential mitigation and adaptation strategies, particularly in the context of Jharkhand. There has been a significant impact of climate change on the health ecosystem of Jharkhand. However, the key health actors (Govt bodies and academic institutions) are not aware of the different health issues that need to be addressed

and the mitigation/ adaptation strategies that need to be developed for the same. ***Therefore, this video will be mostly for the consumption of various Government departments, and it is one of our mandates from Jharkhand State Health department. At the same time this video will also take a broader perspective, and not just focus on Jharkhand, so that the same can be showcased to other stakeholders such as donors, research organisations and other CSOs.***

2. **Integrated E-Diagnostic Approach (leDA) Program:** This will be a showcase video on how the leDA program is addressing the issue of Under 5 mortality (U5MR) in Jharkhand, the achievements of the program so far and the future direction of the program in terms of scaling initiative and potential. The video will raise awareness about the status of Infant Mortality rate (IMR), Neonatal Mortality rate (NNMR) and U5MR thereby showcasing the program's need, success, and its impact on healthcare delivery.

THE OBJECTIVE

- **Video on Climate Change and Health:**
 - Raise awareness among government departments about the health impacts of climate change.
 - Showcase the impact of climate change on public and rural health systems.
 - Highlight the importance and benefits of a climate resilient health care delivery system.
 - Inform about necessary mitigation and adaptation strategies.
 - Promote understanding of the role of various health stakeholders in addressing climate change impacts.
- **Video on leDA Program:**
 - Increase awareness about the status of IMR, NNMR and U5MR in Jharkhand and its impact on both children and community.
 - Establish leDA program's contributions to reducing under-5 mortality in Jharkhand.
 - Showcase the program's success, ease of use, and benefits to the community.
 - Highlight the scaling potential of the program.
 - Encourage partnerships (financial and non-financial) with relevant stakeholders.

SCOPE

Following are the specifications of both the videos:

Specifications	Video on Climate Change	Video on leDA
Target Audience	National Health Mission (NHM), Jharkhand State Health department, Government of Jharkhand health workers, and related government departments.	Donors, National Health Mission (NHM), Corporate Social Responsibility (CSR) teams, and other potential partners.
Key Messages	<ul style="list-style-type: none"> • Major causes of climate change in India and Jharkhand. 	<ul style="list-style-type: none"> • Importance of focusing on under-5 mortality in Jharkhand.

	<ul style="list-style-type: none"> • Health and humanitarian impacts attributed to climate change with special focus on Jharkhand. • Current gaps and opportunities in addressing these impacts. • Key mitigation and adaptation responses. • Developing climate resilient public health system in Jharkhand. 	<ul style="list-style-type: none"> • The role and impact of the leDA program in improving healthcare delivery. • Future directions and sustainability of the program.
Format mix	Generic raw footage on Climate and weather adversities, rural health service points will be required. Minimal on location shooting with graphics and animation.	To be shot on location, interviews as well as discretionary use of graphics and animation.
Duration	2-3 minutes	2-3 minutes
Language	In Hindi with English Subtitles	Both in Hindi and English
Shooting days	Depending on the script	Depending on the script

DELIVERABLES AND TIME FRAME

We are looking at completion of the development of the video and final delivery by **November 15, 2024. The tentative Start date of the project is 1st October.**

The key deliverables for this project include:

- Two finalized videos in both high-definition (HD) and social media-friendly formats.
- Editable project files for both videos.
- Scripts and storyboards for both videos, subject to approval.
- A set of stills from both videos for promotional purposes.

PROFILE OF APPLYING ORGANIZATION

- The organization must have proven 5-8 years of experience in video documentation, especially in projects related to social causes and community development.
- Experience working in the rural and remote regions of is a plus.
- Availability of a technical person who can support the team in writing the script is a plus.
- The agency should have a strong ability to craft compelling narratives that align with our mission. This includes understanding of health systems and climate change, the ability to highlight innovation, success, sustainability, and community involvement in the projects.
- The agency should have strong project management skills, ensuring timely delivery of all deliverables, including the full-length videos, interviews, script and storyboard, subtitles, and raw footage.
- The agency must be adaptable to changing project needs and open to feedback during the production process. This includes being able to work under various environmental conditions and locations.

- The ability to coordinate and work well as part of a team, delivering content (video) that meets brand standards and guidelines.
- The Agency will be required to travel to Jharkhand to shoot the leDA video.

PROPOSAL REQUIREMENTS

Interested organizations should submit a proposal that includes the following:

- **Company Profile:** Background and experience in producing similar videos.
- **Technical Proposal:** Detailed approach and methodology for the production of each video.
- **Work Plan:** Timeline for pre-production, production, and post-production phases.
- **Financial Proposal:** Detailed budget breakdown, including costs for pre-production, production, post-production, and any other relevant expenses.
- **Portfolio:** Examples of past work that demonstrate capability in producing similar content.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Relevance and quality of previous work.
- Understanding of the project objectives and target audience.
- Creativity and innovation in proposed methodologies.
- Feasibility and clarity of the work plan and timeline.
- Cost-effectiveness of the financial proposal.

WAYS OF WORKING

- Tdh will provide raw content and data to assist in the development scripts for the videos.
- Tdh will facilitate interviews with key stakeholders in Jharkhand.
- The successful company will need to deliver an External Hard Drive storing all raw footage and photographs to Tdh Office at the time of the final delivery.
- Footage and photographs should be filed following a logical and orderly system so files can easily be identified and retrieved.

BUDGET AND TERMS OF PAYMENT

- The maximum available budget for this project (both the videos) is **INR 10,00,000**, excluding GST.
- The amount includes all other costs, such as shooting, production, travel including local travel and OOPs or any other amount payable or cost that may be required for the completion of the work/service.
- All payments except the payment upon signing of contract shall be upon receipt and acceptance/verification of the deliverables, as laid out in the table below.
 - A 40% advance will be given upon signing of the contract and on raising of an invoice.
 - The remaining 60% will be paid on project completion and after final delivery.

- Claims for payment will be made through an Invoice accompanied by proof of delivery.

TERMS AND CONDITIONS

- TDH reserves the right to reject any or all proposals.
- All deliverables will be the property of TDH.
- The selected organization will be required to sign a confidentiality agreement.

APPLICATION PROCESS

Interested agencies / organisations, with relevant experience (please include samples and/or references of the previous similar work as proof of experience) and based out of India are requested submit their detailed **proposals by 15th of September 2024 5 p.m.** at ind.office@tdh.org.

If you have any query, please direct the same to satabdi.sengupta@tdh.ch by the 10th of September 2024.