

DIRECTORATE OF EXTENSION EDUCATION
G.B.Pant University of Agriculture & Technology, Pantnagar

No: DEE/2105

Date : 13.01.2023

EXPRESSION OF INTEREST

Govind Ballabh Pant University of Agriculture and Technology, Pantnagar is meant for the upliftment of the farming community by providing quality agricultural input and technologies. University has also got the responsibility to assessment and refinement of technology as per the need of district, keeping in view the climatic issues of the district.

Directorate of extension education being the part of university is focussed on to enriching the knowledge not only farming community but also extension personnel of government departments. The farming community is being facilitates through the implementation of climate resilient technologies suited for different hilly terrains of Uttarakhand hills and plains. Keeping in view eco system services in place as of the priority. Expression of Interest are invited from the interested firms/vendors on the following jobs.

Job details/work specifications

1. The requirement is that of making a film emphasising on organic farming and agroforestry and valuing these in ecosystem services.
2. Aerial shots of landscape and farming along with up to 10ft deep underwater shots will also be required.
3. The story of farmers needs to be a wide range that judiciously explains the journeys hardships and methods of farming the different terrains and locations.
4. The landscape needs to be a mix of foothills and hilly terrain that pose different challenges to the farmers.
5. We will need to establish timeline of growth of multiple crops over a period of 15 days at least in different locations to showcase the effect of organic farming in multiple selected areas.
6. We will also need macro shots of the crops to devise a clear differentiation between the organic and inorganic results. In continuation of this, we would like miniature setups of the land and methods of organic farming to be shot in product setups to give an in depth understanding of the methods and results.
7. Instead of representing the graphic data and numbers in flow chart kind of visuals, we would like them to be communicated by use of slightly complex Visual effects (VFX) that stay true to the real visuals of soil and farming methods.
8. Small clips to educate farmers is an effective and interesting manner that ensures a reasonable attention span will be required too.
9. Apart from visual media, we will require expertise in developing the print versions of the content so that it can be used in print media.
10. Simple and effective audio for communicating to the farmers on radio will be required.

Terms and conditions

1. Brief profile of the venders showing the competency to get the job done.
2. Supporting evidence of competence.
3. Technical compliance statements.
4. Duration of completion, specifying the time line.
5. The proposal is to be given separately on technical and financial bids (2 bid system).
6. The firms should attach the registration/incorporation certificate, PAN, GST details.

Technical specifications for the final outcome

1. The output of the film should be 6k with Dolby 5.1 audio mixing in DCP and MOV format. The outputs need to be in different aspect ratio so that we are able to broadcast on multiple social media platforms.
2. The submission of the content needs to be at earliest possible.
3. Need to attach showreel showcasing work as per the mentioned requirements.
4. Mandatory showreel of 6k work, underwater shots, timelapse, macro shots, miniature setup shoot and VFX need to be shown.

The last date of EOI (Expression of Interest) submission is 01 February, 2023.



PI, TEEB