



Call for Proposals

Video Development – IDH Climate Resilience Program (Karnataka)

1. The Background

IDH catalyzes positive change by bringing together committed stakeholders from across global markets to create better jobs, better incomes, a better environment, and gender equality for all. Through our unique approach of convening, co-creating, and co-financing, we address critical challenges in value chains, such as deforestation, working conditions and wages, value distribution, and climate change. Our mission is to put people, planet, and progress at the heart of markets.

IDH in India

IDH has been working in India since 2009 to promote sustainable value chains across sectors including cotton, tea, spices, grapes, palm, and apparel. In the agro-commodities sector, we have worked with our partners to address issues related to responsible agrochemical use, smallholder inclusion and livelihood development, gender equality and sustainable agricultural practices. Through promoting public-private partnerships, our projects aim to ensure quality of the produce and establish market linkages, as well as to improve smallholder farmers' income and livelihoods. On manufacturing side, IDH is working with partners to address issues including worker health and safety and promoting responsible sourcing in the apparel sector.

About the Program

KARNATAKA CLIMATE RESILIENT COFFEE AND SPICES LANDSCAPE PROGRAM

Recognizing the climate change faced by the coffee and spices growing farmers in Karnataka, IDH since early 2022, has engaged private sector partners as well as other public actors and civil society in Karnataka, to move towards a shared agenda and commonly owned targets based on Production, Protection, Inclusion (PPI) framework. The Landscape approach creates and links a rising market demand for responsibly produced agricultural commodities and uses market forces and local governance to co-invest in sustainable production across the selected landscapes.

The Karnataka climate resilient coffee & spice landscape program was launched in early March 2023 at a workshop in Bangalore where it was agreed to build a multi-stakeholder partnership towards the following impact areas:

- Building greater climate resilience in the production systems for coffee and spices in the state of Karnataka: districts of Kodagu, Hassan, and Chikmagalur
- Applying regenerative agriculture principles to preserve and enhance natural resources such as soil, and water management.
- Improving smallholder incomes towards living incomes; gender integration across the supply chain interventions
- Mitigating greenhouse gas emissions from coffee production and interventions in the commons



- Preserving and enhancing biodiversity through nature-based solutions.

The program will contribute to developing a sourcing hub for sustainably grown and responsibly sourced Spices and Coffee in India.

2. Scope of Work:

- Developing a 3-5 minute video to capture program impact
 - Video production sites/field sites: 3 adjacent districts of 50 to 100 kms radius) Kodagu, Chikmagalur and Hassan)
 - Language: Kannada and English subtitle
 - Video type: real field with Infographics to explain figures and facts.
 - Voiceover (female) only for infographics and project details
 - Total number of field days 4 to 5 plus official interviews in Bangalore
 - Field facilitation, content support and inputs for storyboard will be provided by IDH.

3. Expertise required

Interested firms/individuals for the consultancy is expected to fulfil the following criteria in terms of the expertise and qualifications:

- Minimum 5 years of experience in video development.
- Experience of working with international NGOs and sustainability sector is preferred.
- Creativity and innovation abilities to deliver quality results based on the agreed deadline.

4. Call for consultants

Interested organizations/individual consultants should submit their proposals that should include the following;

- Organization/individual profile, along with experience in delivering similar work
- In case of organization, indicate lead consultant/project manager, along with the team proposed to be engaged on the project
- A detailed plan including the methodology to be employed in undertaking the assignment
- Specification of the deliverables and timelines
- Proposed budget for the assignment
- Portfolio of similar work done

The proposal needs to be sent to Mrinalini Prasad (prasad@idhtrade.org) by close of business November 15, 2023.

Once the organization/individual is selected, an agreement will be signed between IDH and the organization/individual. The work will start immediately after the agreement signing.