TechForChange Cohort 4
VIDEOGRAPHY Request for Proposal

About the Program

TechForChange is a flagship Social Innovation for Youth program by Nasscom Foundation, run in collaboration with Ciena as part of its Corporate Social Responsibility (CSR) initiative. The program is designed to empower student innovators from universities and colleges across Delhi NCR to develop and launch technology-driven solutions addressing critical social challenges.

Program Structure

- Duration: 18 months
    - Cohort Engagement: 11 months of hands-on learning, workshops, and project development.
    - Incubation Support: 7 months of dedicated incubation, including mentorship and business development assistance.
- Participants: Socially driven students from leading institutions in Delhi NCR, including IIT Delhi, Jamia Millia Islamia, and Delhi Technological University, among others.
- Focus Areas: Social innovation, entrepreneurship, and technology for good, aligned with the UN Sustainable Development Goals (SDGs).

Key Features

- Technical Upskilling: Training in advanced technologies such as Artificial Intelligence (AI), Machine Learning (ML), and the Internet of Things (IoT).
- Entrepreneurial Development: Workshops on design thinking, rapid prototyping, and business model creation.
- Mentorship: Guidance from industry experts, Ciena volunteers, and academic leaders.
- Funding: Seed grants for top-performing student-led ventures (e.g., INR 5 lakh for each of the top performing teams in recent cohorts).
- Project-Based Learning: Emphasis on developing real-world solutions with a strong product-market fit.
- Diversity & Inclusion: Special focus on fostering women's participation and building a diverse innovation ecosystem.

Impact

- Pipeline of Social Ventures: Over 204 ideas submitted in recent cohorts, with multiple startups receiving seed funding and mentorship to scale their solutions.
- Skill Development: Participants gain practical skills in technology, entrepreneurship, and leadership, preparing them for impactful careers in the social sector.

- Community Transformation: The program has enabled students to address pressing issues in areas such as healthcare, education, agriculture, and mental health through technology-driven solutions.

Notable Outcomes
- Startup Success: Several student teams have successfully launched ventures post-program, leveraging grants and mentorship for real-world impact.
- Recognition Events: Initiatives like InnovateX felicitate top innovators and showcase their solutions to a wider audience.

TechForChange is a comprehensive platform that nurtures the next generation of social entrepreneurs, combining technical training, business acumen, mentorship, and funding to turn innovative ideas into high-impact social ventures

Program Highlights (Cohort 3, 2024–25)

- 376 individual applicants and 204 team applications from both partner and non-partner colleges
- Students trained in emerging technologies and business fundamentals
- Structured learning-to-startup journey with three tracks: Learning/Ideation, Prototyping, and Startup
- Top 5 teams received ₹5 lakh seed grants and entered incubation
- 30% female participation, with outreach at over 10 universities including IIT Delhi, DTU, NSUT, JMI, and more

Key Engagements (2025–26)

- In-person mentoring at campuses
- Online and offline workshops on critical startup topics: pitch decks, legal compliance, team management, etc.
- Core events include SprintX Hackathons, Innovation Melas, and the flagship event InnovateX 2026
- Outreach and onboarding at partner institutions including MAIT, MSIT, BVCOE, and more

Project Scope & Deliverables

We are seeking a video production partner based in Delhi-NCR to deliver high-quality video services for Cohort 4. The selected vendor will be responsible for:

- Capturing key events (Innovation Mela, SprintX, and InnovateX) with noise-cancelled raw footage
- Recording testimonial bytes from student innovators, mentors, college representatives, Ciena leadership, and Nasscom Foundation
- Providing editable raw footage in Canva-compatible formats (e.g., MP4 or MOV) with isolated, clean audio
- Organizing and labeling all raw files clearly by session, person, or topic
- Delivering final edited videos with:
    - Subtitles
    - Corporate branding
    - Background music (shared as a separate file for future edits)
- Conceptualizing and scripting all final films
- Producing:
    - **Curtain Raiser** (1.5–2 minutes) pre-InnovateX
    - **Cohort 4 Journey Highlight** (4–5 minutes) post-InnovateX
    - **5 Winning Team Shorts** (2–3 minutes each)
    - **2 Alumni Case Stories** (4–5 minutes each)

Vendors must have prior experience working in the development/CSR sector, with a proven track record in educational or social impact storytelling.

Deliverables Summary

S. No.	Deliverable	Description
1	Innovation Mela	Full-day shoot capturing key moments, interactions, student pitches, and public engagement
2	SprintX Hackathon	Two-day coverage including teamwork, mentor feedback, finalist pitches, and prototypes
3	InnovateX	One-day shoot capturing the flagship event's key moments
4	Leadership Bytes	Interviews with Ciena and Nasscom Foundation leadership, recorded before InnovateX
5	Curtain Raiser Video	A 1.5–2 minute teaser introducing the program journey and setting the stage for InnovateX
6	Alumni Case Stories (2)	Two 4–5 minute impact videos profiling alumni journeys and outcomes

7	Winning Team Shorts (5)	Five 2–3 minute profiles of top Cohort 4 teams and their innovations
8	Culmination Video	A final 4–5 minute wrap-up capturing the entire journey, testimonials, and highlights

3. Mandatory Video Elements

Each deliverable must include:

- Noise-cancelled raw footage and final edited video
- Subtitles, background music, and corporate branding
- Separate delivery of background music files for reuse
- Testimonials from:
    o Student innovators / beneficiaries
    o Mentors and college representatives
    o Nasscom Foundation team
    o Ciena leadership (especially during InnovateX)
- Interview bytes recorded at InnovateX and other key events
- All raw footage must be compatible with Canva

4. Optional Add-On: Photography Services

Vendors may submit a separate quote for photography services, including:

- Event photography (Innovation Mela, SprintX, InnovateX)
- Formal and informal portraits (beneficiaries, mentors, leadership)
- Behind-the-scenes and candid shots for social media

Additional Guidelines

Based on previous experiences, vendors should ensure the following:

- Professional and punctual on-ground coordination
- High-quality, clear audio capture (lapel/boom mics and backups)
- Backup storage, batteries, and redundant equipment
- Handover of raw footage within **5 business days** of each event
- Ability to work independently and manage coordination during live events

5. Submission Requirements

Please include the following in your proposal:

1. **Company Profile**
   - Name, year of establishment, location
   - Past experience with NASSCOM Foundation (if any)
   - Team bios and project leads
2. **Technical Proposal**
   - Creative approach to each video
   - Proposed timelines
   - Equipment and software used
   - Sample links to past work (especially similar CSR/event/alumni projects)
3. **Commercial Proposal (to be submitted in a separate Excel sheet)**
   - Breakup of Pre-production, Production, Post-production, and Miscellaneous (travel, logistics)
   - Separate pricing for:
     - Videography
     - Photography
   - GST-inclusive pricing
4. **Financial and Legal Documents**
   - PAN and GST details
   - Registration certificates
   - Last 2 years' audited financials (optional but preferred)

6. Eligibility Criteria

- Must be based in **Delhi-NCR**
- Prior experience with non-profits or CSR storytelling preferred
- Vendors who have worked with **NASSCOM Foundation previously** are encouraged to apply and must mention project details

   - Timeline:
     - Series 1: July'25 to July'26
     - Series 2: August'26 to December'26

5. Budget

Provide a detailed breakdown of your estimated costs for the two projects, including pre-production, production, post-production, travel costs, and any additional fees.

Financial Proposal Format *(to be submitted in an excel sheet)*

	Cost Head	Particulars (indicative)	Cost (INR)	Cost (INR) + GST
1.	Pre production			
2.	Production			
3.	Post Production			
4	Others (Travel, misc.)			
	Total Program Cost (inclusive of all applicable taxes)		

5. Selection Criteria

TechForChange will evaluate proposals based on the following criteria:

- ∉ Relevant experience with creating impactful video content.
- ∉ Strong portfolio showcasing storytelling capabilities.
- ∉ Competitive pricing and clear cost breakdown.
- ∉ Understanding of TechForChange's mission and target audience.
- ∉ Communication style and ability to collaborate effectively.

6. Submission Instructions

Your proposal should include the following:

- ∉ Company information and experience (see the table below).
- ∉ A creative approach to each video series, including proposed filming styles and potential treatments.
- ∉ A detailed breakdown of your proposed timeline.
- ∉ Your team's qualifications and experience.
- ∉ Client references (optional, but highly valued).
- ∉ A detailed cost breakdown for Series 1 and Series 2 separately.

Organization's Profile

	Company Overview	
1.	Registered Name	
2.	Focus Area of work	
3.	Year of Establishment	
4.	Registered Office	
5.	Names of Directors/Partners	
6.	Brief Profile of Senior Management	
7.	Address	
8.	Contact Person	
9.	Phone Number	
10.	Mobile Number	
11.	Fax Number	
12.	Email	
12.	Website	
	Financial Details	
13.	Total Turnover of the Organization (Rs) in last 3 years	
	FY 2022-23	
	FY 2021-22	
	FY 2020-21	

14.	Registration Certificate	
15.	PAN Number	
16.	GST Number (if applicable)	
17.	No. of Users Reached through paid promotion	
18.	Has the Organization ever been blacklisted	
	(Provide details, if Yes)	
19.	Does any personnel of the Organization have any business relationship of any kind with NASSCOM Foundation's officers, directors, employees or agents (Yes/No), Please provide details if Yes	

Documents to be Submitted: Organization's Profile, Financial Proposal, Detailed Technical Proposal, Last 3 years' Audited Income Statement and P&L, Some examples of past work/case studies.

- Last Date for Proposal Submission: 23rd **July 2025**
- A 30-minute call can be scheduled for any clarification

Subject: Please share the RFP on rfp@nasscomfoundation.org with the subject line: Videography Proposal I TechForChange C4