

thingQbator Y7 Video Making Request for Proposal

1. Introduction

Since its inception in 2001, the Nasscom Foundation has witnessed the transformative power of technology. We are the sole non-profit organisation representing the Indian IT industry in the Nasscom ecosystem. We remain committed to our core philosophy of TechForGood, in which we strive to unleash the power of technology by providing access and opportunity to those in need. We use technology to assist people and institutions in transforming the way they address social and economic concerns.

‘thingQbator’ is a pan India, CSR initiative of Cisco in partnership with the Nasscom Foundation. The program aims at promoting makerspace culture across partner universities by enabling enterprising students to work on their own innovative ideas and build scalable solutions. The program is run in partnership with Engineering colleges and fosters a spirit of entrepreneurship among students by encouraging them to think innovatively, work in a makerspace environment, access relevant mentoring from subject matter experts to build their solutions and avail financial support to fund the expenses of their project.

thingQbator is seeking proposals from qualified video production companies to create a series of videos showcasing our program and its impact.

2. Project Overview

Program Structure

- Duration: 8 months to 1 year
- Participants: Socially driven students from leading institutions PAN-India
- Focus Areas: Social innovation, entrepreneurship, and technology for good, aligned with the UN Sustainable Development Goals (SDGs).

Key Features

- **Technical Upskilling & Learning Tracks:** Participants access curated courses on cutting-edge technologies such as AI, IoT, Blockchain, Cybersecurity, Cloud Computing, and more. The Learning Track provides self-paced modules with certification, helping students build a strong foundation in relevant tech domains.

- **Entrepreneurship Development:** Through hands-on workshops and innovation challenges, students explore design thinking, problem validation, prototyping, and building sustainable business models.
- **Mentorship & Expert Guidance:** Student innovators are mentored by seasoned entrepreneurs, domain experts, and Cisco volunteers who help shape their ideas and refine implementation strategies.
- **Funding Opportunities:** Top-performing teams receive seed grants (up to ₹5 lakhs) to transform their ideas into scalable prototypes and social enterprises.
- **Project-Based Innovation:** The program emphasizes real-world applicability, encouraging students to identify and solve grassroots challenges with scalable tech solutions.
- **Inclusive Innovation:** Focused efforts are made to increase participation from underrepresented groups, especially women in tech, fostering a diverse and equitable innovation ecosystem.

Impact

- **Innovation Pipeline:** With thousands of student registrations and idea submissions across multiple cohorts, thing**Q**bator has become a launchpad for grassroots innovation in higher education.
- **Skill Enrichment:** Participants not only learn technical tools but also gain entrepreneurial, leadership, and communication skills through experiential learning and challenges.
- **Social Impact Projects:** Student ideas have addressed challenges in education, environment, public health, safety, and rural development—demonstrating how technology can be used for societal benefit.

Notable Outcomes

- **Startup Launches:** Several student-led teams have successfully transitioned from prototypes to startups, supported by funding, mentorship, and ecosystem exposure through thing**Q**bator.
- **Success Stories:** Winning teams have gone on to win national competitions, receive recognition in media, and collaborate with NGOs, government bodies, and incubators.
- **Innovation Melas & Showcases:** Events like the Innovation Mela celebrate creativity, enable peer learning, and connect student innovators with industry leaders and potential investors.

thingQ**bator** is more than a program—it's a movement empowering students to reimagine social change through technology, entrepreneurship, and continuous learning.

We are looking for agencies or freelancers who can tell the thing**Q**bator impact stories through video format.

Project Name	thingQbator Year 7
Location	India
Project Period	August 2025 – March 2026
Project Target	<p>> Marketing to have:</p> <ul style="list-style-type: none"> ● Series 1: Alumni Impact Stories (3 Videos – Each 3 min duration + 1 Video – 8 Min duration) <ul style="list-style-type: none"> ○ Feature 3 alumni teams discussing their journey in thingQbator. ○ Highlight the support they received, the impact they are creating with beneficiaries, and include thought leadership segments from a Cisco Head and University stakeholders. ○ Each video will focus on a single alumni team and their story. ○ The combine 8-minute video will focus the alumni teams and thought leadership videos ● Series 2: Year 7 Team Journey (1 Video) <ul style="list-style-type: none"> ○ Capture the journey of 3-4 different teams from the current year (Year 7) of thingQbator. ○ The video should follow the teams from the ideation stage to the felicitation ceremony (through different stages of the program). ○ This will be a single, comprehensive video showcasing the overall Year 7 experience.
Beneficiary Segment	<ul style="list-style-type: none"> ● Students & Young Entrepreneurs: The videos will inspire them by showcasing successful alumni journeys, provide information about the thingQbator program and its benefits, and motivate them to pursue their entrepreneurial dreams. ● Colleges & Universities: The videos can be used to attract students to their entrepreneurship programs, showcase the value of thingQbator for their students, and motivate student participation in entrepreneurial activities.

Program Highlights (Cohort 7, 2024–25)

- **1200 individual applicants** from across partner and non-partner institutions pan-India.

- Students trained in **emerging technologies, design thinking, and entrepreneurship fundamentals**
- Structured journey through **three tracks: Ideation → Prototyping → Startup**
- **Learning Track for self-paced courses**
- **Top 5 teams** awarded **₹5 lakh seed grants** each and supported through structured incubation

Project Scope & Deliverables (Cohort 8 – 2025–26)

We are seeking a **Delhi-NCR-based video production partner** with a strong portfolio in the **CSR, education, and development sector**, capable of delivering engaging and professional storytelling aligned with the vision of **thingQbator**.

Vendor Responsibilities:

- **Capture key events** – Innovation Mela(s), Hackathons,– with high-quality raw footage and noise-cancelled audio
- **Record testimonial bytes** from:
 - Student innovators
 - Mentors and ecosystem partners
 - University representatives
 - Cisco and Nasscom Foundation leadership
- **Deliver raw footage in editable, Canva-compatible formats** (MP4/MOV), with audio split from video
- **Organize and label** raw footage clearly by event, person, and topic
- Provide **final edits** with:
 - Subtitles
 - thingQbator branding (logo templates will be shared)
 - Royalty-free background music (shared separately for future edits)
- **Conceptualize and script** final videos in consultation with the program team

3. Project Deliverables: Series 1: Alumni Impact Stories and Series 2: Year 7 Team Journey (1 Video)

Objective:

Series 1: Alumni Impact Stories (3 Videos – Each 3 min duration + 1 Video – 8 Min duration)

- Feature 3 alumni teams discussing their journey in thingQbator. Highlight the support they received, the impact they are creating on beneficiaries (with good videos of beneficiaries). Each video will focus on a single alumni team and their story.

- Include thought leadership segments from a Cisco Head and University stakeholders.

*Cisco Head – Harish Krishnan – Location: Gurugram/Delhi
Nasscom Foundation – Vishal (CTO) - Location: Noida
Aggregator – Inunity SPOC– Bangalore
University SPOC – Bangalore/ Delhi*

- The combine 8-minute video will focus the alumni teams and thought leadership videos

Series 2: Year 7 Team Journey (1 Video)

- Capture the journey of 3-4 different student teams from the current year (Year 7) of thingQbator program.
- The video should follow the teams from the ideation stage to the felicitation ceremony, highlighting the different stages of the program. Testimonial videos and high-resolution videos (including photos) of the students working on their ideas/prototypes will be shot.
- This will be a single, comprehensive video showcasing the overall Year 7 experience.
- Duration of the Video will be 5-6 Minute.

Series 3: Innovation Mela (2 Video)

- Full-day event shoot at a partner college; includes sessions, pitches, mentoring, CISCO Sessions, and testimonials.

Project Deliverables:

- Pre-production:
 - Scriptwriting for all interview segments and narration.
 - Storyboard development (optional, but highly encouraged).
 - Location scouting (if needed).
 - Interview scheduling with alumni teams, Cisco Head, Nasscom Foundation representative, University representative, aggregators, and ecosystem partners (Series 1).
- Production:
 - High-quality filming (Video and Photos) of all interviews and team journey footage.
 - Professional lighting and sound equipment.

- B-roll footage to enhance the narrative of each video.
- On-site direction and production management.
- Post-production:
 - Professional video editing with a clear and engaging style.
 - Motion graphics and animation (optional but may be considered).
 - Music licensing and sound design.
 - Color grading and final video mastering.
 - Integration of any client-provided branding elements.
- Deliverables:
 - Final video and image files in high-resolution format (JPEG, MP4 preferred).
 - Optimized versions for social media platforms (optional).
 - Closed captions for all videos.
- Timeline:
 - To be shared post discussion

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

thingQbator 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 thingQbator'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

1 2.	Email	
1 2.	Website	
Financial Details		
1 3.	Total Turnover of the Organization (Rs) in last 3 years	
	FY 2023-24	
	FY 2022-23	
	FY 2021-22	
1 4.	Registration Certificate	
1 5.	PAN Number	
1 6.	GST Number (if applicable)	
1 7.	No. of Users Reached through paid promotion	
1 8.	Has the Organization ever been blacklisted	
	(Provide details, if Yes)	
1 9.	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: **19th November 2025**
- A 30-minute call can be scheduled for any clarification

All proposals should be mailed to rfp@nasscomfoundation.org with the **subject line: "thingQbator Video Making Y7 Proposal - <Name of the Organization>".**