

Videography and photography

Request for Proposal

ABOUT NASSCOM FOUNDATION

Established in 2001, Nasscom Foundation has been witness to the transformative power of technology for over two decades. Part of the Nasscom ecosystem, we are a neutral not-for-profit organization representing the Indian tech industry. We remain rooted to our core philosophy of TechForGood, where our efforts are focused on unlocking the power of technology by creating access and opportunity for those who need it the most. We work on helping people and institutions transform the way they tackle social and economic challenges through technology. We have five key areas of intervention – Digital Literacy, Skilling and Employability, Women Entrepreneurship, Scaling Social Innovation and Empowering NGO Ecosystem.

ABOUT THE PROJECT

Nasscom Foundation have partnered with one of the top tech corporates to equip over 87,000 youth from underserved communities across India with market-relevant digital, domain and employability skills. Anchored in IBM's global SkillsBuild program, the initiative aims to bridge the digital divide and prepare young learners for success in a rapidly evolving tech-driven economy.

Through this collaboration, students will gain access to IBM SkillsBuild—a free digital learning platform offering curated courses and hands-on experiences in emerging technologies and Professional Development. The program is designed to help learners build in-demand competencies and explore new career pathways. Nasscom Foundation will focus on handholding learners throughout their journey to ensure meaningful engagement and skill absorption.

The initiative will follow a dual-mode approach:

Self-Implementation by Nasscom Foundation to skill approx. 31% learners. This will be delivered pan-India through direct outreach, on-boarding and facilitation.

Skilling through Implementation Partners, engaging the remaining 69% of learners through a hybrid learning approach. This will include learners receiving project-based learning for deeper skill application, placement-linked domain skilling, and offering successful placement opportunities. This will be further combined with with trainer-led sessions, expert talks, and mentorship to reinforce technical learning and connect participants with industry professionals. Additionally, longer-duration domain skilling modules will be offered to advanced learners, linking their learning outcomes directly to employment opportunities.

Below is the list of project locations.

- Karnataka
- Maharashtra
- Uttar Pradesh
- Delhi NCR
- Gujarat
- Tamil Nadu
- Pondicherry
- Telangana

- Andhra Pradesh
- Rajasthan

INVITATION FOR PROPOSAL

We are seeking for a video production partner who has pan-India presence in (Exact locations mentioned above)- with a strong portfolio in the CSR, education and development sector, capable of delivering engaging and professional storytelling.

Vendor Responsibilities:

Narrative / Storyline:

- Capture the **project journey of the IBM–Nasscom Foundation partnership**.
- Highlight the **breadth and scope of activities**, such as:
 - Student Mobilization
 - Classroom learning
 - Batch launches
 - Student interactions
 - Implementation partners on the ground
 - Nasscom Foundation team presence
 - Job fairs and corporate engagement moments

3. Locations:

- Aim for a **North–South balance** to reflect project diversity.
- Plan **2–3 trips** that capture multiple stages of the project in each visit.

4. Timeline:

- Filming window: **December 01, 2025 to March 31, 2026**.

Scope of Work:

Activities	Number
<u>Videos required for month</u> This can be on Job fairs, corporate engagement moments, mobilization, student interactions, on ground implementation etc.	2-3 (1.30-2 mins)
Testimonials of students in the form of reel (To be tracked right from the beginning so that the entire journey of the student can be highlighted by the end of the initiative). Testimonials to also include short video bytes of senior spokespeople, trainers, Nasscom Foundation employees. These video should be of 1 minute each.	50
Photographs	As per the location
Videos Video 1: Consolidated video. This video will be required towards the end of the project to highlight the impact of the entire initiative. This will include student testimonials, spokespeople from IBM, Nasscom Foundation (One from each org) complimented by footage, b-rolls etc. This will be a 4-5 minute video and a slightly compressed one – of 2 mins. Video 2- Video highlighting the direct implementation through Nasscom Foundtaion (2-3 mins)	3

Video 3- Video highlighting the project executed through implementation partners. (2-3 mins)	
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Project Deliverables:

- Pre-production:
 - Scriptwriting for all the 3 main videos
 - Storyboard development (optional, but highly encouraged).
- Production:
 - High-quality filming (Video and Photos) of all events and project journey footage
 - Good sound equipment.
 - B-roll footage to enhance the narrative of each video.
 - On-site direction and production management.
- Post-production:
 - Professional editing (Video and photos)
 - Motion graphics and animation (optional but may be considered).
 - Music licensing and sound design.
 - Subtitles in English
 - Integration of any client-provided branding elements.
 - Voiceover (If need be)
- 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.
 - Raw videos and photo dump in hard drive duly catalogued
- Timeline:
 - To be shared post discussion

RFP SUBMISSION SCHEDULE & TIMELINE

The following table is an overview of the selection activities and timeline.

ACTIVITY	TIMEFRAME
RFP Release Date	Tuesday November 18, 2025
One (1) electronic copy of the proposal must be submitted to Nasscom Foundation via email by close of business date November 21, 2025, 5:30 PM IST to rfp@nasscomfoundation.org with the subject line – RFP Videography – Skilling and Employability November, 2025 <Organization Name>	Friday, November 21, 2025

5. REQUIREMENTS FOR PROPOSAL SUBMISSION

- Detailed costings as per the above mentioned Scope of Work
- Organization/Individual Profile

- Overview of your organization or individual profile, relevant experience, and past work in either education, skilling of students, digital skilling or CSR projects.
- Include success stories or impact statistics if available.