

DOCUMENTATION OF LEARNINGS – NAIP (COMPONENT-3)
SUB PROJECT

Government of India has received a Credit from World Bank in various currencies equivalent to US\$ 200 million towards the cost of National Agricultural Innovation Project (NAIP) and intends to apply part of the proceeds of credit to eligible payments under the contract for which this invitation for quotation is issued. The service required: **Documentation of learnings of the NAIP (Com-3) sub project**

Sealed quotations are invited from experienced documentation specialists and video film producers having experience in producing films on agriculture/rural development. Bids may be quoted separately for the above mentioned services. The Bid document shall contain:

Documentation of learnings of the NAIP (Com-3) sub project "Sustainable Rural Livelihoods through Enhanced Farming Systems Productivity and Efficient Support Systems in Rainfed Areas"

National Agricultural Innovation Project (NAIP) Component-3, sub project on "Sustainable Rural Livelihoods through Enhanced Farming Systems Productivity and Efficient Support Systems in Rainfed Areas" was launched in September, 2007 at CRIDA, Hyderabad. This project is being implemented in 8 backward districts (Adilabad, Anantapur, Kadapa, Khammam, Mahabubnagar, Nalgonda, Rangareddy and Warangal) of Andhra Pradesh by a consortium of 9 partners with CRIDA as the lead center. The project is implemented in a cluster of villages in each district. The number of villages ranges from 3-10.

The project implementation began in September, 2007 with the rabi season and then onwards, interventions were implemented during two seasons each of kharif and rabi across the clusters. In that sense, the project has completed almost half of its tenure. This is the time, therefore to look back at the learnings and make

necessary mid-course corrections. There have been some useful interventions that had significant impact in improving cropping intensity, crop diversity and profitability. Besides, there are some significant outcomes that have led to strengthening of existing institutions and formation of new ones. The project has successfully demonstrated the benefit of convergence with ongoing flagship development programmes by pursuing innovative processes.

This project is employing a unique implementation and monitoring framework involving partners drawn from CG system, Government, NGO and Private sectors. Besides, it has set up a strong monitoring system involving anchoring of the cluster by a local partner who oversees implementation of the interventions at the field level with a technical backstopping by a team of scientists. Thus, it is trying to bring in new and innovative ways of working which are more need based and responsive to the rural communities. Each of the partner has a learning to share which could be mainstreamed with other development projects dealing with similar issues. It is therefore necessary to understand if such experiences and learnings have brought in any changes in ways the organizations function. Questions such as whether there is any changes in the capacities of these organizations need to be looked into. Finally, the collective learnings of the organizations need to be captured as generic lessons for developing policy guiding knowledge sharing and functioning of consortia besides building a robust support system for technology uptake.

The over arching objectives of the study hence, would be to trace the institutional history of the project by focusing on the changes in institutions and policies that have come about due to the consortium initiative.

Specific Terms of Reference:

1. To elicit from the consortium partner if the experience of working in this project has changed their perspective and ways of functioning towards

- improvement of the livelihoods of the rural poor. If yes, what kind of changes have taken place in the organization.
2. Synthesis of learnings and drawing of generic policy lessons commenting on what kinds of arrangements are required for better functioning of the consortium.
 3. To document cases of success and failure and underline learnings.

The documents so prepared will be the sole property of CRIDA and the consultant shall not quote or refer the findings of the documentation with any other agency in any context.

1. The output of the documentation shall be submitted in the form of a report (both hard and soft copies).
2. Single Bid shall be quoted for production of documentation and the Bid document shall contain
 - a. Duly filled in Bid document in the prescribed format (down load)
 - b. A sample documentation report on any development subject prepared by the service provider shall be sent to CPI, NAIP (Component-3) CRIDA, Saidabad Post, Santoshnagar, Hyderabad-500 059 so as to reach on or before 16th August, 2010.
 - c. DD Drawn in favour of ICAR UNIT-NAIP-DIRECTOR/CRIDA, Edibazar, Hyderabad payable at Hyderabad for an amount of equivalent to 3 per cent of the total amount of Bid.
 - d. The price should be quoted in Indian Rupees only.

Sealed envelope superscribed Bid for should reach The Senior Administrative Officer, Central Research Institute for Dryland Agriculture (CRIDA), Saidabad Post, Santoshnagar, Hyderabad-500 059

VIDEO DOCUMENTATION OF PROJECT IMPACT - NAIP (COMPONENT-3)

SUB PROJECT

Government of India has received a Credit from World Bank in various currencies equivalent to US\$ 200 million towards the cost of National Agricultural Innovation Project (NAIP) and intends to apply part of the proceeds of credit to eligible payments under the contract for which this invitation for quotation is issued. The service required: **Producing video film on the impact of the project;**

Sealed quotations are invited from experienced documentation specialists and video film producers having experience in producing films on agriculture/rural development. Bids may be quoted separately for the above mentioned services. The Bid document shall contain:

Producing video film on the impact of the NAIP (Com-3) sub project "Sustainable Rural Livelihoods through Enhanced Farming Systems Productivity and Efficient Support Systems in Rainfed Areas"

National Agricultural Innovation Project (NAIP) Component-3, sub project on "Sustainable Rural Livelihoods through Enhanced Farming Systems Productivity and Efficient Support Systems in Rainfed Areas" was launched in September, 2007 at CRIDA, Hyderabad. This project is being implemented in 8 backward districts (Adilabad, Anantapur, Kadapa, Khammam, Mahabubnagar, Nalgonda, Rangareddy and Warangal) of Andhra Pradesh by a consortium of 9 partners with CRIDA as the lead center. The project is implemented in a cluster of villages in each district. The number of villages ranges from 3-10.

A video film on the overall objectives of the sub project and the project vision shall be produced for a duration of 5-7 minutes. Another video documentation shall be prepared about the successful interventions (list of successful interventions available with lead center) for a duration of 20-25 minutes. All the video recording

tapes shall be submitted to CRIDA in AVI format in DVD and no part of the recording shall be used or sold by the producer without the written permission of competent authority of CRIDA. The Bid shall give detailed description of different stages of film production along with time schedule like story board writing, recording, editing, dubbing etc., The producer shall get the story board approved from the concerned scientist before proceeding further.

The output of video documentation shall be submitted in the form of DVD with voiceover in both English and Telugu.

Single Bid shall be quoted for production of both the films. And the Bid document shall contain:

- a. Duly filled in Bid document in the prescribed format (down load)
- b. A sample film in DVD format on any development subject prepared by the service provider shall be sent to CPI, NAIP (Component-3) CRIDA, Saidabad Post, Santoshnagar, Hyderabad-500 059 so as to reach on or before 16th August, 2010
- c. DD Drawn in favour of ICAR UNIT-NAIP-DIRECTOR/CRIDA, Edibazar, Hyderabad payable at Hyderabad for an amount of equivalent to 3 per cent of the total amount of Bid.
- d. The price should be quoted in Indian Rupees only.

Sealed envelope superscribed Bid for should reach The Senior Administrative Officer, Central Research Institute for Dryland Agriculture (CRIDA), Saidabad Post, Santoshnagar, Hyderabad-500 059

ON DEMAND VIDEOGRAPHY SERVICE

Central Research Institute for Dryland Agriculture (CRIDA) is a premier institute mandated to conduct research and document the output in various formats. It requires to create a repository of video clippings on various themes so that thematic films on various topics can be produced. This involves video recording of different events during cropping season. The events that need to be video graphed are very seasonal and require to be captured as and when they occur. Therefore, developing a video repository is a continuous process of recording events throughout the cropping season. This calls for a specialized job which involves shooting events and storing them for multiple uses. In this context CRIDA wishes to call for Bids from professional videographers to fulfill the following purposes:

1. Shoot events on-demand in high resolution digital BETA Camera.
2. Handover the video recording in AVI DVD format to the concerned indenter at CRIDA.

The videographer will be informed at least 24 hrs before the event of recording and the service provider is expected to provide videography services at the place where the events are to be recorded (within Greater Hyderabad and R.R.Districts).

The rate shall be quoted per each hour of recording submitted to CRIDA.

- a. Duly filled in Bid document in the prescribed format (down load)
- b. DD Drawn in favour of ICAR UNIT-NAIP-DIRECTOR/CRIDA, Edibazar, Hyderabad payable at Hyderabad for an amount of equivalent to 3 per cent of the total amount of Bid.
- c. The price should be quotated in Indian Rupees only.

Sealed envelope superscribed Bid for (write the title of the service bid for) should reach The Senior Administrative Officer, Central Research Institute for Dryland Agriculture (CRIDA), Saidabad Post, Santoshnagar, Hyderabad-500 059

Time Schedule for all the above:

Bid submission date: 23rd August, 2010, 1530 hrs;

Bid opening date: 23rd August, 2010 1600 hrs;

Award of contract 24th August, 2010.