

**CALL FOR PROPOSALS**  
**For**  
**Film Production Grant for a corporate film for**  
**City and Industrial Development Corporation of Maharashtra Limited (CIDCO)**

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The National Institute of Urban Affairs (NIUA) invites proposals from Filmmakers (agencies) to receive a Film Production Grant for producing a corporate film on City and Industrial Development Corporation under the CIDCO Smart City Chair project initiatives.

**Concept**

The film will focus on the initiatives of CIDCO, a premier planning agency in India with primary objective to capture its projects portfolio. The film will cover the specific project initiatives as suggested by CIDCO within the context of Government of India Smart Cities Mission, and its future initiatives in the Navi Mumbai Raigad region and Navi Mumbai Airport Influence Notified Area (NAINA). A key element would be to document CIDCO inclusive planning initiatives for Project Affected People (PAP).

The film is targeted at a universal audience, with a particular emphasis on showcasing CIDCO as a leading agency in smart city planning and management in the country that addresses the interests of all sections of society (ex: housing initiatives). The film needs to introduce CIDCO, communicate its organizational capabilities, and educate the audience about the varied range of projects it has executed effectively.

The narrative of the film will use creative techniques and devices to cover the CIDCO's transformation journey from a New Town Development Authority to key City Planning Resource Institute for Government of Maharashtra in driving its town planning and smart cities agenda. Techniques may include documentation of successful initiatives, interviews with policy-makers, urban experts and citizens. High impact visuals of city infrastructure (transportation, social, technology platforms), time-lapse videos of key locations, built form visuals, cityscape, maps, satellite imagery, archival footage, graphics on financial management trends and resources, animation, voiceover and other techniques will be used to convey the ideas in the film and construct a rich narrative.

**Language**

The primary language of the film will be English and Marathi<sup>1</sup>.

**Total Film Production Grant Amount**

The production of the film will be completed within the total grant amount of Rs. 8.5 lakhs.

**Specifications**

The film will be shot and post-produced on Full High Definition (1920x1080, 35 mbps). The film will be of approx 8 minutes duration, with an abridged version of 2-3 minutes. The film will have a voiceover and opening and closing titles in English. The soundtrack will include music. The Filmmaker will be fully responsible for obtaining permissions for the use of recorded music, if any, and will provide a certificate stating the same when submitting the final masters.

**Copyright**

The copyright for the film will rest with NIUA. The Filmmaker and the crew will be acknowledged in the credits roll in the film and, wherever necessary and appropriate, in the publicity material. NIUA will be credited through the title "Commissioned by CIDCO Smart City Lab, National Institute of Urban Affairs", which will appear at the end of the film and the promo.

**Deliverables and Time Frame**

The Filmmaker will deliver the full-length film of 8 minutes duration as well as an abridged version of 2-3 minutes at no additional cost.

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<sup>1</sup> with subtitles in English wherever necessary for English version

Filmmakers will be provided a maximum of 14 days to deliver the Film and this non-negotiable. The timeline will start from the date of receipt of work order from NIUA. The milestones and deliverables are listed below:

<b>Milestone/Deliverable</b>	<b>Deadline (By End of day)</b>
Submission of Final Script	2
Receipt of Response from NIUA	3
Submission of Rough Cut	9
Receipt of Response from NIUA	10
Submission of Final cuts (8 min and 3 min versions)	12
Receipt of Response from NIUA	13
Film Masters and all deliverables	14

### **Payment Terms**

The filmmaker will receive payments as per the following schedule:

1. On signing of contract: 50%
2. On submission of masters: 50%

Note: Service Tax at the appropriate rate must be accounted for within the overall budget.

### **Application Procedure**

Interested Filmmakers (individuals or agencies) should submit a Proposal containing the following material:

1. Treatment (maximum 1 page)
2. Draft script (maximum 5 pages)
3. Budget (breakdown for Rs. 8.5 lakhs, including Service Tax payable)
4. Filmmaker's Profile (including filmography, experience, recognition, etc.)
5. Profiles of Crew Members who will be deployed for shooting and post-production
6. Three Representative samples (approx. 3 minutes each) of corporate films made by the Filmmaker as producer and/or director

### **Terms and Conditions**

In the event that a Filmmaker is selected to produce the Film, the proposal submitted by the Filmmaker, as well as the present Call for Proposals and its contents, will form part of the Film Production Grant Agreement that will be signed between NIUA and the successful Filmmaker. Preference will be given to filmmakers based in Mumbai and already worked with Government of Maharashtra or its corporations on similar engagements. Only film makers who are committed in delivering the final products within 14 days need to apply.

### **Proposal Deadline**

Proposals complete in all respects must be submitted latest by 07th November 2015, 4pm. Any proposal received after the stipulated deadline will not be considered. Proposals should be submitted by email with appropriate links for download of work samples only.

E-mail address – for submissions only - is: [cidco@niua.org](mailto:cidco@niua.org)

Subject fields in e-mails and labels on envelopes should read as follows:  
**Corporate Film Proposal: "City and Industrial Development Corporation"**

For queries and clarifications related to the project, write to Mr. Nanda Kishore ([akishore@niua.org](mailto:akishore@niua.org)) from the CIDCO Smart City Chair project team.