

Terms of Reference (ToR)

Developing comprehensive Audio-Video Public Outreach Content on Advancing Electric mobility in Himachal Pradesh under the project “Technical support to enable accelerated E-Mobility adoption in Himachal Pradesh”

Title	Developing public outreach media/content on Advancing Electric mobility in Himachal Pradesh under the project “Technical support to enable accelerated E-Mobility adoption in Himachal Pradesh”
Time (1 Months)	<ul style="list-style-type: none"> ● TOR published on ICLEI South Asia website: 6/11/2025 ● Last date of acceptance of proposals: 25/11/ 2025 ● Identification of winning proposal and selection of consultant: 28/11/ 2025 ● Draft communication Strategy for public outreach content: T+ 10 days ● Finalization of Strategy, structure of content for outreach media: T+ 17 Days ● Submission of draft final outreach content on Advancing Electric mobility in Himachal Pradesh: T+ 25 Days ● Final Submission / Closure: Before T + 30 days

Timeframe: Timeframe for current involvement shall be 1 Month

Objective: To develop a short, high-impact video that documents, explains, and promotes Himachal Pradesh’s Electric Mobility initiatives.

Background:

Himachal Pradesh, home to ecologically sensitive Himalayan ecosystems and part of a global biodiversity hotspot, is also one of India’s top tourist destinations, drawing large numbers of private vehicles from neighbouring states and driving up transport-related emissions. As tourism and urban sprawl grow, the state recognises that conserving the environment and developing tourism infrastructure are tightly interlinked. At the same time, EV adoption is rapidly increasing in neighbouring states, and more tourists are already beginning to arrive in electric vehicles, positioning EV-based tourism as a major opportunity

to both boost the local economy and cut emissions. In response, the government has proposed six green EV corridors for domestic tourists, is rolling out a scheme for E-taxis, and charging infrastructure across the state, supported by incentives to reduce dependence on imported fossil fuels and improve public health. With this context, ICLEI South Asia is implementing the project titled “Technical support to enable accelerated E-Mobility adoption in Himachal Pradesh” to help the state strategically plan and scale this transition and the state government has requested ICLEI South Asia to develop a public outreach video to promote e-mobility in Himachal Pradesh, considering the existing efforts being undertaken.

Project Description:

The project “Technical support to enable accelerated E-Mobility adoption in Himachal Pradesh” helps the state advance its goal of becoming a Model EV State and hub for tourism-linked, mountain-specific e-mobility. It provides technical support for planning green EV corridors, identifying priority charging locations, and guiding electrification of public transport, government fleets, tourism, and commercial vehicles. The project also strengthens institutions through data-driven analysis, capacity building, and stakeholder engagement. This work reduces transport emissions and supports protection of the fragile Himalayan environment. The project is supported by Shakti Sustainable Energy Foundation.

Outcome of the involvement:

Through a comprehensive public outreach audio-video, ICLEI South Asia aims to sensitize and galvanize stakeholders around the adoption of electric vehicles in Himachal Pradesh. The media content will highlight the state government’s major EV-promotion initiatives, raising awareness among citizens, policy makers, businesses, and transport operators. It will present a holistic narrative of the EV programme, demonstrating how various activities align with the larger objectives of the Himachal EV Project. The development of this outreach content is expected to significantly enhance public understanding, strengthen stakeholder engagement, and raise institutional visibility. Specifically, it will:

- 1. Overall outcome:** Design and deliver an outreach audio-video to build awareness, visibility, and support for Himachal Pradesh’s EV transition.
- 2. Clear communication of EV vision and strategy:** Present Himachal Pradesh’s long-term clean mobility vision, EV roadmap, and tourism-linked electrification strategy in simple, accessible language.
- 3. Documentation of key government interventions and achievements:** Showcase major state EV initiatives such as public transport electrification, Green Corridors, e-taxi schemes, government fleet transition, CSR pilots, BESS projects, and charging expansion.
- 4. Increased awareness among citizens, tourists, businesses, and operators:** Highlight environmental, economic, and tourism-related benefits of EVs to encourage uptake by residents, taxi operators, hoteliers, and other stakeholders.

5. **Strengthening of policy support and institutional credibility:** Use evidence-based stories and implementation results to reinforce the credibility of the Transport Department and partner agencies.
6. **Promotion of livelihood opportunities and youth engagement:** Highlight EV-related schemes and incentives that create jobs, entrepreneurship avenues, and youth-led mobility services.
7. **Capacity building through accessible information:** Simplify technical aspects of batteries, charging types, BESS, off-grid solutions, and maintenance for drivers, hotel owners, small businesses, and government staff.
8. **Support for investments and partnerships:** Use high-quality visual content to attract private investment, PPP projects, charging developers, CSR contributors, and tourism-sector partners.
9. **Replicability for other hill states and municipal bodies:** Present Himachal's EV experience as a model that can be adapted by other mountainous states and urban local bodies.
10. **Strengthened public–government engagement:** Feature voices from drivers, EV users, hoteliers, and officials to build trust, feedback loops, and shared ownership of the EV transition.
11. **Long-term resource for state EV communication:** Build a reusable library of branded EV videos for events, policy launches, donor outreach, training, social media, tourism promotion, and conferences.

Target Stakeholders

1. State Government Departments (Transport Department, Himachal Road Transport Corporation, Tourism Department, Department of Industries, Urban Development Department, HP State Electricity Board, Pollution Control Board)
2. Central Government Ministries and Agencies (Ministry of Road Transport and Highways, Ministry of Power, Ministry of Heavy Industries, NITI Aayog etc)
3. Local Authorities across Himachal Pradesh (Municipal Corporations, Municipal Councils, Nagar Panchayats, RTOs, Traffic Police, District Collectorates)
4. Private Sector Stakeholders (charging infrastructure providers, EV manufacturers, dealer associations, hotel associations, taxi unions)
5. Academic and Technical Institutions (IIM's, IIT's, NIT's, ITI's, local colleges and polytechnics involved in EV skilling)
6. Civil Society and Development Organizations (NGO's, tourism associations, environmental groups)
7. Citizens and Community Stakeholders (EV owners, drivers, youth entrepreneurs, tourists, and general public)

Scope of Work

Following is the scope of work for the video documentation assignment, which shall be completed within the agreed project duration:

1. Focus of the Video Documentary

The video documentary must be aligned with the objectives outlined earlier. The consultant shall focus on capturing the journey of the Himachal Pradesh Electric Mobility Programme, highlighting major EV initiatives undertaken by the state government and how these efforts contribute to the overall vision of clean and sustainable mobility in a mountain state. The documentary should present a comprehensive narrative covering:

- Public transport electrification (HRTC)
- Development of Green Corridors and charging infrastructure
- E-Taxi Startup Scheme and youth entrepreneurship
- Electrification of government fleets
- Tourism-linked charging ecosystem
- CSR-funded EV pilots (e.g., solid waste management vehicles)
- Skill development initiatives (IIT/ITI trainings)
- Innovation pilots such as BESS and off-grid charging

The content must demonstrate how these interventions collectively support the state's long-term EV transition strategy.

2. Language of the Documentary

The consultant shall develop the documentary and scripts in Hindi and English. The final documentary shall include voice-overs in Hindi, with subtitles in English or other relevant languages as required. The content must be tailored to stakeholders such as government agencies, policymakers, donors, development partners, private sector actors, and the general public.

3. Duration and Structure of Video Outputs

The consultant is expected to develop 1 short video documentary with 5 minutes duration. This will include:

This video shall provide an overview of: Himachal Pradesh's EV vision and environmental context, Need for clean mobility in a hill state, Key pillars of the state's EV roadmap and Impact of EV adoption on emissions, public mobility, and tourism. The video shall focus on specific activities, outcomes, and lessons from the EV programme. These may include: Public transport electrification, Green Corridors & charging networks, E-Taxi scheme and entrepreneurship, Electrification of government fleets, Tourism & hotel charging initiatives, CSR-funded EV pilots, Skill development, BESS/off-grid charging pilots. The film should outline progress, outcomes, benefits, and way forward.

4. Script Development & Videography

The consultant is required to submit a detailed Action Plan outlining the structure of the documentary, shooting plan, interviews, graphics, and production workflow.

They must: Develop scripts in English and Hindi and share them with ICLEI South Asia for approval.

Arrange all necessary equipment for field videography, interviews, drone shots (where permissible), lighting, audio, and on-site coverage. Capture visuals from key EV locations across the state (charging stations, bus depots, hotels, project sites, pilot areas, etc.) Include updated statistics, maps, motion graphics, and infographics. Adhere strictly to ICLEI communication guidelines, branding protocols, and disclaimer requirements.

5. Finalization of Video Documentation

- ICLEI South Asia shall review and finalize the submitted video content.
- The consultant must incorporate all suggestions, revisions, and comments provided by ICLEI South Asia within the agreed timeline.
- All final videos shall be delivered in digital 4k format, along with master files, raw footage, subtitles, and graphics.

Deliverables

- Communication & Video Strategy
- Scripts & storyboards
- Draft versions of all videos
- Final approved video/s (1080p)
- Master files in Digital format

Final Product -Copyright

The Ownership & Copyright of the final video output and any part of its shall solely vest with ICLEI – South Asia. Any unauthorized use of final or raw footage and reproduction in full or partial would have legal implications.

Qualification & Experience

- 5+ years experience in documentary film-making
- Experience in mobility/climate/urban development preferred
- At least 5 development communication films made in last 5 years

Proposal Submission

- The Terms of Reference (ToR) can be downloaded from the ICLEI South Asia website (southasia.iclei.org)
- The financial & technical proposals should be submitted as separate documents.
- The Proposal should be submitted with title “**Development of Audio-Video Public Outreach Content on advancing Electric mobility in Himachal Pradesh under the project “Technical support to enable accelerated E-Mobility adoption in Himachal Pradesh”**
- The proposal shall be submitted in two parts, viz.
- Part I: Technical Proposal.

- Part II: Financial Proposal

Submission Requirements

Interested and eligible bidders/agencies are invited to submit their proposals for the Development of Audio-Video Public Outreach Content on advancing Electric mobility in Himachal Pradesh in accordance with the Terms of Reference.

The proposal must be submitted by email to iclei-southasia@iclei.org and cc to vijay.saini@iclei.org and siba.das@iclei.org with the subject line “*Proposal for Developing comprehensive Audio-Video Public Outreach Content on Advancing Electric mobility in Himachal Pradesh*”. The last date for submission is 28th November 2025.

Each proposal must include the following documents and details:

- A signed cover letter on the bidder’s official letterhead expressing interest in undertaking the assignment. The letter should include a brief statement of understanding of the project and contact details of the authorized signatory.
- Past credentials demonstrating successful production of films/documentaries for Government departments, PSUs, or reputed private sector organizations (at least 3 examples with links to completed films and client references).
- A detailed implementation plan with phase-wise timelines, milestones, and deliverables consistent with the 4-week project duration.
- The financial bid as a separate file, clearly marked “Financial Bid” and should include:
 - Itemized cost for all components of the film production, including pre-production, scripting, filming, equipment, travel, post-production, editing, and final delivery.
 - Applicable taxes (GST) clearly mentioned.
 - Payment milestones as per deliverables.

The following documents are mandatory and must be attached with Annexure A:

- Copy of GST Registration Certificate
- Copy of PAN Card
- Last three years ITR (Income Tax Returns)

All documents should be indexed appropriately, page-numbered, and signed by the authorized representative of the bidder.

Annexure A: Particulars of the Individual/Agency Submitting the Bids

S. No	Particulars	Response
1	Name and address of the individual/agency	
2	PAN number GST number	
3	Last three years ITR	
4	Legal status of agency	
5	Details of contact person with mobile number and email address	

Budget and Payment Terms

Payments shall be released on a milestone basis as follows:

- **40%** upon approval of the final script, storyboard, and production plan.
- **40%** upon completion of principal filming and submission of the rough cut.
- **20%** upon approval and final delivery of the edited master film and all agreed deliverables.

Terms and conditions:

- In case of any doubt/query regarding any portions of ToR, the applicant should send it by mail to the contact person mentioned in ToR.
- ICLEI South Asia reserves the right to reject any proposal, and to annul the selection process and reject all proposals at any time, without thereby incurring any liability to the affected applicant or any obligation to inform the affected applicants of the grounds for such decision.
- It should be noted that the project is being implemented in Himachal Pradesh.
- The decision of ICLEI South Asia will be final.
- Detailed work order will be issued to the winning applicant within 7 days of announcing the results.
- The selected applicant is to forward the signed and sealed work order to ICLEI at the earliest or not more than 7 (seven) days of issue of work order.
- The video documentations may draw upon existing text reports, documents and field experiences of the project team. ICLEI will confidentially share copies of the same with selected consultants.