

## TERMS OF REFERENCE

### About Grameen Foundation for Social Impact (GFSI)

Grameen Foundation for Social Impact (GFSI) is a not-for-profit organization registered under section 25 of the Companies Act, 1956 (now known as section 8 of the Indian Companies Act, 2013). GFSI envisions a world free of poverty, and works with the mission to enable the poor, especially women, to create a world without poverty and hunger. GFSI is committed to the strategy, Invest in HER Power, that will combine locally identified and globally connected initiatives aimed at impacting 10 million lives. For this, GFSI will operationalize an innovative and scalable, Holistic Enhanced Resilience (HER) framework that includes integrated and sequenced steps. Our initiatives will propel progress toward Sustainable Development Goals 1 (No Poverty), 2 (Zero Hunger), 3 (Good Health and Well-being), 5 (Gender Equality) and 13 (Climate Action).

### About the Project

The Women as Agents of Change and Economic Empowerment (W-ACE) project empowers rural women through self-employment by enhancing entrepreneurial skills and linking them to financial and non-financial services via a digital platform. Grameen Mitras (GMs) are trained as financial service agents and connected with a BCNM to support their communities, fostering financial inclusion, decision-making power, and business acumen. This initiative strengthens women's financial independence and contributes to broader community development. This project has implemented in Chandrapur and Gondia districts in Maharashtra covering near 650 GMs.

The project has led to both direct and indirect impacts. It has increased household incomes, improved financial literacy, expanded access to banking services, and enhanced women's role in decision-making. Indirectly, it has driven economic growth, shifted social norms toward gender inclusion, and improved education and healthcare access. Strengthening financial resilience has also reduced vulnerability to economic shocks.

The W-ACE project's interventions extend beyond individual women, positively impacting families and the broader community. By strengthening economic participation, financial inclusion, and social agency, the project fosters long-term socio-economic transformation. Sustaining these benefits requires ongoing support, continuous engagement, and policy alignment to expand its impact at a community-wide level.

With this phase of the project completed, an endline study is proposed to measure its effectiveness in achieving key outcomes. Aligned with Grameen Foundation's broader theory of change—focused on income and entrepreneurship, women's agency, resilience, and sustainability—the endline study will assess impact and effectiveness of the project in achieving its intended outcomes. By comparing findings with baseline data, the study will provide insights into progress, learning, challenges, and areas for improvement.

## Objective of Engagement

A compelling **3 - 4-minute video** should highlight the **impact, transformation, and real stories** of the Grameen Mittras while positioning W-ACE as a catalyst for financial inclusion and women's entrepreneurship and a teaser video of under 1 minute highlighting the major points.

**Duration of the Assignment:** 1 month

## Scope of Work-

### **1) Opening Scene – Setting the Context (15-20 seconds)**

Visuals:

- Wide shots of **rural Maharashtra** (Gondia & Chandrapur) – bustling village life, local markets, and women going about their day.
- Women walking with mobile devices, confidently engaging with customers.
- Quick glimpses of **financial transactions happening through Grameen Mittras**.

### **2) The Challenge (20-30 seconds)**

Visuals:

- Women discussing financial struggles before the program.
- Families struggling due to limited access to financial services.
- Village women looking at traditional loan systems, with high dependency on male decision-making.

### **3) The Solution: Women as Grameen Mittras (45 seconds - 1 min)**

Visuals:

- Women attending **financial literacy training sessions**.
- Digital tools and app-based transactions in action.
- A Grameen Mittra explaining services to local women in the community.
- Interaction with key stakeholders: Asha workers, Anganwadi Sevikas, Panchayat leaders.

Key Features on Screen:

- Financial Literacy Training Completed
- 650 Women Entrepreneurs Engaged
- Business Linkages & Product Expansion

### **4) Impact in Numbers (30 seconds)**

Visuals:

- Women counting money, conducting transactions, and engaging with customers.
- Testimonials from community members who have benefited.

- Display of new products introduced—sanitary pads, detergents, and phenyl.

#### Key Data on Screen (Animated Transitions):

- **XX Customers Reached**
- **XX Grameen Mittras Transacting Every Month**
- **Income Levels Reached ₹750+ Monthly**
- **Offline Product Expansion** (Sanitary Pads, Phenyl, Detergents)

#### 5) Real-Life Success Story (1 min)

##### Visuals:

- Success stories from 2 or 3 Grameen Mittras, their thoughts, how they benefited, their increase in agency and decision making etc, their visuals of managing transactions, talking about her earnings, and how her confidence and independence have grown.
- Her family's reaction, and how her income is helping improve their lives.
- Her role in changing gender norms in her village.

#### Direct Testimonial (in local language with subtitles):

*"Before this program, I had no income of my own. Now, I not only earn but also help others access essential financial services. My children's future is brighter because of this opportunity."*

#### Development of short Films and Audio messages

- Development of Story Board and Characters for 3 short 2D animation films
- Development of Story Board and Characters for 2 short real figure films
- Development of Animatics & Voiceover Script (Language: Hindi/Marathi)
- Development of the Animation including Characters, Backgrounds and Actions
- Recording and Incorporation of Voiceover (Single VO artist)
- Incorporation of Background Score
- Editing by incorporating all animated sequences
- Incorporation of Graphics and Effects
- Final Editing and Rendering of the movie in the required format.

#### Deliverables

Sr. No.	Deliverable	Timeline
1	Creating & Finalising scripts for 5 videos and audio messages, and 5 posters with the help of theme input from Grameen Foundation.	5 days
2	Creating 5 videos based on finalised scripts.	10 days
3	All the 5 videos will have voiceover and subtitles in English	5 days
4	All 5 videos to have a teaser video of up to 60 sec max	5days
5	Open-source file of all the 5 videos for any changes.	5 days
6	Open-source file of the posters for future use.	5 days



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The technical brief detailing relevant experience, specific expertise, key personnel and staffing details, quality assurance measures, timeline of activities, and financial proposals should be sent to the undersigned by mail by **19<sup>th</sup> March 2025 COB**. The total budget for this assignment will not exceed Rs. 3,00,000.

**Ekta Gupta**

Procurement Officer

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