



Job Title	Production Lead for Master Classes
Engagement	Contractual
Duration of contract	4 Months (September 2020 - December 2020)
Location	Bangalore
Selection Timeline	Walk-in interview (online) with CV: 27 August 2020 – 1 September 2020

About

REACHA is a voluntary organisation based out of New Delhi set up in the year 1992 by a group of conscientious bureaucrats, technocrats, scientists and educationists who felt that it was necessary to create an institution that could 'reach-out' to the masses and enable them to empower themselves with knowledge, know-how and the will to bring about positive changes in their lives. REAHCA's interventions seek community partnership in a deep-dive effort, so that all the stakeholders in any initiative are heard and involved to create large-scale impact.

Titan Company Limited is launching a program called Design Impact Movement with REACHA as the primary partner. This movement seeks to help aspiring innovators amongst the country's youth reach their potential while also giving back to the society. It intends to inspire young people to take up designing for social impact and help them in the creation of their products for the same, if any.

Programme background

The **Design: 'Impact Awards program** (DIA), launched by **Titan in collaboration with Tata Trusts**, believes that sustainable and effective product design can create large-scale and long-term impact. To that end, the program aims to identify and support - with funding and mentoring - top design innovations in the country capable of creating this impact in the social sector.

The first edition of the Design: Impact Awards (DIA), launched in August 2017 received **993 applications** across India, covering multiple sectors like Environment, Health & Sanitation, Agri-Tech and Education. The **eight best product design innovations** received a grant of Rs 65 lakh each as well as capacity building/mentoring support over the course of two years. Based on the wide encouragement and reception that the Design: Impact Awards received amongst social entrepreneurs, the program has evolved to include larger ecosystem support, and will be launched in 2020 as the **'Design: Impact Movement'**.



The Design Impact Movement

The program is targeted at youth with a special focus on students from Design, Engineering and Architecture backgrounds (as 74% of the DIA participants belonged to these streams). We believe that the current generation of youth in India are motivated to solve large societal challenges, and a platform like the Design Impact: Movement will provide them this opportunity. The inaugural edition of the program will focus on three thematic areas: **1) Agriculture and Livelihoods 2) Environment and 3) Healthcare**. The movement is scheduled to launch in November 2020 and aims to reach out to more than 100,000 youth through various outreach and engagement activities in the next 3 years as detailed below. Upon registration, every participant is given access to a gamified online platform that guides them through their project journey and unlocks various resources according to the commitment shown towards the goal of product design for social needs

The opportunity

REACHA is looking to hiring a production lead who can help produce and edit educational videos for the Design Impact Movement's tech platform (Masterclass series). The Masterclass series aims to engage and enable student participants on the platform, to learn from subject matter experts (hereinafter referred as SMEs) on a range of topics centered around "designing for social impact", keeping in mind the Indian context. The Production Lead onboarded will be required to plan each production phase and produce high quality videos for the Masterclass series

Responsibilities and Duties

Considering the COVID-19 outbreak, it is advised to perform the video recording remotely at the SMEs residence or office, or at any convenient place as advised by them. The production team shall create the necessary guidelines and set standards for executing the production of videos to achieve high quality outputs. The detailed scope of work is given below:

Phase 1: Pre-Production

Key Activities

- Ensure alignment with overall project timeline and budgets
- Provide a list of equipments required for the video recording and shortlist the ideal gear basis user feedback and reviews
- Identify suitable software options (open source) for recording of video that is convenient for the SMEs to use
- Conduct necessary dry runs to ensure the seamless execution of the production



- Identify options for live streaming of the video recording process at the SMEs end, to monitor and regulate content, if and when needed
- Prepare detailed guidelines (PPT / video / word format) for the SME to follow while recording the videos
- Work to ensure suitable content flow as per the scripts developed
- Share the production plan as per the SMEs' availability

Deliverables

- Shortlist & procurement of production equipment
- Detailed production guidelines
- Production work plan

Timelines

- 03 September 2020 – 15 September 2020

Phase 2: Production

Key Activities

- Create short, engaging videos (**9 modules in total of 30- 40 mins each**) by engaging with the SMEs
- Provide creative direction to the production work that incorporates the Design Impact brand

Deliverables

- Raw video footage (9 modules in total).

Timelines

- 15 September 2020 – 15 October 2020

Phase 3: Post-Production

Key Activities

- Divide the video into smaller parts/sub-modules based on the course framework
- Use of tools like animation and design, based on the required brand guidelines, to make video content more effective and compelling
- Suggest relevant background music (Open sourced) to keep the audience engaged



- Conduct necessary reviews and incorporate suggested changes

Deliverables

- Final Masterclass videos in accordance with all guidelines and course structure

Timelines

- 22 September 2020 – 30 December 2020

Job Requirements

- Previous work must match the quality and nature of deliverables expected in the project
- Pricing of the work must be in line with the available financial resources for the programme
- At least 3 years of experience in conducting the required work
- Must be based out of Bangalore

If you interested in this short term opportunity please send a cover letter along with your portfolio nikhil@recha.org with cc to Mamatha.recha@gmail.com.

The subject line of the mail shall be **DI Movement - Masterclass Production**