



RfQ_GROW Fund_22-23_Various media and communication services

GROW FUND supported by EdelGive Foundation

Request for Quotation: Integrated Marketing and Branding services for Urmul Seemant Samiti

Dated: 2nd June 2022

Issued by



Secretary
Urmul Seemant Samiti
Bajju-334305

Secretary, Urmul Seemant Samiti

1. Brief Project Overview

Urmul Seemant Samiti is implementing a programme – GROW Fund – with support from EdelGive Foundation. The programme focuses on developing organization capacity, enhance the outreach of organization work, develop the organization skills in the changing scenarios of development sector processes and challenges.

Under the programme, Urmul Seemant is looking for service providers to provide integrated media services. Through this RfQ we invite reputed domain specific service provider to provide techno-commercial proposal. The details of the deliverables is mentioned in the scope of work.



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2. About Urmul Seemant Samiti

www.seemant.org

With the aim to empower village communities towards self-reliance, Urmul Seemant Samiti has been working since 1994 in western Rajasthan to develop a safe and enabling environment for people that ensures that their right to health, education and employment is respected and realized without discrimination and exclusion, with special focus on children and women. Striving for development in the most distant and underdeveloped villages of Bikaner, Jodhpur, and Nagaur district to ensure that people are empowered to decide, design, implement and eventually self-finance the package of development services which are made available to them under different projects. The organisation has been working towards breaking barriers for promoting desert centric social innovations.

3. Scope of Work & Deliverables

Following are the deliverables for this assignment

1. Updating and maintaining the website for organisation for a period of 24 months
2. Sustained digital engagement including social media posts, managing digital handles and
3. Publishing 49 media stories covering various programmes and developments
4. Publishing a bimonthly newsletter of the organisation
5. Organising 7 webinar to cover desert issues
6. Developing 11 mini-films covering various programmes and their impact
7. One 10 year Impact report published
8. 5 policy papers on desert challenges published and printed in peer-reviewed journals
9. Running a digital fund raising campaign and helping organisation setting up the fund raising team

Duration of the assignment

June 2022 – March 2024



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4. Technical Requirements

The agency should have the following capacity in-house:

- Web development, hosting and management
- Text (Journalistic) content creation, editing and management
- Still and moving pictures production, editing capacity
- Digital analytics services
- Quality media manager and PR person to be able to provide required services
- Deep understanding of working on knowledge management & developmental PR programme. Past experience of working on similar platforms shall be preferred
- Prior experience of working in Rajasthan/on projects focussing Rajasthan will be preferred
- Should be able to provide a multiyear retainer service

5. Preconditions

- a. Should be able to demonstrate prior experience
- b. Should be able to provide dedicated account managers and team for implementation

6. Assignment duration

Till March 2024; extendable as per mutual agreement

7. RFQ deadline

1. Quotation submission deadline: 20th June 2022
2. Online submission is acceptable. Please email your proposals to the mail: procurement@seemant.org

8. Point of Contact

Programme Coordinator, GROW Fund Programme; procurement@seemant.org