



## **Scaling Up Pashupalan Suvidha Kendra model for Migrating Pastoralists in Phalodi district**

**Request for quotation for various communication and campaign services for the following roles:**

**Dated: 8 August 2023**

### **1. Brief Project Overview**

Urmul Seemant Samiti is implementing the project - *Pashupalan Suvidha Kendra* for Migrating Pastoralists in Phalodi. It is the second phase of the innovation promotion and research programme supported by ADDRN, Tokyo and STS. In the first phase it was supported by ELHRA UK & STS. The programme focusses on scaling the Magra fiber value chain and enhancing the Common Facility Centre being developed in the first phase. Through this RfQ, Urmul Seemant Samiti invites cost quotations and the profiles from the interested consultant for various technical roles.

### **2. About Urmul Seemant Samiti**

[www.seemant.org](http://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**

Under the programme, Urmul Seemant aims to design a campaign and marketing material for Magra value chain and ecosystem. Various knowledge products shall be developed for reaching out to various strategic stakeholders. The scope of work for the individual consultant shall include:

- 1. Technical Consultant - Campaign:** For visualising, designing and executing campaign, brochure and website for Magra values chain and ecosystem.



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2. **Copywriter:** For visualising and drafting the content for the campaign and website for Magra with the support of technical consultant campaign.
3. **Web developer:** For designing the website and implementing the campaign for Magra value chain.

### **Deliverables:**

#### **For Technical consultant - Campaign:**

1. Visualise, Plan and implement One printable brochure, Website, digital campaign and networking event for Magra value chain.
2. Supervise the content writer and web developer on execution of the plan
3. Expected time involvement of around 60 working days

#### **For Copywriter:**

1. Work on drafting content for brochure, Magra website and various content packages for digital campaign and networking event for Magra value chain
2. Work closely with the Technical consultant – Campaign
3. Expected time involvement of around 60 working days

#### **For Web developer**

1. Implement the website as per the idea, content and design framework provided by other team members (consultants). Manage and debug it for better user experience.
2. Digitise the brochure for digital circulation and embedding it in the website.
3. Provide technical assistance in implementing the digital campaign for Magra value chain.
4. Expected time involvement of around 60 working days.

### **4. Preconditions**

- a. The consultant should specialise in thermal, acoustics, textile interventions with expertise in natural fibres.
- b. Consultant should be comfortable undertaking travels to remote locations.
- c. Should be comfortable with sharp deadlines with fast turnaround time.
- d. No subcontracting is permissible.

### **5. RFQ details**

1. Quotation submission deadline: 18<sup>th</sup> August 2023



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2. Online submission is acceptable. Please email your proposals to the mail mentioned below.  
Hard copy of the proposal may be submitted to the address below, by hand or courier.
3. Send CV and cost quotation in pro rata basis format

### **6. Principal Point of Contact**

Procurement Nodal person; Email: [procurement@seemant.org](mailto:procurement@seemant.org)

Urmul Seemant Samiti, Urmul Campus, Near Grid Substation, Bajju village, Bikaner