

Call for proposal: Provide digital media services under the Project SEWAH

About the Project:

This is a call for proposal from media agencies to provide electronic delivery of information, including data and content across multiple platforms and devices like web or mobile. The agency would need to provide an outlet to distribute media electronically, online, and in print as required. The agency will need to create awareness about the business using strategies and campaigns to create a unique and lasting image in India via the digital platform and develop a story for international publications. The agency would further need to publish webinar content, release whitepapers and cover all media stories.

Digital Services to include:

1. Social Media Profile management
2. Social Media creatives design
3. Blog management
4. Monthly reporting on reach, impressions etc.

Amount should be quoted as a monthly retainer fee in INR only.

Timelines: Twelve months starting from the award of contract.

Intellectual Property: All output, training materials, questionnaires, feedback forms, results, data, and reports generated under the award are solely the property of Safe Water Network India.

Confidentiality: Any information, resources, and assistance (including access to records, systems) shared with you during the program for this engagement cannot be disclosed or used in electronic, print, or audio medium.

Please send in your application to this mail id – psewak@safewaternetwork.org / psingh@safewaternetwork.org / info@swnindia.org till Feb 20, 2020

About Safe Water Network: Safe Water Network India is a not-for-profit Trust, registered on October 16, 2009, committed to bringing scalable, financially sustainable solutions that provide clean, affordable drinking water to the communities in quality-affected habitations in India. Safe Water Network India holds a licensing agreement with Safe Water Network, a 501 (c) (3) registered non-profit organization in New York, USA, and a core funder of the Trust.

About Project SEWAH: Project SEWAH is a collaboration between Safe Water Network India and USAID to strengthen the journey towards self-reliance in Urban Drinking Water through the multiplier effect of the knowledge hub and by leveraging the SWE Alliance. The project aims to create a legacy of a sustainable and reliable, safe drinking water footprint in the urban cities to accelerate the SDG Goal 6.1 by developing capacities of the citizens, PHED engineers, SWE implementers, and other stakeholders in the ecosystem so that SWEs are sustainably delivering safe drinking water reliably to the local communities.



Proposal Requirements

1. The partner should have credible experience in conducting market research and submit such credentials, and the proposal
2. Firms that have experience with similar engagements shall be preferred.
3. Team credentials must be shared along with the proposal
4. The proposal must be submitted within the last date mentioned in this call for proposal
5. Total proposal cost must be submitted as exclusive of applicable taxes and charges