

Call for proposal: Provide Public relations services under the Project SEWAH

About the Project:

This is a call for proposal from media agencies to provide print media services by publicizing the work under Project SEWAH and brand building of SWNI in the public domain. The public relation agency would need to utilize different forms of communication to establish efficient interaction between Safe Water Network, USAID and the target audience.

Scope of work shall include print media articles on project work, webinars, release of reports, visit of officials to project site and new site launches, international events coverage and industry stories.

For detailed work streams refer Annexure below

Proposal should be submitted as a monthly retainer fee in INR only

Timelines: July 2021 – May 2022

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 Jun 18th, 2021

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

Annexure

Month	Activity	Details	Frequency
July 2021	<ul style="list-style-type: none"> ➤ Water ATM Launch in Telangana ➤ Catch The Rain campaign 	<ul style="list-style-type: none"> ➤ launching three Water ATMs in Hyderabad City Hospitals ➤ Develop “Jal Shakti Kendra’s” that will have a dedicated mobile phone number and manned by a person well-trained in Rainwater Harvesting System and water-related issues. 	1 Press Release 1 Media Interaction 1 story with international media (remaining from last contract)
August 2021	<ul style="list-style-type: none"> ➤ Stockholm session- World Water Week 2021 	<ul style="list-style-type: none"> ➤ 3 sessions streamlined for World Water Week a.) Making Cities Water-Positive through City Water Balance Plans b.) Accelerating the Change: Alliance for Gender 	2 Press Releases/Articles 1story with international media (remaining from last contract)
September 2021	<ul style="list-style-type: none"> ➤ FAM Trips 	<ul style="list-style-type: none"> ➤ SWN water ATMs are situated in Nagpur, Hyderabad, Vijayawada, Delhi. Media to be invited for large format story ➤ Importance of water conservation 	2 media interaction
October 2021	<ul style="list-style-type: none"> ➤ Stockholm session 2021 	<ul style="list-style-type: none"> ➤ 1 session ➤ Stories of Women entrepreneurs/corporators 	1 Press Release 1 – Story with international media
November 2021	<ul style="list-style-type: none"> ➤ Project on budgeting for installing Water ATM in cities 	<ul style="list-style-type: none"> ➤ Press release to be developed as per the cities ➤ Highlighting the WKRC platforms, digital payments, adoption of technologies 	Press Releases 1 media interaction
December 2021	<ul style="list-style-type: none"> ➤ WKRC expansion plan 	<ul style="list-style-type: none"> ➤ WKRC is planning to expand their centers from 15 to 40 marking the total number of 65 cities under their SEWAH program ➤ Article on importance of Water + Health 	Press Release + Interview basis the cities 1 Article
January-2022	<ul style="list-style-type: none"> ➤ Capacity Building Program 	<ul style="list-style-type: none"> ➤ The capacity building program will include youth and municipality 	1 Article 1 Press release
February 2022	<ul style="list-style-type: none"> ➤ Skilling program for Women and Youth 	<ul style="list-style-type: none"> ➤ Article highlighting the need of the skilling ➤ Interaction highlighting the skilling programs undertaken by SWN 	1 Article 1 media interaction
March 2022	<ul style="list-style-type: none"> ➤ Story on International water day 	<ul style="list-style-type: none"> ➤ Highlighting the importance of water + sanitation + Covid19 situation ➤ Large Format story of SWN initiatives ➤ One development story with international media 	1 Article 1 Interaction 1 Interaction
April 2022		Article on WASH practices Article on Inclusion of Women in WASH sector	2 Article
May 2022	TBC	TBC	TBC