

Request for Proposals (RFP) for Hiring of a Media Agency for the Samanvay 2025: National Tribal Livelihoods Summit, Feb 20-21, 2025

Important Dates:

- Date of RFP Publication: 23rd January 2025
 - Last Date for Proposal Submission: 28th January 2025
 - Samanvay Event Date: 20-21 February 2025
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Introduction:

Bharat Rural Livelihoods Foundation (BRLF) is an autonomous body established in 2013 under the Ministry of Rural Development through a Union Cabinet decision by the Government of India. With a vision to transform the lives and livelihoods of the most vulnerable populations across India, BRLF serves as a platform to foster and facilitate civil society action in partnership with the government and people's institutions.

BRLF's primary objective is to bridge the gap between program outlays and outcomes, improve the implementation of government flagship programs, provide grant support to civil society organisations (CSOs), and promote partnerships for inclusive, sustainable development. While BRLF has a pan-India mandate, it prioritises its efforts in tribal geographies, particularly in the Central Indian Tribal Belt and Northeast India.

To achieve its goals, BRLF employs a networked approach that brings together various key stakeholders, including government agencies, private philanthropies, public and private sectors under Corporate Social Responsibility (CSR) initiatives, Civil Society Organizations (CSOs), and Community-Based Organizations (CBOs and PRIs). This collaborative model is designed to harness the collective strengths of these institutions, facilitating the design and scale-up of effective rural development initiatives.

About Samanvay 2025: National Tribal Livelihoods Summit:

BRLF will be organising its annual event called Samanvay from 20-21 February 2025. It aims to nurture a collective space for reflective multi-stakeholder dialogue focused on critical issues and opportunities in India's rural development landscape. Samanvay will strive to nurture an emerging space for vibrant collaborations, shared learnings, and collective commitments to shared visions and innovative pathways to inclusive and sustainable livelihoods in tribal geographies, where systemic challenges often hinder equitable development. Samanvay signifies the convergence and oneness of various stakeholders, resources, and initiatives in the Bharat Rural Livelihoods Foundation (BRLF) context to accomplish a shared vision of inclusive, sustainable, and equitable rural development for tribal and vulnerable communities. For more information, please visit <https://www.brflf.in/samanvay/>.

Request for Proposal:

The objective of this Request for Proposal (RFP) is to engage a proficient media agency that will strategically handle the publicity for BRLF's annual event, Samanvay 2025. The agency will only work for the event on 20th February. The agency will ensure the event garners significant visibility and coverage in prominent national and regional newspapers (English and Hindi). The agency will work to amplify the event's core message, enhance its outreach, and strengthen BRLF's credibility and brand as a facilitator of inclusive and sustainable rural development. The agency will also support in generating real-time updates and key moments for the BRLF Social Media team during the event.

Scope of Work and Key Deliverables

The scope of work and key deliverables are as follows:

- Develop a detailed media outreach plan outlining target media houses, timelines, and key messages.
- Preparation of Media Invitation, Press Releases and Background Kit for the event and key announcements
- Invitation to Delhi-based National Media (print, online and broadcast)
- The event must be covered in at least four national dailies (print (3) and broadcast (1)), and coverage on digital media platforms (minimum 5) will be additional.
- Two opinion pieces (Op-Ed), one before and one after the event, are to be published in a national daily co-authored by BRLF and Other Key Stakeholders (English and Hindi).
- On-site media management, including facilitating interactions with guests and providing press kits.
- Generate real-time updates and key moments for the BRLF Social Media team during the event.
- A comprehensive post-event media report with press clippings, social media performance metrics, and impact analysis.

Eligibility Criteria:

- Proven track record of handling media outreach for large-scale development sector events.
- Strong network with national and regional media houses.
- Demonstrated expertise in handling social media updates for such events.
- A portfolio of past projects showcasing relevant experience.

Proposal Submission Requirements:

Firms are requested to submit separate technical and financial proposals. Proposals must include:

1. Technical Proposal:

- Profile of the firm, including legal status and staff details.
- Details of Similar assignments undertaken in the past 3-5 year
- A note on the approach and methodology.

2. Financial Proposal:

- Total Fees for this project as per the Scope of Work and Deliverables.
- Any other costs associated with additional support services.
- Total Budget should not exceed Rs. 2.5 Lakhs inclusive of Taxes.

Evaluation:

An Evaluation Committee would evaluate the technical and financial proposals. The score for the technical proposal is 70, while the score for the financial proposal is 30. The agency with the highest weighted score on the combined technical and financial proposal would be the contract's lowest substantially responsive bidder. A shortlisted consultant at the technical proposal stage may be invited to present before the Consultant Evaluation Committee.

Submission Details:

You are requested to share your technical & financial proposal separately by no later than Tuesday, 28th of January 2025, at ravi@brlf.in. Please mention "Proposal for Hiring a Media Agency for Samanvay 2025" in the subject line. In case you are sending a hard copy of the documents then please courier to BRLF, 2nd Floor, C-32, Neeti Bagh, New Delhi 110049. For any queries, please write to suhaib@brlf.in. Please note that phone calls regarding this project will not be entertained. Only the shortlisted agencies will be contacted.