



# **REQUEST FOR COST QOUTATION**

## **Documentation, Communication and Outreach Services**

**Swashakt Programme**

**Urmul Trust**

**A project in partnership of International Initiative for Impact Evaluation  
(3IE)**

**Dated: 22<sup>nd</sup> November, 2021**

22<sup>nd</sup> November, 2021

Dear Madam/Sir,

Subject: Request for Proposal (RFP) for **Documentation, Communication and Outreach Services under the Swashakt Programme**

**With the subject aforementioned,**

1. Urmul Trust plans to procure the services of an experienced consultant/consulting firm/ agency for developing documents, communication material and provide outreach support services to the Swashakt Programme implementation team.
2. Through this RFQ, Urmul Invites cost proposals for providing the requirements as defined in these documents.

## I. PROPOSAL INSTRUCTION SHEET (PIS)

3.1	<b>Deadline for Submission of Proposals</b>	Date and Time: <b>6<sup>th</sup> December, 2021; 05:00pm</b> City and Country: Bikaner, India This is an absolute deadline, proposals received after this date and time will be disqualified.
3.2	<b>Manner of Submission</b>	Electronic submission of Proposal
3.3	<b>Address for Proposal Submission</b>	Proposals must be submitted through electronic submission of Proposal <b>Email:</b> <a href="mailto:mail@urmul.org">mail@urmul.org</a>
3.6	<b>Proposal Validity</b>	90 days period commencing after the deadline for submission of proposals

Sincerely,



**Ramesh Saran,**  
Secretary- Urmul Trust



## II. INTRODUCTION

### A. About the project

Urmul Trust is setting Crafts Incubation Hub (CIH), Swashakt programme across villages of Bikaner, Jaisalmer, Nagaur, Alwar district, supported and financed by Initiative for International Initiative for Impact Evaluation (3IE). The project headquarter is Urmul Trust, Near Roadways Bus Stand, Bikaner, Rajasthan.

Under the programme, we are looking for a communication and research agency to enhance the outreach, facilitate the research and knowledge function and ensure effective communication of the programme. The selected agency would cater to the knowledge, communication and marketing outreach requirements of the programme. Under this programme, the agency would be required to provide the following services:

1. **Content creation and designing of information material** for crafts processes, technicalities of the crafts,
2. **Documenting the overall Crafts Incubation Hub model**, overall process documentation and media engagement.

### B. About Urmul Trust

In the last 35 years, Urmul ecosystem has worked in the desert region of Rajasthan, on a wide range of socio-economic development themes driven by partnerships. These partnerships are with communities, changemakers, facilitating agencies, governments and other stakeholders. Urmul Trust works on participatory, lasting, cost effective and high impact interventions covering a wide range of themes, and addressing 13 SDGs. Teams at Urmul have managed large-scale interventions on livelihoods – farm & non-farm, education, health, girl child, NRM and disaster mitigation. Spread in three verticals - capabilities, rights, and, social businesses - our work reaches out to over 2000 villages.

### III. Scope of Work

Through this RFQ, Urmul Trust invites quotations from select credible service providers/agencies dealing in knowledge, research, communications and policy functions.

Activities	Tentative Timelines
<p><b>1. Marketing content</b> – Designing the Point-of-sale content including</p> <ul style="list-style-type: none"> <li>a. social media posts to promote artisan’s work – min. 4 posts every month</li> <li>b. POSM material - packaging design, postcards, labels, etc.</li> </ul>	<p>Each month starting from December, 2021 onwards</p>
<p><b>2. Monthly newsletter in English and Hindi</b> – To carry ground stories, interventions, etc. The newsletter would be uploaded on Urmul website, distributed through email, social media and whatsapp.</p>	<p>Each month starting from December, 2021 onwards</p>
<p><b>3. Content creation and designing of information material</b> for crafts processes, technicalities of the crafts –</p> <ul style="list-style-type: none"> <li>a. Posters, Leaflets, Brochures for compliances and processes of the artisan cluster.</li> <li>b. Information related to health, hygiene, nutrition, gender issues, women rights, artisan rights, minimum wage, fair price etc.</li> <li>c. Charts highlight value chain design and process of each value chain.</li> </ul>	<p>Each month starting from January, 2022 onwards</p>

#### Timelines

1. Proposal and Quotation submission deadline: 6<sup>th</sup> December, 2021
2. Online submission is acceptable. Please email your proposals to the mail mentioned below.

3. The communication deliverables to be delivered between period of three years.  
Year 1 - Dec 2021 – February 2022. Year 2: March 2022 – Feb 2023. Year 3:  
March 2023 – Feb 2024.

Principal Point of Contact: Mohd. Arfeen

Contact details: mohammad.arfeen@urmul.org

## **VI. General conditions:**

- A) Payment terms to be decided basis the proposal/qoutation
- B) All the services to be delivered in the mutually discussed timelines
- C) During the programme tenure, all documents furnished to any person, under any conditions, remain property of the Urmul Trust, and shall immediately be returned upon request and, in any case, no later than fifteen (15) days after receipt of Proposals.
- D) In general, all the financial rules of Urmul Trust and the compliances of the organization shall be applicable overarching to all the contractor & sub-contractors, thereof.
- E) If the institution stops or drops out of the programme / agreement, without completing its deliverables then they will have to return the entire amount of the service paid earlier.