

### **EOI for Creative Content Creators (Agency) - Design Impact Movement by Titan**

<b>Role</b>	Creative Team for Design Impact:Movement
<b>Engagement</b>	Contractual
<b>Duration of contract</b>	4 Months (September 2020 - December 2020)
<b>Location</b>	Bangalore
<b>Selection Timeline</b>	August 27,2020 - September 10, 2020

REACHA is a voluntary organisation based out of New Delhi set up in the year 1992 by a group of conscientious bureaucrats, technocrats, scientists and educationists who felt that it was necessary to create an institution that could 'reach-out' to the masses and enable them to empower themselves with knowledge, know-how and the will to bring about positive changes in their lives. REACHA's interventions seek community partnership in a deep-dive effort, so that all the stakeholders in any initiative are heard and involved to create large-scale impact.

Titan Company Limited is launching a program called Design Impact Movement with REACHA as the primary partner. This movement seeks to help aspiring innovators amongst the country's youth reach their potential while also giving back to the society. It intends to inspire young people to take up designing for social impact and help them in the creation of their products for the same, if any.

#### **About the programme- Background**

The **Design: 'Impact Awards program** (DIA), launched by **Titan in collaboration with Tata Trusts**, believes that sustainable and effective product design can create large-scale and long-term impact. To that end, the program aims to identify and support - with funding and mentoring - top design innovations in the country capable of creating this impact in the social sector.

The first edition of the Design: Impact Awards (DIA), launched in August 2017 received **993 applications** across India, covering multiple sectors like Environment, Health & Sanitation, Agri-Tech and Education. The **eight best product design innovations** received a grant of Rs 65 lakh each as well as capacity building/mentoring support over the course of two years. Based on the wide encouragement and reception that the Design: Impact Awards received amongst social entrepreneurs, the program has evolved to include larger ecosystem support, and will be launched in 2020 as the **'Design: Impact Movement'**.

#### **The Design Impact Movement**

The program is targeted at youth with a special focus on students from Design, Engineering and Architecture backgrounds (as 74% of the DIA participants belonged to these streams). We believe that the current generation of youth in India are motivated to solve large societal challenges, and a platform like the Design Impact: Movement will provide them this opportunity. The inaugural edition of the program will focus on three thematic areas: **1) Agriculture and Livelihoods 2) Environment and 3) Healthcare**. The movement is scheduled to be launched in November 2020 and aims to reach out to more than 100,000 youth through various outreach and engagement activities in the next 3 years as detailed below. Upon registration, every participant is given access to a gamified online platform that guides them through their project journey and unlocks various resources according to the commitment shown towards the goal of product design for social needs

### **Objectives of the EOI Invitation**

REACHA is looking for an agency to help with the promotional creative content generation for the Design Impact initiative's social media handles and web-based Tech Platform. The agency's key role is to ensure that the content on the website and social media sites are of high quality, consistent and representative of the Design Impact: Movement until the program launch. The objective is to increase engagement and awareness around the program to make the path to social impact designing more accessible and inclusive.

### **Scope of EOI**

<b>Launch Video</b>
<u>Key Activities</u> <ul style="list-style-type: none"> <li>• Creation of an impactful video to mark the launch of the Design Impact: Movement following Design Impact brand guidelines</li> <li>• Identification and onboarding of other external resources (e.g., a voiceover artist), if needed</li> </ul>
<u>Deliverables</u> <ul style="list-style-type: none"> <li>• Launch Video</li> </ul>
<u>Timelines</u> <ul style="list-style-type: none"> <li>• September 15, 2020 - October 15, 2020</li> </ul>

<b>Problem Statements and Masterclass introduction video</b>
<u>Key Activities</u>

<ul style="list-style-type: none"> <li>• Creation of scripts based on research material provided in advance</li> <li>• Creation of videos based on the scripts and following Design Impact brand guidelines</li> </ul>
<u>Deliverables</u> <ul style="list-style-type: none"> <li>• Problem Statement scripts (24-26 in no's)</li> <li>• Problem Statement Videos (24-26 in no's and 30-40seconds long)</li> <li>• Masterclass introduction video (1)</li> </ul>
<u>Timelines</u> <ul style="list-style-type: none"> <li>• September 15, 2020 - October 30,2020</li> </ul>

<b>Social Media Content</b>
<u>Key Activities</u> <ul style="list-style-type: none"> <li>• Preparation and posting of creative content like posters, captions, short videos, etc. for any social media campaign undertaken in the time following up to the launch of the programme</li> <li>• Creation and posting of relevant information (dates, submissions, etc.) regarding the programme</li> <li>• Other relevant posts, as and when required</li> </ul>
<u>Deliverables</u> <ul style="list-style-type: none"> <li>• Posters and captions</li> </ul>
<u>Timelines</u> <ul style="list-style-type: none"> <li>• September 15, 2020 - November 15,2020</li> </ul>

The deliverables will be considered final after the approval from the implementing agency and funding partner.

#### **Eligibility Criteria for the Agency for this project**

- Previous work must match the quality and nature of deliverables expected in the project
- Proposals should embody the intent of the Design Impact: Movement
- Pricing of the work must be in line with the available financial resources for the programme
- At least 3 years of experience in conducting the required work
- Must be based out of Bangalore

#### **Mandatory Requirements**

##### **Agency Details:**

Name of the Agency	
Established (year)	
Registration Details (Act & reg. number)	
Date of Registration	
Type of Organisation (*)	
Exemption-IT etc	
GST Registration	
PAN details	

**Contact Details:**

Registered Address	
Phone No(s)	
Fax	
E-mail	
Website	

**Documents:**

Name/Type of Documents	Yes	No
A cover letter to Principal Consultant, REACHA for submission of Expression of Interest for partnership signed by the head of organization		
Registration Certificate		
Pan Card		
Acknowledgement of last three-year Income Tax return (ITR)		
Audited financials for the last three years		
Portfolio (highlighting links to previous relevant work)		

Summary of Plan for Execution		
References (at least 2)		
Commercials (as per enclosed format)		

### **Timeline for Submission and Acceptance of Proposal**

1. Proposal to be submitted by 10<sup>th</sup> September, 2020 and the selected agency will be informed of it at the earliest possible.
2. Detailed Proposal submission via email only shall be accepted:
3. The subject line of the email should be "DI Movement - Creative Team" and sent via email, latest by 5pm on 10<sup>th</sup> September 2020 to: [nikhil@reacha.org](mailto:nikhil@reacha.org) with cc to [Mamatha.reacha@gmail.com](mailto:Mamatha.reacha@gmail.com).

### **Mandatory Undertaking (to be filled in by the applicant agency)**

On this \_\_\_\_\_ (DATE) of \_\_\_\_\_ (MONTH), \_\_\_\_\_ YEAR, I hereby agree and accept that all information given above is true to the best of my knowledge and if found false or inappropriate, shall be liable to disqualification from associating with REACHA for the Design India Movement Project.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Contact Details: \_\_\_\_\_

agency: \_\_\_\_\_

Name & Signature of the Head of the Agency (with Agency Seal)

Date/Place: \_\_\_\_\_

