

REQUEST FOR PROPOSAL

1) Introduction

Mobile Creches for Working Mother's Children (hereinafter referred to as MC) plays a pioneering role in developing Early Childhood Development practices for marginalized young children of India, **since 1969**. MC adopts an *ecosystem approach* that intersects with the overlapping issues of working mothers, girls' education, and sustainable communities, by influencing programs, and policies affecting the youngest citizens. MC's childcare model combines *health, nutrition, education, and parenting* support in a *safe and caring environment* for children from six months old to 12 years, setting them off on an irreversible path to transforming their lives. **Since its inception in 1969, MC has impacted more than 870,000 children, 10,000 childcare workers, and 300+ employers, supporting more than 2000 creches and daycare centers.** In 2022, MC works in 15 states, reaching 25,000+ children and their families: in partnership with 3 state governments and over 20 CSO partners. 400 childcare centers are employing ~1500 trained childcare workers from local communities. More than 45 employers from real estate, tea gardens, and mining quarries are supporting creches at their worksites. Government, CSOs, and community groups are partnering for ~300 creches in urban poor areas.

2) Scope of Work

MC is looking to hire a communications agency to deliver on the following:

1. Managing the Social Media pages of Mobile Creches (on Facebook, Instagram, Twitter, LinkedIn, and YouTube) – regular posts, reels, stories, designed collaterals
2. Create a digital library for still photography as per the details below:

To cover MC's programs for photography & videography coverage for a range of activities, outside the centers, community-centric activities, street plays, Health Camps, Parent counseling, and community training. The coverage will include Partners and networks. The center & locations include:

- Delhi, Noida, Gurgaon - urban and construction site settings, including Dulaar Parenting Program
- Haryana - urban govt run models, construction sites (partner run models)
- Rajasthan - Construction and stone crushing unit sites (partner run models) - Jaipur, Ajmer
- Karnataka - urban, rural. MC owns centres, partner-run, and Government run models. Bangalore City and nearby districts

DIZ Area, Raja Bazaar, Sector IV,
New Delhi 110001 India

Phone +91 11 23347635 / 7281
Email mail@mobilecreches.org
Web www.mobilecreches.org

3) ELIGIBILITY TO APPLY

Proven experience in producing the above for social sector organizations and causes.

Provide End to end solutions for every deliverable listed above

Capability to handle work at different locations

Is a registered company

4) Project Timeline

This will be a work plan/an agreement for a period of Eight (8) months from 1 August 2023 to 31 March 2024

Each deliverable will have a separate timeline, as mutually discussed between both parties.

5) Proof of Work

Digital archive of photographs – print-ready version, high res, and low res copies

Social media communication collaterals copies, monthly outreach tracking figures

6) Terms of Agreement

- (a) **Payment:** Payment against completion of deliverables and Invoice. Taxes will be deducted from the fee as applicable and as per the law of the land.
- (b) **How you work:** MC will cover the ground transport costs and arrangements for Delhi, NCR, Haryana, Rajasthan, and Haryana

7) Termination

In case of a change in internal and external circumstances for either side, that makes the continuation of the agreement untenable, it can be discontinued by giving one month notice period.

8) Bid Selection Timeline

The RFP will be circulated by the second week of July and the successful bidder shall be informed by the Last week of July 2023, in regards to the successful bid and will be

DIZ Area, Raja Bazaar, Sector IV,
New Delhi 110001 India

Phone +91 11 23347635 / 7281

Email mail@mobilecreches.org

Web www.mobilecreches.org

asked to submit a proposal based on the scope of Goals and work, with the geographical extent outreach

9) Selection Criteria

- 1. Proven track record for a minimum of 10 years**
- 2. Past work with credible agencies.**
- 3. Credible and proven record from past records.**
- 4. Competitive & substantial financial proposal**

The financial proposal must be submitted electronically to jayapriya.n@mobilecreches.org, not later than 17th July at 17:00hrs