

## **Request for Proposal (RFP)**

### **Localized awareness campaigns on women's participation in school governance, Vocational education & Training (VET), and Conditional Cash Transfer(CCT).**

#### **Project Title**

Integrated Communication and Media Campaign for Improving Completion of Secondary Education for Adolescent Girl's Education.

**Issued By: Centre for Catalyzing Change (C3)**

**Date of Issue:**

**Proposal Submission Deadline:**

#### **1. Background**

Centre for Catalyzing Change (C3) is implementing a multi-year initiative focused on strengthening girls' education, empowerment, community participation, and access to entitlements through interventions related to Conditional Cash Transfers (CCT), School Management Committees (SMC), Vocational Education and Training (VET), and behaviour change communication initiatives under broader gender and education programming.

The project aims to improve awareness, participation, and also community ownership around girls' education and empowerment by developing culturally contextualized and impactful communication strategies and Information, Education and Communication (IEC) materials.

To support this effort, C3 seeks to engage a qualified agency/firm for the design and development of high-quality, contextually relevant, and gender-responsive IEC materials and communication products across programme components including CCT and BBBP, SMC, and VET. The communication strategy framework has already been conceptualized by the project team and will be shared with the selected agency to guide IEC development and creative execution.

#### **Communication Strategy Framework**

The communication and IEC strategy under this assignment shall support community mobilization, awareness generation, stakeholder engagement, and programme visibility across the following thematic areas:

- Conditional Cash Transfer (CCT) and Beti Bachao Beti Padhao (BBBP)
- School Management Committees (SMC)
- Vocational Education and Training (VET)

The overall strategy should aim to ensure:

- Consistent messaging as well as consistent visual design across programme components
- Stronger community specially women's participation and ownership
- Increased awareness regarding entitlements and services
- Strengthened convergence between education, gender, Vocational Education and community participation initiatives

#### **Programme-wise Communication Focus (not limiting to)**

##### **A. Conditional Cash Transfer (CCT)**

##### **Communication Objectives**

- Increase awareness regarding eligibility, benefits, and application processes.
- Improve uptake and timely enrolment.
- Address myths, confusion, and barriers related to access.
- Encourage continued education and retention of girls.

##### **Indicative Key Messages**

- Education support schemes are meant to support girls' continued education.
- Timely registration and documentation are important.
- Girls' education contributes to stronger families and communities.
- Financial support should be linked to education continuation and aspirations.

## **B. Beti Bachao Beti Padhao (BBBP)**

### **Communication Objectives**

- Promote value and dignity of girls.
- Challenge gender stereotypes and discriminatory norms.
- Encourage equal opportunities for girls in education and leadership.
- Strengthen community ownership around girls' empowerment.

### **Indicative Key Messages**

- Educated girls contribute to social and economic development.
- Equal opportunities for girls are essential for progress.
- Communities must collectively support girls' aspirations and safety.
- Gender equality begins at home and school.

## **C. School Management Committees (SMC)**

### **Communication Objectives**

- Build awareness of gender equality and women's leadership in SMCs.
- Enable SMCs to integrate gender priorities into School Development Plans (SDPs).
- Encourage agenda-based, inclusive, and accountable meetings.
- Strengthen community dialogue around girls' education, safety, and inclusion.
- Leverage digital and local media to sustain GTA (Gender transformative approach) messages and actions.

### **Indicative Key Messages**

- SMCs are important partners in school improvement.
- Parent participation improves learning environments.
- Inclusive and gender-sensitive schools benefit all children.
- Community monitoring strengthens education systems and improves school completion for Adolescent Girls.

## **D. Vocational Education and Training (VET)**

### **Communication Objectives**

- Build awareness around career pathways and skill opportunities.
- Reduce gender stereotypes in vocational choices.
- Increase participation of girls in VET programmes.
- Promote aspirations and employability.

### **Indicative Key Messages**

- Skills and vocational education open pathways to livelihoods.
- Girls can pursue non-traditional career options.
- Career guidance and exposure improve decision-making.
- Vocational education supports confidence and independence.
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### **Communication Channels**

The communication strategy should include a mix of:

#### **Interpersonal Communication**

- Community meetings
- Parent-teacher meetings
- School assemblies

#### **Community Media**

- Content for Wall paintings
- Folk media/street theatre
- Public announcements
- Local radio

- Community events

### **Digital Communication**

- WhatsApp campaigns
- Social media posts
- Short videos/reels
- Digital flyers
- SMS campaigns

### **Institutional Communication**

- School notice boards
- Government meetings
- Review workshops
- Orientation sessions
- District/state presentations

### **IEC Development Process**

The selected agency should follow a structured IEC development process:

#### **Step 1: Needs Assessment**

- Review existing IEC resources shared by C3 state team
- Understand local language and cultural context.

#### **Step 2: Message Development**

- Develop simple, actionable, and gender-sensitive messages.
- Ensure consistency across programmes.
- Validate messages with field stakeholders.

#### **Step 3: Design and Production**

- Use local language and culturally relevant visuals.
- Ensure accessibility and inclusiveness.
- Develop both print and digital formats.

### **Guiding Principles**

The communication strategy and IEC materials should be:

- Gender-responsive and inclusive
- Context-specific and culturally relevant
- Simple, accessible, and actionable
- Consistent across programmes
- Evidence-informed and adaptive

## **2. Purpose of the Assignment**

The purpose of this assignment is to:

- Design and develop contextually relevant and gender-responsive IEC materials.
- Translate the existing communication framework into creative and accessible communication products.
- Support awareness generation, community engagement, and programme visibility around girls' education, entitlements, community participation, and vocational pathways.
- Develop communication products for multiple stakeholders including adolescents, parents, communities, frontline workers, schools, and government stakeholders.
- Ensure that all IEC outputs are suitable for rural and semi-urban contexts and are culturally appropriate.

## **3. Objectives of the Assignment**

The selected agency will:

1. Design creative, audience-specific, and programme-specific IEC materials.

2. Develop campaign branding, visual identity, and communication creatives aligned with the existing framework.
3. Produce print, digital, and audio-visual communication materials.
4. Ensure all communication products are gender-sensitive, inclusive, accessible, and culturally appropriate.
5. Provide editable source files and final production-ready materials.

#### **4. Scope of Work**

The selected agency/firm will undertake the following activities:

##### **A. Campaign Conceptualization and Branding**

- Develop campaign identity, tagline, and visual language.
- Create thematic campaign concepts for:
  - Girls' education
  - Conditional Cash Transfers (CCT)
  - School Management Committees (SMC)
  - Vocational Education and Training (VET)
  - Community engagement and gender sensitization

##### **B. IEC Material Development**

May design and develop IEC materials including but not limited to:

- Posters
- FAQ booklets
- Leaflets
- Brochures
- Flipbooks
- School materials
- Community mobilization materials
- Social media creatives
- WhatsApp creatives
- Banners and standees
- Infographics
- Training communication kits

All materials should be developed in English and Hindi and adapted to local context where required.

##### **C. Audio-Visual Content Development**

May propose and develop creative multimedia products such as:

- Animation videos
- Short films
- Radio jingles
- Public service announcements
- Community videos
- Motion graphics
- Digital reels/social media videos

The agency should support scripting, storyboarding, filming, editing, voiceover, subtitling, and final production.

##### **E. Dissemination and Media Support**

- Provide recommendations for dissemination.
- Support social and community media planning.
- Suggest low-cost and high-impact communication channels.
- Coordinate with project teams during campaign launch events if required.

#### **5. Deliverables**

The agency will be expected to deliver:

<b>Deliverable</b>	<b>Timeline</b>
Inception report with workplan	Within 1 week of onboarding
Communication strategy document	Within 3 weeks of onboarding
Campaign concepts and branding options	Within 4 weeks of onboarding
Draft IEC materials	Within 6 weeks of onboarding
Final IEC materials	Within 8 weeks of onboarding
Audio-visual content	As per agreed production schedule
Dissemination plan	Within project timeline
Final repository of editable files and source materials	End of assignment

## **6. Duration of Assignment**

The duration of the assignment is expected to be [2.5 months], beginning from the date of contract signing.

## **7. Geographic Coverage**

The assignment will primarily support implementation in the state of Jharkhand and may require adaptation for district-specific contexts.

## **8. Eligibility Criteria**

Interested agencies/firms should meet the following criteria:

- Minimum 3–5 years of experience in media campaign design, IEC development, or strategic communications.
- Demonstrated experience working on education, gender, health, social development, or government campaigns.
- Proven experience in audio-visual production.
- Strong graphic design and creative communication capabilities. AI enabled work would be added advantage.
- Experience working with government departments, NGOs, or development sector organizations.
- Ability to deliver multilingual content, preferably Hindi and regional adaptations for Jharkhand.

## **9. Proposal Submission Requirements**

**To Apply:** Please send us a **PowerPoint presentation** with your work on similar IEC based awareness campaigns you have designed and impacted. The document should clearly specify the strategies adopted, the target audience for which it was designed, the mediums leveraged, the content designed, and any partnerships formed. The technical proposal should also include proposed work plan, team composition and work portfolio

The shortlisted agency will be asked to pitch. The project will be granted to the agency which receives the maximum scores from the C3 team.

## **B. Financial Proposal**

**Financial Proposal:** As per aforementioned scope of work, share a per unit rate of each enlisted collateral. Please add more collaterals to the list as per your understanding of the brief. The scope of work is an evolving list and will be locked in with the selected agency basis the pitch and rate budgets shared.

## **11. Reporting and Coordination**

The selected agency will report to the designated project lead/team from C3. Regular review meetings will be conducted to assess progress and provide feedback.

## **12. Ownership and Intellectual Property**

All communication materials, designs, concepts, audio-visual outputs, source files, and related products developed under this assignment shall remain the sole property of C3. The agency shall not reproduce or use these materials without prior written approval.

## **13. Confidentiality**

The selected agency shall maintain confidentiality of all project-related information and documents shared during the course of the assignment.

## **14. Submission Details**

Interested agencies/firms may submit their technical and financial proposals to:

### **Email:**

**Subject Line:** Proposal Submission – Media Campaign Design and IEC Development

### **Submission Deadline:**

Interested agencies may send a detailed Proposal to [procurement@c3india.org](mailto:procurement@c3india.org) by 10<sup>th</sup> June 2026, 5.30 pm.

## **15. Disclaimer**

C3 reserves the right to accept or reject any proposal without assigning any reason thereof and may cancel the RFP process at any stage.