

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

### **Design and Content Enhancement of Training Modules for Capacity Building**

**Issue Date:** September 1, 2025

**Proposal Submission Deadline:** September 15, 2025, 5:00 PM IST

#### **1. Introduction and Background**

##### **About Bharat Rural Livelihoods Foundation**

The Government of India established Bharat Rural Livelihoods Foundation (BRLF) as an independent society under the Ministry of Rural Development (MORD). BRLF was established to upscale civil society action in partnership with central and state governments, ensuring the better implementation and outreach of government schemes and programs through collaboration with civil society organisations.

The principal objective of BRLF is to empower rural India, improving the lives of vulnerable communities, particularly indigenous tribes, in coordination with CSOs, the Government of India, and the governments of various states. Working in collaboration with civil society organisations that have a local presence, BRLF ensures that the desired results are achieved through targeted strategies and practical efforts. BRLF supports a variety of projects across the breadth of the country, particularly in the states of Odisha, Jharkhand, West Bengal, Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, and Gujarat that form Central India.

For more information, visit <https://www.brlf.in/>

##### **About the Green College Odisha Project**

The “Green College Odisha: Building Green Value Webs for Tribal Women Farmers” aims to build a capacity-building hub (CB-HUB) to empower tribal communities. By addressing key areas such as community institution strengthening and demonstration programs, digital platforms for learning would create a long-lasting impact in the Agricultural Production Cluster program, implemented by BRLF, as well as in the region. Having a strong partnership with nodal government departments and CSO partners, BRLF programs are on track to achieve their overall goal. The program is supported by Welthungerhilfe (WHH)

The CB-HUB in the APC 2.0 program focuses on entrepreneurial skill development across the program region by its innovative approach, training modules and digital learning platforms. The program has a larger impact in reversing the growing trend of

income among marginal farmers in this tribal region and equipping them with skills to participate in grassroots activities, as well as effectively involving them in public infrastructure programs/schemes.

The capacity-building hub will create a resource pool that includes the core team of BRLF and the Hub, as well as expertise from NRLM/SRLM, CSOs, RSETI, KVK, Agricultural Universities, Research and Training institutions, and other government departments. The resource pool will act as the master trainers, who will train the team of trainers.

### **Purpose of the RFP**

This Request for Proposal (RFP) invites qualified design firms and creative agencies to submit proposals for the design, illustration, and content enhancement of 15 training modules. The selected agency will be provided with the final draft versions of these modules. It will be responsible for redesigning them with a focus on visual storytelling, while also undertaking content editing and rewriting to ensure clarity, simplicity, and cultural relevance.

The goal is to create modules that are not only informative but also visually appealing and easy to comprehend, especially for audiences with varying literacy levels, including women farmers and frontline functionaries in rural settings. The redesigned modules will be used in workshops, online platforms, and printed materials to train thousands of beneficiaries across multiple regions.

### **Project Objectives**

- Enhance the visual appeal and usability of training modules through illustrations, infographics, sketches, and simple visual representations.
- Simplify complex concepts to make them accessible to diverse audiences, including those with limited formal education.
- Ensure content is edited and rewritten for conciseness, engagement, and alignment with adult learning principles.
- Deliver high-quality, culturally sensitive designs that promote inclusivity and empowerment.
- Deliver the modules in English and Odia (translated from English).

## **2. Scope of Work**

The selected agency will work closely with the BRLF team to design and refine 15 training modules. Each module is approximately 50-75 pages in length (in draft form) and covers topics such as plantation and orchard management, producer group formation and management, gender integration, nursery management, crop management, entrepreneurship, farm mechanisation, and market linkages, among

others. The agency will receive the final draft modules in English in editable formats (Microsoft Word or Google Docs) upon award of the contract.

### **Key Deliverables**

- **Design and Visual Enhancement:**

- Ensure the smooth flow of the module's contents for better understanding and clarity.
- Create extensive illustrations, infographics, sketches, icons, and diagrams to represent key concepts visually.
- Develop simple visual representations for complex content, such as flowcharts for processes, mind maps for decision-making, and pictorial stories for case studies.
- Ensure designs are responsive for both digital (e.g., PDF, interactive e-modules) and print formats.
- The modules should also be adapted for digital use. This includes mobile-friendly PDFs, concise slide decks, or straightforward visual summaries that can be utilised on Green College's e-learning platform. Low-bandwidth and printable versions should also be provided for use in remote areas.
- Incorporate inclusive elements, such as gender-neutral or women-centric imagery, rural-themed visuals, and multilingual support where applicable (e.g., icons for non-textual understanding).
- Use BRLF Brand colour schemes that are vibrant yet accessible

- **Content Editing and Rewriting:**

- Review and edit the provided content for grammar, clarity, and flow.
- Rewrite sections as needed to simplify language, reduce jargon, and enhance readability.
- Ensure content is culturally appropriate, gender-sensitive, and aligned with the target audiences' contexts (e.g., rural women farmers, NGO staff, frontline functionaries).
- Language and examples should be simplified further to support semi-literate or first-time learners, with minimal jargon.
- Integrate visuals seamlessly with text, ensuring that illustrations complement and enhance the content, rather than merely decorating it.
- Suggest structural improvements, such as modular sections, summaries, quizzes, or interactive elements, to enhance engagement.

- **Additional Services:**

- Develop templates for consistent branding across all modules (e.g., cover pages, headers, footers).
- Provide source files (e.g., Adobe Illustrator, InDesign) for future modifications.

- Conduct up to two rounds of revisions based on feedback from our team.
- Ensure all designs are original and free from copyright issues; provide licensing for any stock elements used.
- Capacity-Building Support: The selected agency will also provide a short orientation for BRLF/WHH teams and trainers on how to use the redesigned modules.
- Along with the modules, a short trainer's guide (5–10 pages) should be prepared for easy delivery of sessions at the grassroots level.

### **Target Audiences**

- NGO staff: Professionals involved in program implementation.
- Producer Company/Group members: Farmers' collectives focused on collective marketing and production.
- Frontline functionaries: Cadres like CC/Community Resource Persons/ Few Master Trainers/Community workers, extension agents, and local facilitators.
- Mostly Women members of PG & PC's and Agri-Entrepreneurs

The trainers are drawn from district and block officials of the nodal departments, CSO partners, and a few individuals. After receiving the training, they will train the target groups selected for the training (FPO/PG leaders, CSO staff, and grassroots functionaries of line departments).

### **Module Delivery:**

Training will primarily occur in person, although online modules will also be developed and made available for training purposes.

### **Number of Modules**

- Total: 15 modules. (6 modules ready for designing the remaining 9 to be prepared by March 2026)

### **Tools and Software**

The agency is expected to utilise industry-standard tools, such as Adobe Creative Suite (Illustrator, InDesign, Photoshop), Figma, or their equivalent, for design work. Final deliverables should be in editable and high-resolution formats.

## **3. Timeline and Milestones**

The project is scheduled to commence from October 1, 2025 and is expected to conclude by March 31, 2026.

### **Project Phases**

- Phase 1: Onboarding and Initial Design (October 1, 2025 – November 30, 2025)

- Kick-off meeting and receipt of the first 6 module drafts.
- Submission of sample designs for 1 module.
- Content editing and initial visuals for the first batch.
- Phase 2: Core Development (15 November 2025 – 15 January 2026)
  - Design and enhancement of modules 6-10.
  - Iterative reviews and revisions.
- Phase 3: Finalisation and Delivery (15 January 2026 – 15 March 2026)
  - Completion of modules 11-15.
  - Final revisions, quality assurance, and handover of all source files.

### **Key Milestones**

- Contract Award: by September 25, 2025.
- First Draft Submission: November 15, 2025 (for Phase 1).
- Mid-Project Review: January 15, 2026
- Final Delivery: March 15, 2026.
- Payment Schedule: 40% upon contract signing, 40% upon mid-project delivery, and 20% upon final acceptance.

**The agency must adhere to these timelines; extensions will only be granted under exceptional circumstances.**

## **4. Eligibility Criteria**

To be considered, bidders must meet the following requirements:

- Be a registered design firm, creative agency, or equivalent entity with at least 5 years of experience in educational content design, illustration, and infographics.
- Have a portfolio demonstrating experience in designing training materials for social development, agriculture, or capacity-building sectors, preferably for rural or low-literacy audiences.
- Possess a team of at least five professionals, including graphic designers, illustrators, content editors, and project managers.
- Demonstrate expertise in visual storytelling, with examples of simplifying complex information through visuals.
- Have experience working with non-profits or development organisations.
- Be able to provide references from at least three similar projects completed in the last 3 years.

Bidders not meeting these criteria may be disqualified.

## 5. Proposal Submission Requirements

Proposals must be submitted electronically via email to [procurement@brlf.in](mailto:procurement@brlf.in) by September 15, 2025, 5:00 PM IST, to meet the deadline. Late submissions will not be accepted.

### Proposal Structure

Proposals should be no longer than 20 pages (excluding annexes) and include:

- Cover Letter: Signed by an authorised representative, expressing interest and confirming eligibility.
- Company Profile: Overview of the firm, team structure, and relevant experience.
- Technical Proposal:
  - Approach and methodology for design, illustration, and content editing.
  - Sample work: Provide 2-3 examples of similar projects, including before-and-after visuals.
  - Proposed team: CVs of key personnel (max 1 page each).
  - Work plan: Detailed timeline aligning with Section 3.

### Financial Proposal:

- Breakdown of costs, including per-module rates, total budget, and any assumptions (e.g., taxes).
- Costs should cover all deliverables, with no hidden fees.
- Annexes: Portfolio samples, references, legal documents (e.g., registration certificate).

### Proposal Format

- PDF format, with clear headings and page numbers.
- File naming: CompanyName\_RFP\_DCEMTCB\_Technical/Financial

## 6. Evaluation Criteria

Proposals will be evaluated by a committee based on a 100-point scale:

#	Evaluation Parameters	Score (Max)	Weightage
Evaluation Matrix – Technical			(1-10)
1	<b>Technical Expertise and Portfolio:</b> Quality of past work, relevance to scope, and innovation in visual design.	25	

2	<b>Approach and Methodology:</b> Clarity of proposed methods, creativity in handling complex content, and alignment with objectives.	20	
3	<b>Team Qualifications:</b> Experience and skills of the proposed team.	15	
4	<b>Timeline and Work Plan:</b> Feasibility and adherence to project timelines.	10	
	<b>Total marks for Technical Proposal</b>	<b>70</b>	
Evaluation Matrix – Financial			
5	<b>Financial proposal:</b> Cost-Effectiveness, value for money; lowest bid not necessarily selected.	<b>30</b>	
	Weighted score obtained (out of 10)		
	Total Weighted score (Technical + Financial)		

Shortlisted bidders *may* be invited to make presentations or attend interviews. The decision of the evaluation committee is final.

## 7. Terms and Conditions

### Contractual Terms

- The selected agency will sign a detailed contract outlining deliverables, timelines, and payment terms.
- Intellectual Property: All designs and edited content will be owned by Bharat Rural Livelihoods (BRLF); the agency grants a perpetual, royalty-free license to use these materials.
- Confidentiality: Bidders must treat all provided information as confidential.
- Conflict of Interest: Declare any potential conflicts.
- Termination: The organisation reserves the right to terminate for non-performance.

### Payment and Invoicing

- Payments via bank transfer will be made upon achievement of the milestone and receipt of the invoice.
- Withholding tax as per applicable laws.

### Questions and Clarifications

For queries, email [procurement@brlf.in](mailto:procurement@brlf.in) by September 5, 2025. Responses will be shared with all potential bidders to ensure fairness and transparency.

We look forward to receiving innovative proposals that will help us empower our beneficiaries through transformative training materials.