

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

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

**Issue Date:** June 29, 2026

**Proposal Submission Deadline:** July 7, 2026, 5:00 p.m. IST

#### **1. About Bharat Rural Livelihoods Foundation**

The Bharat Rural Livelihoods Foundation (BRLF), established by the Indian government under the Ministry of Rural Development, aims to expand civil society efforts in partnership with central and state agencies to improve the implementation of government schemes. Its main goal is to empower rural India, especially vulnerable communities such as indigenous tribes, through collaboration with CSOs, the government, and state authorities. BRLF works closely with local civil society groups to ensure effective results by supporting projects nationwide, especially in Odisha, Jharkhand, West Bengal, Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, and Gujarat, in Central India. For more information, visit <https://www.brflf.in/>

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

The “Green College Odisha’ project aims to create a capacity-building hub (CB-HUB) to empower tribal women farmers by strengthening community institutions and implementing demonstration programs. Digital platforms will boost the Agricultural Production Cluster program supported by BRLF and partner agencies. With strong government and CSO partnerships, the program advances its goals, with support from Welthungerhilfe. The CB-HUB focuses on entrepreneurial skills, innovative training, and digital tools, aiming to improve the incomes of marginal tribal farmers and involve them in grassroots activities and public schemes. It will also establish a resource pool of trainers from BRLF, NRLM/SRLM, CSOs, RSETI, KVK, universities, research institutions, and government departments, who will serve as master trainers.

#### **3. Purpose of the RFP**

This Request for Proposal (RFP) invites qualified agencies with extensive experience in developing capacity-building modules in the development sector to submit proposals to design and develop 10 training modules. The selected agencies will receive the draft versions of these modules. The agencies will be responsible for developing the content, editing and rewriting it to ensure clarity, simplicity, and cultural relevance, and redesigning it with a focus on visual storytelling.

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.

*Important Note: BRLF may opt for more than one agency for this assignment. In this scenario, the minimum number of modules assigned per agency will be 2 (maximum 3-4, depending on the agency's bandwidth and team size) for development and design.*

*Rates quoted shall remain applicable even if fewer than 10 modules are awarded to the bidder.*

#### **4. Project Objectives**

- Development of content in its entirety, (BRLF will share the draft module structure and a suggestive outline with some content for each module.)
- Designing of the Modules to enhance the visual appeal and usability of training modules through illustrations, infographics, sketches, and simple visual representations.
- Deliver the modules in English and Odia (translated from English). For Odia translation, it is important to have a native speaker translating the document in the local context. (AI translation will not be accepted)
- Along with the modules, a short trainer's guide should be prepared to facilitate the easy delivery of sessions at the grassroots level.
- Ensure content in both languages is edited and rewritten for conciseness, engagement, and alignment with adult learning principles.
- Simplify complex concepts to make them accessible to diverse audiences, including those with limited formal education.
- Deliver high-quality, culturally sensitive designs that promote inclusivity and empowerment.

#### **5. Scope of Work**

The selected agencies will develop, design, and refine the training modules. Each module is approximately 50-75 pages in draft form with only structure, outline and suggestive content. The agency will receive the final draft modules in English in editable formats (Microsoft Word or Google Docs) upon award of the contract. Please note that the number of pages is indicative, and the actual content size will vary with the depth of each module; there is no minimum or maximum page limit.

#### **6. Key Deliverables**

- **Content Development, Writing and Editing:**
  - Review and develop the content to align with the structure, outline, and thematic depth of each module, ensuring proper grammar for clarity and flow.
  - The agency must have in-house Subject Matter Specialists/Thematic Module Experts, or can engage external experts, to develop the module content (BRLF team will review and approve the developed content)
  - Rewrite sections as recommended by the BRLF team to improve clarity of language, reduce jargon, and enhance the content's readability and depth.
  - Ensure content is culturally appropriate, gender-sensitive, and aligned with the target audiences' contexts (e.g., rural women farmers, NGO staff, frontline functionaries).

- Integrate visuals seamlessly with text, ensuring illustrations complement and enhance the content rather than merely decorate it.
- Suggest structural improvements, such as modular sections, summaries, quizzes, or interactive elements, to enhance engagement.
- **Design and Visual Enhancement:**
  - Create extensive illustrations, infographics, sketches, icons, and diagrams to visually represent key concepts.
  - Develop simple visual representations of complex content, such as process flowcharts, decision-making mind maps, and pictorial stories for case studies.
  - Ensure designs are responsive for both digital (e.g., PDF, interactive e-modules) and print formats.
  - 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
- **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.

## 7. 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 selected target groups (FPO/PG leaders, CSO staff, and grassroots functionaries of line departments).

## 8. Module Delivery:

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

## 9. Number of Modules

- Total: 10 modules. (The list of modules is enclosed as Annexure I in this document)

## 10. 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.

## 11. Timeline and Milestones

The project will commence on July 15, 2026 and is expected to conclude by September 30, 2026. This is a time-sensitive assignment; delays will not be accepted. The agencies will be responsible for content development and module design.

## 12. Eligibility Criteria

- A registered agency with at least 3 years of experience in developing and designing educational content with 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 professionals with expertise in rural women and farmers' welfare, agriculture and livestock, community institutions, Enterprises and entrepreneurs, content development and designing, simplifying knowledge materials for community-level practices.
- 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 3 similar projects completed in the last 3 years.

*Important Note: Bidders who do not meet these criteria may be disqualified.*

## 13. Proposal Submission Requirements

Proposals must be submitted electronically via email to [procurement@brlf.in](mailto:procurement@brlf.in) by July 7, 2026, 5:00 p.m. IST, to meet the deadline. Late submissions will not be accepted.

## 14. 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:**
    - Prescribed template provided in Annexure-I
    - Costs should cover all deliverables; there should be no hidden fees.
    - Annexes: Portfolio samples, references, legal documents (e.g., registration certificate, GST, etc.).
- **Proposal Format**
    - PDF format, with clear headings and page numbers.
    - File naming: CompanyName\_RFP\_DCEMTCB\_Technical/Financial

## 15. Evaluation Criteria

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

#	Evaluation Parameters	Score (Max)	Weightage
<b>Evaluation Matrix – Technical</b>			(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>	
<b>Evaluation Matrix – Financial</b>			
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.

- BRLF may select more than one agency. 2-3 vendors may be selected, depending on their thematic areas of expertise and their ability to deliver all modules before the deadline.
- BRLF reserves the right to award all modules to a single bidder or distribute them among multiple bidders based on technical suitability, thematic expertise, and financial competitiveness.

## **16. 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.
- 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 milestones and submission of invoices.
- Withholding tax as per applicable laws.

- **Questions and Clarifications**

For queries, email [procurement@brlf.in](mailto:procurement@brlf.in) by July 7, 2026. Responses will be shared with all potential bidders to ensure fairness.

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

**Annexure-I****Financial Proposal Format – Budget Estimation for Module Development**

<b>Sl. No.</b>	<b>Module</b>	<b>Content Development</b>	<b>Design &amp; Illustration</b>	<b>Translation (Odia)</b>	<b>Trainer Guide</b>	<b>Total Cost (Excl. GST)</b>
<b>1</b>	Producer Group Formation & Management					
<b>2</b>	Producer Company Formation & Management					
<b>3</b>	Sustainable & Improved Agriculture Practices					
<b>4</b>	Convergence & Leverage of Govt. Schemes					
<b>5</b>	High Potential Rural Entrepreneurs					
<b>6</b>	Gender Integration Focusing on Livelihoods					
<b>7</b>	Agri Input-Output Business					
<b>8</b>	Post Harvest Management					
<b>9</b>	Farm Mechanisation					
<b>10</b>	Poultry					

**Subtotal (Excluding. GST):**\_\_\_\_\_**GST(as applicable):**\_\_\_\_\_**Grand Total (Incl. GST):** \_\_\_\_\_

**Important Note:**

1. Cost quoted for each module must include:
  - Review of existing draft module flow
  - Rewriting/editing of content wherever required
  - Engagement of thematic experts/subject matter specialists
  - Pictorial illustrations, infographics, design tools/software, AI/creative tools where applicable
  - Odia translation
  - Preparation of trainer's guide
  - Any incidental costs required for completion of the assignment, including coordination meetings, revisions (up to 2 rounds), software/licenses, communication, and final source file handover.
2. Rates quoted shall be inclusive of all costs except GST, which must be indicated separately.
3. The rate is valid even for a partial award.
4. Payments shall be subject to applicable statutory deductions, including TDS.
5. Financial proposal shall remain valid for 90 days from the submission deadline.