

## REQUEST FOR PROPOSAL(RFP)

### Overview:

The Ashoka Centre for a People-centric Energy Transition (ACPET) is a transdisciplinary centre under the International Foundation for Research & Education (IFRE). ACPET's vision is to guide the global south, particularly India, towards a sustainable, secure, and equitable energy transition that enhances the well-being of all on time. The ACPET Research Centre (ACPET) is seeking proposals from **qualified digital marketing agencies or content creation specialists** to enhance its digital presence on platforms such as YouTube, LinkedIn, and website. The goal is to facilitate ACPET's viewership and increased outreach to the digital world. The scope of work includes content optimization, the creation of new multimedia content, and media partnerships to promote our events.

### Scope of Work:

The selected vendor will be responsible for the following tasks:

#### 1. Content Creation & Optimization:

##### ○ Existing Content Optimization:

- Review and optimize current content across ACPET's digital platforms (YouTube, LinkedIn, and website) for improved visibility and engagement.
- Suggest and implement strategies to maximize reach and audience engagement.

##### ○ Creation of New Content:

- Develop and produce new podcasts, interviews, and other multimedia content to engage our target audience.

#### 2. Media Partnerships:

- Establish media partnerships to support ACPET's events through press briefings, press releases, and media briefs.
- Assist in promoting ACPET events to relevant media outlets, targeting the appropriate audience for each event.
- Support up to 1-2 events per month, providing media outreach, content distribution, and ensuring comprehensive coverage.

### Expected Deliverables:

- A smart and actionable digital media plan.
- Optimization of existing digital content for Search Engine Optimisation (SEO) and engagement.
- Development and release of a series of new podcasts, interviews, and other multimedia content, with a target of 1-2 podcasts per month. This includes both production and promotion efforts.

- Reports on content performance and media coverage metrics, including audience reach and engagement.

**Proposal Requirements:** Please include the following information in your proposal:

- Agency or individual profile, including relevant experience with digital content creation and media outreach.
- Smart approach and methodology for content optimization, creation, and media partnership development.
- Timeline for completing each phase of the project.
- Budget breakdown for content creation, optimization, and media partnership support.
- Credentials demonstrating success in boosting digital presence and media outreach.

**Proposal Submission Guidelines:**

- I. All proposals must be submitted by **5.12.2024**
- II. **Contact Information:** For any questions or clarifications, please contact: Mr. C Surendran at **+91 9911195954**.
- III. All proposals should be sent electronically to [acpet@acpet.ashoka.edu.in](mailto:acpet@acpet.ashoka.edu.in).

## **Conclusion**

ACPET is committed to enhancing its digital presence and engaging a wider audience through optimized content and strategic media partnerships. The selected vendor will play a crucial role in helping ACPET achieve these goals through high-quality content creation and effective event promotion.

By submitting a proposal, vendors acknowledge that they have read and understood the terms outlined in this RFP and agree to abide by them upon selection.

We look forward to reviewing your proposal and partnering with you on this exciting project to further strengthen ACPET's impact and visibility across digital platforms. The selected individual or institution will be notified accordingly.

Note: To be considered for selection, please ensure that all proposals adhere to the guidelines outlined in this RFP. All rights are reserved with IFRE. In case of any dispute, issues will only be settled in New Delhi. (Notification issued date: 27<sup>th</sup> November '24)