



NATIONAL PRODUCTIVITY COUNCIL

(Under DPIIT, Ministry of Commerce & Industry, Govt. of India)

No. 11008
25 August 2021

INVITING EXPRESSION OF INTEREST (EOI) FROM NATIONAL LEVEL AGENCIES FOR PROVIDING SERVICES IN THE DOMAIN OF TECH-BASED STORYTELLING PLATFORM (CREATIVE MEDIA AND PR AGENCY) AND RELATED ACTIVITIES

National Productivity Council (NPC) is an apex organization to generate productivity awareness and consciousness across the country. It mentors and supports organizations to improve their triple bottom line – economic, environmental and social outputs and outcomes, through generation and application of advanced knowledge. NPC provides unrivalled holistic solutions for improving productivity and competitiveness **through a slew of services viz. consultancy, training for capacity building, action research, Evaluation Studies etc.** customized to suit the client's needs.

In order to scale-up its operations and ensure effective delivery of its services, NPC invites EOI from experienced Firms/ Agencies to work on Project specific basis with Environment Group team at RD Delhi, NPC. Nature of work may include Promotion of initiatives pertaining to measures to check plastic litter, macro & micro plastic pollution in selected cities (Haridwar, Agra, Prayagraj, Patna etc.) and riverine system to counter marine plastic pollution.

Required expertise / experience in following areas: (attach supporting documents, weblinks wherever possible for last three years)

1. Tech-based storytelling platform (own platform)
2. Training people in mobile storytelling and social media
3. Building engaging online campaigns
4. Creating audio and visual assets including graphics, GIFs, audio stories, reels, photo essays etc
5. Video Production (i.e. sourcing, shooting, editing and production of visual assets)
6. Organic Dissemination of events and visual assets that engages targeted communities (including social media and online portals).
7. PR in print and digital media in different geographies
8. Monitoring and Evaluation team to capture quantitative and qualitative insights under any given project
9. Presence in minimum 12 cities including Haridwar, Allahabad/Prayagraj, Agra and Patna. Working experience in assignments related to Training and Online campaigns including

Video story telling etc. at Haridwar, Allahabad/Prayagraj, Agra and Patna in last 3 years.

10. Relevant working experience with minimum three international organizations such as UN / World Bank / Multi lateral agencies / International Foundations related assignments. Special weightage shall be given to work with UN organization(s) in last three years.
11. Professional Team should include Technology Officer, Producer (Senior level), Video Journalist, Video Editor (Senior level), Creative Designer, Digital Video producer, Communication Manager etc (attach CVs)
12. Experienced in use of Augmented Reality tools (virtual world) into storytelling

- Note:**
- 1) Shortlisted agencies meeting all above requirements suitably will be invited for on-line/off-line presentation. Date and time will be announced later.
 - 2) No query shall be entertained with regard to selection / non selection of any agency
 - 3) Selection of agency (ies) does not guarantee award of work or association with NPC.
 - 4) This EoI maybe canceled by NPC any time without assigning any reasons.
 - 5) NPC reserves the right to change requirements of experience and expertise and other conditions based on the work.

EOI Submission:

Please submit EOI along with documents and weblinks only by e-mail to Sh. Lalit Kamde ls.kamde@npcindia.gov.in by 17:30 hrs 28 Aug 2021. (Ph: 011-24607310)