



**EOI for Agency to conduct Outreach and provide Design Thinking Support - Design Impact Movement by Titan**

<b>Role</b>	<b>Outreach and Design Thinking Support</b>
<b>Engagement</b>	<b>Contractual</b>
<b>Duration of Contract</b>	<b>February 10,2022 - March 31, 2023</b>
<b>Location</b>	<b>Virtual</b>
<b>Selection Timeline</b>	<b>February 03,2022 -February 10, 2022</b>

**A. Background**

REACHA is a voluntary organisation based out of New Delhi set up in the year 1992 by a group of conscientious bureaucrats, technocrats, scientists and educationists who felt that it was necessary to create an institution that could 'reach-out' to the masses and enable them to empower themselves with knowledge, know-how and the will to bring about positive changes in their lives. REAHCA's interventions seek community partnership in a deep-dive effort, so that all the stakeholders in any initiative are heard and involved to create large-scale impact.

Titan Company Limited is launching a program called Design Impact Movement with Reacha as the primary partner. This movement seeks to help aspiring innovators amongst the country's youth reach their potential while also giving back to the society. It intends to inspire young people to take up designing for social impact and help them in the creation of their products for the same,if any.

**B. About the programme**

The **Design: 'Impact Awards program** (DIA), launched by **Titan in collaboration with Tata Trusts**, believes that sustainable and effective product design can create large-scale and long-term impact. To that end, the program aims to identify and support - with funding and mentoring - top design innovations in the country capable of creating this impact in the social sector.

The first edition of the Design: Impact Awards (DIA), launched in August 2017 received **993 applications** across India, covering multiple sectors like Environment, Health & Sanitation, Agri-Tech and Education. The **eight best product design innovations** received a grant of Rs 65 lakh each as well as capacity building/mentoring support over the course of two years. Based on the wide encouragement and reception that the Design: Impact Awards received amongst social entrepreneurs, the program has evolved to include larger ecosystem support, and will be launched in 2020 as the **'Design: Impact Movement'**.

The Design Impact Movement



The program is targeted at youth with a special focus on students from Design, Engineering and Architecture backgrounds (as 74% of the DIA participants belonged to these streams). We believe that the current generation of youth in India are motivated to solve large societal challenges, and a platform like the Design Impact: Movement will provide them this opportunity. The inaugural edition of the program will focus on three thematic areas: **1) Agriculture and Livelihoods 2) Environment and 3) Healthcare**. The movement is scheduled to launch in November 2020 and aims to reach out to more than 100,000 youth through various outreach and engagement activities in the next 3 years as detailed below. Upon registration, every participant is given access to a gamified online platform that guides them through their project journey and unlocks various resources according to the commitment shown towards the goal of product design for social needs

### C. Objectives of EOI

REACHA is seeking an agency that would be responsible for the design and execution of outreach events and immersive experiences for college students for the Design Impact: Movement (DIM) in multiple cities across the country. These events and activities shall serve as a tool for introducing the program and nudging the creativity of young social innovators, with special focus on those from Design, Engineering and Architecture backgrounds. The immersive experiences would provide support to engaged users to ensure they are able to move onto the different stages on the platform.

### Eligibility Criteria for the Agency for this project

The agency should have been operating in India for the last three financial years (2019-20, 2018-19 and 2017-18)

- The Agency must have a minimum of 3 years of experience (during the last 5 years ending the last day of month before one in which applications are invited) in carrying out outreach events
- The agency should have a GST registration, as applicable and carry a valid PAN. Copy of PAN and GST registration certificate, as applicable, should be submitted.

### D. Scope of Work

Outreach
<b><u>Key Activities</u></b> <ul style="list-style-type: none"><li>• Creation of Outreach Strategy for colleges with strong design programmes</li><li>• Reaching out to relevant stakeholders in the colleges</li><li>• Conducting outreach activities like webinars to spread awareness about DIM</li><li>• Facilitate student registrations on the DIM platform</li></ul>
<b><u>Deliverables</u></b> <ul style="list-style-type: none"><li>• List of colleges being reached out to (these lists can be submitted phase wise as and when colleges are reached out to)</li><li>• Outreach activities like webinars</li><li>• Student registrations</li><li>• Feedback session with DIM core team post outreach activities (post every phase of outreach)</li></ul>
<b><u>Timelines</u></b> February 10,2022 - March 31, 2023

Immersive Experiences
<p><b><u>Key Activities</u></b></p> <ul style="list-style-type: none"> <li>• Creation of instructional and actionable design thinking collaterals for DIM</li> <li>• Conducting support sessions for participants reached out to</li> <li>• Ensuring efficient use of pre-existing DIM resources and new resources created by the users</li> <li>• Ensure students start their at least their opportunity statements(first stage) on the DIM platform</li> </ul>
<p><b><u>Deliverables</u></b></p> <ul style="list-style-type: none"> <li>• Design Thinking Collaterals</li> <li>• Support Sessions</li> <li>• Opportunity statements of engaged students</li> <li>• Feedback session with DIM core team post engagement activities(post every phase of engagement)</li> </ul>
<p><b><u>Timelines</u></b> February 10,2022 - March 31, 2023</p>

#### E. Mandatory Requirements

#### **Agency Details:**

Name of the Agency	
Established/Started (year)	
Registration Details (Act & Reg no.), if applicable	
Dte of registration, if applicable	
Type of agency, if applicable	
Exemption-IT etc, if applicable	

#### **Contact Details:**

Registered Address	
Phone No(s)	
Fax	
E-mail	
Website	

**Documents:**

Name/Type of Documents	Yes	No
A cover letter to Principal Consultant, REACHA for submission of Expression of Interest for the project signed by the head of Agency		
Registration Certificate		
Pan Card		
Last three-year Income Tax return (ITR)		
Audited financials for the last three years		
Portfolio (highlighting links to previous relevant work)		
Summary of Plan for Execution		
References (at least 2)		
Commercials (as per enclosed format)		

**Selection Criteria: The following would be key areas of assessment and selection criteria**

- a. Agency's Governance and Management
- b. Work experience and related expertise
- c. Level of compatibility of strategic vision, mission of Titan and REACHA
- d. Technical review and assessment of the proposal submitted
- e. Agency's readiness to rework, revisit plans and execute during unexpected events
- f. Previous experience of working with corporates, government / its institutions

**General instructions for EOI:**

- a. **Sub-contracting:** Project must be directly implemented by applicant agency and sub-contracting of the same to any other agency is not allowed.
- b. **Deadline:** Proposals received after the designated deadline would be rejected
- c. **Validity:** The proposal must remain valid for a minimum of three (3) months from the date of receipt.
- d. **Negotiations:** The most competitive EoI is requested. It is anticipated that the contract will be awarded on the basis of merit of proposal. However, REACHA reserves the right to request responses to questions and conduct negotiations with any potential agency prior to awarding a contract.
- e. **Rejection of EoI:** This document is an expression of request only, and in no way binds REACHA to enter into any contract. REACHA will not be obliged to either inform or provide a justification for rejection of proposals.
- f. **Incurring costs:** REACHA will not be liable for any cost incurred during preparation, submission, or negotiation of costs for this EoI.



g. **Financial responsibility:** Eol must certify the financial viability and adequacy of resources of the agency to complete the proposed assignment within the agreed time frame and in conformity with the agreed terms of payment. REACHA reserves the right to request and review up to the last three financial statements and audit reports including schedules and annexures.

h. **Copyright and Patents:** TITAN and REACHA as per their Agreement shall be entitled to all copyrights, patents and other proprietary rights and trademarks with regard to the products or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequences of or in the course of the execution of the contract. All plans, reports, recommendations, estimates, documents, and data compiled by the service providers under the contract shall be the property of Titan and/or REACHA as per their Agreement and shall be treated as confidential. All confidential documents should be delivered to the relevant people within REACHA and Titan during the project duration and upon completion

**G. Timelines, Deliverables and Payment Schedule:**

The scope of the agreement will be from **February 10,2022 - March 31, 2023**. The agency shall work on a best effort basis to ensure that the following goals are worked towards in the prescribed time period. In the case of any unforeseen circumstances / externalities that would emerge during the project term, these goals will be mutually worked on and aligned between the agency and REACHA.

S.No.	Activities	Deliverables	Timelines
1.			
2.			
3.			

**Financials as per Scope of Work**

S. No	ACTIVITY	COST
1.	Events Planning and execution	
2.	Finalising on the speakers for the event	
3.	Surveys	

**Detailed Proposal submission via email only shall be accepted:**

**Subject Line:** "DI Movement – Outreach "

**Please enclose as part of the Application to the Eol the following:**

1. "Documents Required" as referred to in Page No. 4 of the Eol;
2. Project Proposal Template (enclosed in the zip folder)
3. DIM Budget Format (enclosed in the zip folder)

**The email should be prominently marked "Eol For Design Impact Movement" and sent to**



**REACHA.**

Please submit your detailed proposal by 5pm, February 07, 2022 to:  
nikhil@reacha.org with cc to Mamatha.reacha@gmail.com

**H. Mandatory Undertaking (to be filled in by the applicant Agency)**

On this \_\_\_\_\_ (DATE) of \_\_\_\_\_ (MONTH), \_\_\_\_\_ YEAR, I hereby agree and accept that all information given above is true to the best of my knowledge and if found false or misappropriate, shall be liable to disqualification from associating with REACHA for the Design India Movement Project.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Contact Details: \_\_\_\_\_

Agency: \_\_\_\_\_

Name & Signature of the Head of the Agency (with Agency Seal)

Date/Place: \_\_\_\_\_