

REQUEST FOR PROPOSAL

Title - Develop a marketing plan for TIDE SLATE - Knowledge dissemination platform of TIDE

INTRODUCTION

Technology Informatics Design Endeavour (TIDE) is a development organization based in Bengaluru that leverages technology for conserving the environment, creating livelihoods, and addressing societal issues. TIDE's work encompasses energy access and biomass-based cooking solutions, environment conservation through energy waste and water interventions, and Technology based innovative livelihoods, particularly with focus on rural women.

BACKGROUND:

TIDE, over its 28 years of NGO experience has acquired valuable knowledge around its core areas of work, developed substantial training content, and gained field experience on dissemination. To ensure that this rich knowledge and experience is put to good use, and taking advantage of the increasing digital penetration, TIDE has developed a website called 'TIDE SLATE'. The vision is to use this website as a platform for both knowledge management within TIDE and as a knowledge dissemination platform to the outside world. As a first step, the website is being used as a digital learning /training place. There are about 6 learning modules available on the platform as free content and we have more in the pipeline from within TIDE and from other NGOs who work in similar areas.

TIDE is seeking consultancy to develop a marketing plan for the website with its current content, keeping in mind the long-term vision for TIDE Slate

HIGH LEVEL EXPECTATION / OUTPUT

Recommend actionable steps to market the services of TIDE Slate to the potential audience, aligning with TIDE's vision on knowledge dissemination.

SCOPE OF WORK

- ❖ Develop a comprehensive marketing plan targeting the potential audience listed below. This should include lead generation ideas, NGO sector specific suggestions, target segment wise marketing strategy, metrics for success, and estimate of

resources and timelines for implementation. Finer details like suggestions website banner advertising, organizational advertising, sponsored email advertising, sponsored advertising through social media channels, blog advertising, etc may be recommended for the market segments.

- ❖ Provide SEO optimization suggestions for marketing the current content and also aligning with our vision for the website.
- ❖ Suggest domain matching brand keeping above and TIDE's website presence in mind
- ❖ The plan need not be restricted to the above, and consultant/agency is encouraged to suggest innovative ideas to market the platform.

POTENTIAL TARGET AUDIENCE

- ❖ Trainers in NGOs / Civil Society Organizations (CSO)
- ❖ Academic Institutions
- ❖ Independent Researchers / Consultants / Practitioners
- ❖ Individual Learners
- ❖ TIDE team for induction / train the trainers

SUBMISSION OF PROPOSAL:

Please mail your proposal to info@tide-india.org on or before 30th October 2021 end of day, with subject as 'Response to RFP on TIDE Slate – party name'. The proposal shall consist of the following:

Covering letter with the quote price, preferably with breakup of tasks and associated with milestones. Should include duration and start date.

1. A note on prior experience in the area details of similar work carried out in the past
2. A brief note explaining how you will deliver the required scope as per the RFP

We welcome proposals from individuals as well as organizations.

TIDE expects the consultant/ agency to start the work not later than 15th November 2021 ideally.

TERMINATION:

TIDE has the right to terminate the Bid at its discretion at any time. Any costs incurred for the preparation of the Bid because of termination shall be borne by the Party itself

TIDE reserves the right to accept or reject any or all proposals and its decision shall be final and binding.

For any enquiries, please write to info@tide-india.org

For Technology Informatics Design Endeavour

Sumathy Krishnan

Executive Director

Date: 22/10/2021

Place: Bangalore