

Terms of Reference/Request for Proposal

Date: 11.02.2026

Proposals are invited by Technology Informatics Design Endeavour (TIDE) for “**Designing Reuse Readiness Framework report for Hebbagodi and Bommasandra, Karnataka**”

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 a focus on rural women. TIDE is currently implementing a project titled Integrated Water Management in partnership with BORDA, in different towns of Karnataka. For more information about TIDE, please visit www.tide-india.org

Title	Designing Reuse Readiness Framework report for Hebbagodi and Bommasandra, Karnataka
Location	Hebbagodi & Bommasandra, Karnataka
Nature of Assignment	Designing report which are ready to publish and disseminate
Contract period	The contract period will be for the duration of 60 days

Background of Project

TIDE India with BORDA South Asia is developing a Reuse Readiness Framework for the towns of Hebbagodi and Bommasandra. The framework assesses the readiness of these towns for treated wastewater reuse by bringing together technical analysis, planning considerations, and strategic recommendations. The output is intended to be a clear, well-structured, and visually engaging document for use by urban local bodies, planners, and sector stakeholders.

We are seeking a graphic design consultant to translate technical ideas into clear, engaging, and aesthetically cohesive visual outputs and infographics

Terms of Reference:

The bidder shall be responsible for the activities and roles mentioned herein, and shall also support TIDE wherever reasonable and possible, to ensure that the objectives of the assignment are met. The details of the assignment are given below:

Scope of assignment:

Provide professional design and layout for the report. The report is expected to be a high-quality, visually compelling publication spanning approximately 40 pages. Final page count and content structure will be confirmed post onboarding, in consultation with TIDE.

- ✓ Provide design options suitable for the report aligned with the PR requirements of the team.
- ✓ Conceptualize and design custom visuals, including diagrams, infographics, icons, and charts to effectively communicate technical content, using data and content provided by TIDE.
- ✓ Integrate text, photographs, and other visual assets into the report, ensuring consistency in formatting, style, and overall visual narrative. Ensure the content is reader friendly.
- ✓ Include cover design, section dividers and other necessary add-ons in the report
- ✓ Translate key content into infographics, sketches and process diagrams including stakeholder mapping, framework components, reuse scenarios, etc
- ✓ Create illustrations to depict real-life small-town water reuse scenarios, user groups and infrastructure
- ✓ Provide revisions based on feedback to refine the report layout and visuals before finalization.
- ✓ Deliver final outputs in both print-ready (high-resolution PDF) and web-optimized formats

Deliverables:

- Design concepts and layout options for review
- First draft of the designed document based on content shared
- Revised drafts incorporating consolidated review comments
- Final publication-ready outputs, including:
 - ✓ Print-ready PDF
 - ✓ Web-optimised PDF
 - ✓ High-resolution graphics and images used in the document
 - ✓ Editable source files and all visual assets created as part of the assignment

Eligibility criteria & prior experience:

1. **Minimum 3 years of professional experience** in graphic or publication design, with demonstrated capability in handling multi-page reports for development, sustainability, or policy sectors.

2. **Proven experience in designing at least one WASH/social impact-related report or publication**, showcasing the ability to visually represent data, impacts, and climate narratives effectively.
3. **Portfolio of at least 1 completed design projects**, including reports or publications featuring demonstrating use of infographics, illustrations, layout design and data visualizations.
4. **Experience working with NGOs, research institutions, or government bodies** on knowledge or communication products, preferably in the environment, urban water and sanitation sector or climate domain. Ability to convert technical and sectoral content into visual formats
5. Freelancers can apply; they must have worked on 1 high quality publication in the WASH sector
6. They must be registered if it's an agency and should not be blacklisted.

Evaluation Criteria:

S. No	Indicator	Description	Document Evidence	Weightage
1	Technical Qualification & Relevant Experience	Minimum 3 years of experience in graphic/publication design, with at least one WASH/social impact-related report. Proven ability to design visually rich reports with infographics, charts, and diagrams. Proficiency in design tools like Adobe InDesign, Illustrator, etc.	CV/Company profile, Portfolio with at least 3 samples (including one WASH related), List of tools/software proficiency	70%
2	Financials	Quoted fee for the complete design scope as per the RFP.	Cost breakup	30%
All the eligible firms will be graded on the above criteria. The one with the highest grade will be awarded the contract.				

The bid price should be mentioned as per page cost inclusive of all taxes. **The payment shall change based on the final number of pages (increase/decrease) of the designed report.**

Duration of the assignment:

Maximum 60 days spread across February, March and April 2026. The agency/consultant should adhere to the work Plan. **(Subject to revision based on mutual consent or as per ground condition)**

Schedule of Payment:

TECHNOLOGY INFORMATICS DESIGN ENDEAVOUR



Sl. No.	Deliverable	Stage of payment	Percentage of Payment
1	Mock up Report	1 st Payment	50%
2	Final Design Report - Ready to Print	Final Payment	50%

Note: The payment schedule will be finalized in consultation with the Consultant at the contract award stage. All the payments will be done only after we receive the original invoice to the office address.

Submission of Proposal and deliverables:

The proposal must be submitted over email to the email id: sasi.priya@tide-india.org, procurement@tide-india.org & iwm.accountant@tide-india.org with the following documents attached,

- Supporting documents for eligibility and evaluation criteria
- Self-certification of not being blacklisted by central/state government agencies.
- Properly filled Annexure I to V

Confidentiality and Intellectual and Other Property Rights

All reports, notes, statistics and other documents and data compiled and collected, or software developed by the Contractor under this Agreement shall be confidential and the property of TIDE. The Parties herein agree to keep the terms of this TOR all or any information which any or all of the parties herein shall become acquainted with shall not be disclosed, either directly or indirectly to third parties or be used in any way, or in any manner that would be detrimental to the business of the partners.

Sd/-
Director-TIDE