

REQUEST FOR PROPOSAL

RFP NO.:

Hiring of an Individual/Creative Agency to document the process & impact of ongoing interventions in government schools in the form of a PROGRAMME SUCCESS STORIES and COFFEE TABLE BOOK

About VBS

Beginning with a small school in 1931, Vidya Bhawan today is a group of 10 educational institutions. VB aims to build a responsible citizenry capable of VB serving and transforming society. It hopes to create a more just, democratic, and equitable society while catering to the needs of diverse sections of learners focusing on underprivileged communities. This reflects in the nature and work of all its institutions. In an orthodox Mewar, Vidya Bhawan gathered the courage to introduce co-education, vocational training, exposure to environment and ecology, innovative pedagogical techniques rooted in a sound theory of learning.

Shiksha Sambal Programme: A brief note

Started in 2008, *Shiksha Sambal* is a flagship programme of Hindustan Zinc Limited (HZL) which tries to address the issue of providing quality education to underprivileged rural children at the senior school level. It joined hands with Vidya Bhawan Society (VBS) in 2016. Since then, it has become a unique partnership between a corporate agency (HZL), a non-government trust (VBS), civil society and the Rajasthan government. Located in 66 Government Secondary and Senior Secondary schools in 7 districts (Udaipur, Saluamber, Rajsamand, Chittorgarh, Bhilwara, Shahpura and Ajmer) of Rajasthan, *Shiksha Sambal* engages with about 8000 students, 190 teachers, 6 Field Coordinators, 55 Field Personnel (FPs), 10 Fellows and over 20 resource persons from VBS in strengthening the quality of education.

Duties and Responsibilities

The consultant will be responsible for the following:

- Ensure highest broadcast quality of success stories and coffee table book
- Ensure that all requests and instructions pertaining success stories and coffee table book requirements are fulfilled
- Ensure timely completion of all required task

Scope of Work:

Introduction:

Our organization is committed to enhancing the quality of education through innovative interventions. This scope of work outlines the tasks involved in understanding the programme, scripting our work, and gathering compelling stories to showcase our techniques and interventions across six districts.

Objective:

The primary objective of this scope of work is to document and highlight the innovative techniques

and interventions implemented by our organization to strengthen the quality of education. This includes understanding the programme thoroughly, creating a script that effectively communicates the journey of learning, growth, empowerment and gathering stories from the field to illustrate our impact. We invite proposals from skilled writers and content creators who can eloquently narrate these tales of educational achievement in an effective success stories and coffee table book format.

Tasks:

- Review program documents, reports, and relevant materials to gain a comprehensive understanding of our initiatives aimed at improving education quality.
- Identify specific techniques and interventions implemented across various districts to enhance educational quality.
- Ensure the script highlights the unique aspects of our approach, including any groundbreaking methodologies or successful case studies.
- Incorporate compelling narratives and statistics to engage the audience and convey the impact of our work.
- Capture the insights and impact of the program and other relevant content to supplement the stories and provide evidence of our achievements.
- Conduct interviews with key stakeholders, VBS persons for the narrative.
- Iterative review process to incorporate feedback and revisions as needed.
- Final delivery of refined content ready for publication.

Deliverables:

1. Three program success stories (each stories have a words limit: 1500-2000, including photographs)
2. One coffee table book (page limits it must be 16-20 pages)

Timeline:

Submission of complete work on 31st march, 2024.

Experience:

Proven experience in writing compelling narratives, preferably in the context of education or social impact. Ability to strong research and interviewing skills and empathically portray the experience and perspectives of diverse stakeholders to gather relevant information and insights. Adherence to deadlines and commitment to delivering high-quality content.

Collaboration with educational NGOs will be given priority.

How to apply:

Interested candidates / agencies are requested to mail their detailed proposal outlining relevant experiences from previous work with the subject heading 'Success Stories and Coffee Table Book for Shiksha Sambal to (E-mail ID- anjana@vidyabhawan.in and ashish@vidyabhawan.in) by 14th March, 2024.