

Scope of Work

Branding and Marketing requirements

Our Vision

We seek a world of hope, tolerance, and social justice, where poverty has been overcome, and people live in dignity and security.

Our Mission

CISSD helps alleviate poverty and social exclusion by facilitating empowerment of women and girls from poor and marginalised communities.

Sr. No.	Detail	Deliverable
1	Jharkhand Learning Recovery Loss Programme	1 video with interviews of School Management Committee members and detail of the programme execution. User team will guide with the raw data, recoding the interviews and preparation of the script and final video will be done by the vendor.
2	Learning Recovery Loss Programme Toolkit - Knowledge Sharing	Democratise the available knowledge with Education programme implementation. 1 PPT/PDF version which explains how to conduct a learning recovery loss programme which contains the methodology, detail of the programme, requirements and day to day guide and worksheets. Include 3 process explainer videos in the PPT.
3	Flow chart Infographics	Organisation process workflows for internal and external transparency. 8 process flow chart depiction in the following versions: 1. Graphic 2D design with the help of user team 2. Animated version of the flow chart 3. Animated video with an explainer voice over and subtitles

4	Design Centre Brochure	<p>A picture book (15 -30 pages) with created illustrations to explain the concept of Design Centre and the end user gets the final picture as to how the end reader (internal and external) can reach out and solve problems in innovative way with the help of Design Centre.</p> <p>The hero element of the picture book would be the CARE story where we support with human interest stories.</p> <p>1 final print version with a compressed web version.</p>
5	CARE creds Video	<p>A video which sheds light on the impact that CARE has had with the communities in 4 thematic areas - health, education, livelihoods and humanitarian response.</p> <p>The video must capture the 70 year journey with illustration, historical pictures, impactful data, creative storyline, voiceover, graphics and video clips.</p> <p>Maximum duration - 5 minutes with 2 edits (master video and social media video)</p> <p>The raw data and intel will be shared with the vendor, they will have to work on the script, story board, creative treatment, voice over script, editing and share the final output.</p>

6	Annual report	<p>At the end of every financial year, CISSD brings out its annual report. It is a comprehensive document, which talks about the work done, achievements and outcomes that the organisation has engaged in the previous year. More importantly, they help stakeholders understand the work that is being done and the resources that are being used. This document is crucial in maintaining the transparency of the organisation and thank various stakeholders (donors, corporates, institutional partners, and others) for their support.</p> <p>Past Annual Reports can be found here: https://www.careindia.org/annual-report/</p> <p>Copy and Design of Annual Report Quantity: 1 Number of pages: 60-80 Format: Website friendly and print version</p> <p>Curating copy from information provided by different stakeholders within the organisation Generate, edit and rewrite the content Proofreading Provide design concepts (3-4 options) Design and place infographics, icons, illustrations and other required graphics Resize, treat and place photographs provided by CISSD Update/revise sections based on feedback</p>
7	Bachat programme Toolkit	<p>1 video explaining the programme product, impact, concept, and past work (Video shoot at the programme location) 1 PPT expanding on the product offering (Bachat) 1 Coffee table book 1 Brochure 1 Leaflet</p>

8	Programme toolkit for another initiative	<p>1 video explaining the programme product, impact, concept and past work (Video shoot at the programme location)</p> <p>1 PPT expanding on the product offering (to be decided)</p> <p>1 Coffee table book</p> <p>1 Brochure</p> <p>1 Leaflet</p>
9	MARCOM Deliverables	<p>20 A4 size designs for pitch notes, factsheets, monthly update and others</p> <p>10 PPT designs for creds, pitch deck, work flow</p> <p>10 graphic designs</p> <p>5 campaign related videos with clips from the field</p>
10	Misc Projects	<p>Content, design, proof reading to be done for various projects such as -</p> <ol style="list-style-type: none"> 1. Campaign designs - 16 days of activism (1 Banner, 2 standee, 1 A4 design, 1 A5 design) 2. Marcom communication posters - 10 A3 sized posters 3. CARE thematic areas note - 6 A3 sized information 4. Other required design

Timeline: Jan 31st, 2023

Notes:

1. All designs should meet CISSD's branding requirements, including colour shades, logo specifications, fonts, iconography etc.
2. Vendor will provide CISSD the printable files (soft copy) and open files.
3. Vendor will have to abide by the policy and sensitivities highlighted