

Request for Expression of Interest (REOI)

(Consulting Services)

State, Country	Delhi, India
Assignment Title	Develop, strengthen and support implementation of comprehensive Communication Strategy for Language and Learning Foundation
Reference no.	LLF/REOI/2022-23/01
Closing date for submission	15 January 2023

Section A

About Language and Learning Foundation:

[Language and Learning Foundation](#) (LLF) was founded in 2015 with a vision to improve foundational learning among all children in government primary schools. We work in partnership with 8 state governments (Assam, Bihar, Chhattisgarh, Gujarat, Haryana, Odisha, Rajasthan and Uttar Pradesh) with support from several CSRs and Foundations like Tata Trusts, HT Parekh, Bill and Melinda Gates Foundation and UNICEF.

Recently, LLF has won the prestigious HCL Grant - The Fifth Estate to work towards inclusion of children's home languages in teaching and learning in primary classrooms. We work in close collaboration with state governments to impact student learning at scale. We have recently concluded an impact bond project in Haryana which has shown outstanding results. We are implementing several other 'pay for results' projects. LLF is scaling its work rapidly in several states.

The purpose of this consultancy is to support Language and Learning Foundation (LLF) in strengthening its communication strategy and equipping the team with related materials to enhance the fundraising effort and build LLF's presence in wider development and donor communities.

Please visit our website www.languageandlearningfoundation.org for more details about our work and some existing [communication collaterals](#) for reference.

The consulting services include, but are not limited to:

1. Developing the brand and program narrative, master document/user manual of all communication materials and create content guidelines.
2. Simplify LLF's Theory of Change for the external audiences and create a deck for the ToC.
3. Create visual identity viz. logo formats, colours, fonts, presentations, proposals templates and email marketing etc. so that it is reflected across all communication collaterals.
4. Create high quality fundraising decks for diversified set of donors viz. Institutional donors, CSR donors, UHNI/HNI and foreign foundations (4 nos.)
5. Develop print and digital materials – an overview brochure (1 no.) and 1-2 pagers of LLF programs (5 nos.)
6. Redesigning and development of LLF India and LLF USA websites.
7. Develop 3 minutes high quality program videos (3 nos.) case stories (4-5) and create a photo bank of high-quality photos (25-30) from the field.
8. Enhance existing digital media strategy
9. Suggest and design innovative targeted communication campaigns for fundraising
10. Develop strategies for online and offline promotion of LLF work viz. blogs, articles etc.

Section B

1. How to apply for EOI:

Language and Learning Foundation invites eligible consulting firms/agencies and individuals to indicate their interest in providing services mentioned above. Interested consulting firms and individuals should provide information demonstrating that they have the required qualifications and relevant experience to perform the services as highlighted above.

2. The EOI must include the following

- **Organisation profile** including legal name, year incorporated, number of employees, description of services, indicate any in-house media production capabilities and/or outsource partners that may be engaged as third parties; Annual turnover in the past 3 years
- **Name and CVs of designated core team members**
- **Clients supported in the last 3 years** with similar scope with brief description

3. The criteria for shortlisting will be on technical capacity and relevant experience as follows:

- Organization profile (30%)
- Names and CVs of core team members (30%)
- Experience similar to this REOI (40%)

4. The EOI must be submitted on or before 7 pm 15th January 2023 via email to

nandita.mishra@languageandlearningfoundation.org . You could also ask for any clarifications about the EOI to the same email ID by 7 pm on 14th January 2023.

5. The shortlisted firms/individuals will be informed by 20th January 2023. A template for the final proposal will be shared on the same day with shortlisted forms/individuals

6. An interaction (jointly/individually) with shortlisted organization/individuals will be held on 21/23rd January 2023 for any clarifications on the proposal submission. Details of the interaction will be intimated later.

7. **The final proposal will need to include methodology, workplan with timelines and budget to be submitted by 3rd February 2023.**