Request for Proposal for Development of the IBM SkillsBuild Programme Compendium (Publication, Photography and Video Documentation)

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About Nasscom Foundation

Established in 2001, Nasscom Foundation (NF) has witnessed the transformative power of technology for over two decades. Part of the Nasscom ecosystem, we are the only neutral not-for-profit organization representing the Indian tech industry. We remain rooted in our core philosophy of TechForGood, creating access and opportunity through technology for those who need it the most.

About the Project

Nasscom Foundation implements the IBM SkillsBuild Programme. NF now wishes to document the programme in a printed and digital Programme Compendium that presents the programme through its people, experiences and implementation, rather than outcomes alone.

The compendium will bring together programme information, participant experiences, case studies and implementation perspectives, supported by original photography and visual documentation from **three locations**, and a minimum of **five short video interviews in reel format** of approximately two minutes each. This RFP covers research, interviews, editorial development, photography, video documentation, publication design, proofreading and production coordination.

Project details:

- **Project duration:** 90 days (approximately 13 weeks) from the date of contract signing / issue of work order, as per the indicative work plan in Annexure 1
- **Geographical coverage:** Three field locations in 3 state across (Pan-India)
- **Primary output:** A designed compendium of 56–64 pages, delivered in digital and print-ready formats
- **Supporting outputs:** Original photography, a minimum of five interview-based video reels (approx. 2 minutes each), and edited interview and case-study content
- **Interviewee groups:** Programme leadership, implementation teams, participants (learners) and other relevant stakeholders

Scope of Work

The selected agency will be responsible for the following. A detailed description of deliverables, stages and timeline is provided in **Annexure 1**.

A. Research and Editorial Development

- Review of available programme material and background information supplied by NF

- Interviews with programme leadership, implementation teams, participants and other relevant stakeholders
- Development of case studies and the broader programme narrative, with a people-, experience- and implementation-led editorial approach
- Editing of interviews, preparation of captions and supporting copy, and development of key programme information and supporting data presented within the relevant sections

B. Field Documentation

- Original photography across three locations, documenting case-study participants, learning environments, programme activities, interactions and relevant programme contexts
- Field visits will also be used to record the video interviews

C. Video Documentation

- A minimum of five interview-based reels of approximately two minutes each, developed from field and interview documentation, in a format suitable for social media and digital circulation

D. Publication Design

- Design of a cohesive 56–64-page publication, including editorial structure, typography, photography and supporting visual elements, in accordance with the applicable brand guidelines of NF (and IBM, where applicable)

E. Review, Proofreading and Final Production

- Proofreading and incorporation of up to two consolidated rounds of feedback from NF
- Final corrections, production checks and preparation of final digital and print-ready files

Indicative Content Structure

The final structure will be developed after review of programme material and interviews. A broad structure could include:

1. Preface by Leadership
2. Programme Overview by Leadership
3. Key Programme Information and Supporting Data, embedded within the relevant sections
4. Participant Experiences / Case Studies
5. Programme in Practice — Visual Documentation, including photo-essay treatment where appropriate
6. Perspectives from Implementation Teams, including candid settings where conducive to the publication

The final sequencing and allocation of pages will be determined as part of the editorial and design process. Bidders may propose an alternative structure in their technical proposal.

Purpose of the RFP

NF invites proposals from eligible agencies for the research, writing, photography, video production, design and production coordination of the IBM SkillsBuild Programme Compendium. Once the proposals are received, NF will select the agency which is valid and compliant with the submission requirements.

During the evaluation process, bidders will be assessed based on the cost quoted, relevant experience, editorial and creative approach, quality of portfolio, and their ability to deliver within the stipulated timelines while maintaining the expected quality and ethical standards for documenting participants.

Pre-qualification criteria: Bidders must preferably meet the following criteria to be considered for technical evaluation: (a) a legal entity registered in India; (b) at least 3–5 years in operation; (c) at least 2 completed publication projects (e.g. programme compendium, impact report, case-study book or annual report) of 40+ pages in the last 5 years, with at least one involving original photography and field documentation; (d) demonstrated experience in producing interview-based video content; (e) at least one project in the development, CSR, education, skilling or social-impact sector; (f) not blacklisted or debarred by any government body, PSU or multilateral agency (self-declaration); and (g) a signed conflict-of-interest declaration.

Sample work / presentation: Shortlisted bidders may be invited to present their approach, portfolio and proposed team to NF. The presentation will be scored as part of the technical evaluation.

Roles and Responsibilities

Nasscom Foundation will:

- Provide available programme material, data, brand guidelines and contact details of leadership, implementation partners and participants
- Facilitate access to the three field locations, interviewees and programme activities, and coordinate with implementation partners
- Confirm case-study participants and locations in consultation with the selected agency
- Provide consolidated feedback (one set of consolidated comments per round, limited to two rounds) within agreed turnaround times

The selected agency will:

- Deliver all outputs within the agreed timeline and quality standards, and share regular progress updates
- Obtain informed written consent and release forms from all interviewees and photographed or filmed participants, in line with the Digital Personal Data Protection Act, 2023 and NF's child-safeguarding and ethical-storytelling guidelines (including guardian consent for any minors)
- Ensure all fonts, music, stock imagery and other third-party assets used are properly licensed
- Treat all programme data and participant information as confidential and use it solely for this assignment

Rights and ownership

All outputs, including the compendium, edited and raw photographs, video footage and reels, source design files and editorial content, will be owned by NF upon payment. Bidders must state in their proposal how raw files, source files and consent records will be handed over at project close.

Budget

Bidders are requested to submit base costs and applicable GST. **[Budget / indicative ceiling to be confirmed by NF]**

Financial Proposal Format

No.	Cost Head	Particulars (indicative)	Units	Cost (INR)	GST (INR)	Total (INR)
1.	Research and editorial	Research, editorial planning and content development				

No.	Cost Head	Particulars (indicative)	Units	Cost (INR)	GST (INR)	Total (INR)
2.	Interviews and case studies	Interviews, case-study development, writing and editing				
3.	Field documentation	Photography across three locations; field documentation				
4.	Video	Video interview production and editing — minimum 5 reels (approx. 2 minutes each)				
5.	Publication design	Design of the 56–64-page compendium, incl. up to two consolidated review rounds				
6.	Production	Proofreading, production coordination and finalisation; digital and print-ready files				
	Total Professional Fee (including all applicable taxes)					

Note on pricing: The professional fee above must be quoted as a fixed, all-inclusive fee for the scope in this RFP. Travel, accommodation, local transport and other field-related out-of-pocket expenses for the three field locations must **not** be included in the fee; bidders must instead provide an itemised **estimate** (per location, for the proposed team size) in a separate table, which will be billed at actuals with prior NF approval. Printing of the final compendium is excluded from this RFP; bidders may optionally provide indicative printing rates (per copy, for stated quantity and specifications) for reference only. Any additional field visits, additional reels, pages beyond the stated range or other work outside this scope will be agreed separately.

Payment terms (indicative): 30% advance upon confirmation of the assignment; 40% upon submission of the first full draft of the compendium; 30% upon finalisation and delivery of the agreed outputs.

Proposal Submission Guidelines

The competitive bids will be evaluated in terms of quality and best effective cost. The following criteria will be primarily used for proposal evaluation:

- **Understanding and approach:** The proposal should demonstrate understanding of the assignment and describe the editorial approach, interview methodology, field documentation plan and proposed content structure.
- **Portfolio and experience:** The proposal should include details of at least 2 comparable publications (preferably in the development, skilling, education or CSR sector) delivered in the last 5 years, with PDFs or links, sample photography, sample video reels, and verifiable client references.
- **Team:** The proposal should include the proposed team (lead writer/editor, photographer, videographer/editor, designer, project manager), with CVs and roles.

- **Work plan:** The proposal should include a week-wise work plan and timeline that fits within 90 days, with key milestones and risk mitigation, including the approach to field logistics across three locations.
- **Ethics and data protection:** The proposal should outline the approach to participant consent, child safeguarding, ethical storytelling, data confidentiality and secure handling of raw material.
- **Financial proposal:** The proposal should provide a clear budget in the above format and demonstrate cost-effectiveness.

Submission Instructions

All proposals should be mailed to rfp@nasscomfoundation.org with the **subject line: "<IBM SkillsBuild Compendium_Nasscom Foundation>"**, in a single PDF file by **[02-November-2026]**. Proposals submitted after the deadline will not be considered.

NF reserves the right to accept or reject any proposal, to seek clarifications, and to cancel or modify this RFP at any stage without assigning any reason. Issue of this RFP does not commit NF to award a contract. All costs of preparing and submitting a proposal are borne by the bidder.

Annexure 1: Detailed Deliverables and Work Plan

1. Methodology and Deliverables

Stage	Key activities	Outputs
1. Inception & Editorial Planning	Review programme material; establish the editorial direction, content architecture and documentation requirements	Editorial framework and content architecture
2. Research & Interviews	Background research; interviews with leadership, implementation teams, participants and relevant stakeholders	Interview material and case-study inputs
3. Field Documentation	Photography across three locations; documentation of participants, learning environments, activities and programme context; recording of video interviews	Original photography and video footage
4. Editorial Development	Develop and edit case studies and supporting content; edit interviews; prepare captions and supporting copy	Edited manuscript and case-study content
5. Video Editing	Review footage and develop a minimum of five approximately two-minute interview-based reels	Minimum five short video reels
6. Publication Design	Develop the publication design and integrate editorial content, photography and supporting visual elements	Designed 56–64-page compendium
7. Review & Refinement	Proofreading and incorporation of up to two consolidated rounds of client feedback	Revised publication
8. Final Production	Final corrections, production checks and preparation of final files	Digital and print-ready compendium

2. Indicative Work Plan and Timeline (13 weeks / 90 days)

Bidders may propose refinements to this timeline in their technical proposal.

Week	Activities
Week 1	Kick-off; review of programme material; initial editorial planning
Week 2	Content architecture; identification of case-study themes and interviewees; interview and documentation planning
Week 3	Research and initial interviews with programme leadership, implementation teams and participants
Week 4	Continued interviews; development of case-study narratives; preparation for field documentation
Week 5	Field documentation – Location 1: photography and video interviews
Week 6	Field documentation – Location 2: photography and video interviews
Week 7	Field documentation – Location 3: photography and video interviews; completion of primary field documentation

Week	Activities
Week 8	Case-study writing and editorial development; interview editing; photography selection and initial editing
Week 9	Continued editorial development; captions and supporting content; video footage review and editing
Week 10	Compendium design; development of visual system; integration of editorial content and photography
Week 11	Continued design and editorial integration; completion of first full draft of the 56–64-page compendium
Week 12	First consolidated review and revisions; proofreading; video reel finalisation
Week 13	Second consolidated review and revisions; final proofreading, production checks and delivery of digital and print-ready files

3. Summary of Final Deliverables

- Designed compendium of 56–64 pages in digital (PDF) and print-ready formats
- Minimum five interview-based video reels of approximately two minutes each
- Original photography from three locations (selected, edited images; raw files on request)
- Edited interview transcripts / case-study content
- Source design files and signed consent / release records