

TechForChange Cohort 4

SOCIAL MEDIA Request for Proposal

About the Program

TechForChange is a flagship Social Innovation for Youth program by Nasscom Foundation, run in collaboration with Ciena as part of its Corporate Social Responsibility (CSR) initiative. The program is designed to empower student innovators from universities and colleges across Delhi NCR to develop and launch technology-driven solutions addressing critical social challenges.

Program Structure

- Duration: 18 months
 - Cohort Engagement: 11 months of hands-on learning, workshops, and project development.
 - Incubation Support: 7 months of dedicated incubation, including mentorship and business development assistance.
- Participants: Socially driven students from leading institutions in Delhi NCR, including IIT Delhi, Jamia Millia Islamia, and Delhi Technological University, among others.
- Focus Areas: Social innovation, entrepreneurship, and technology for good, aligned with the UN Sustainable Development Goals (SDGs).

Key Features

- Technical Upskilling: Training in advanced technologies such as Artificial Intelligence (AI), Machine Learning (ML), and the Internet of Things (IoT).
- Entrepreneurial Development: Workshops on design thinking, rapid prototyping, and business model creation.
- Mentorship: Guidance from industry experts, Ciena volunteers, and academic leaders.
- Funding: Seed grants for top-performing student-led ventures (e.g., INR 5 lakh for each of the top five teams in recent cohorts).
- Project-Based Learning: Emphasis on developing real-world solutions with a strong product-market fit.
- Diversity & Inclusion: Special focus on fostering women's participation and building a diverse innovation ecosystem.

Impact

- Pipeline of Social Ventures: Over 204 ideas submitted in recent cohorts, with multiple startups receiving seed funding and mentorship to scale their solutions.
- Skill Development: Participants gain practical skills in technology, entrepreneurship, and leadership, preparing them for impactful careers in the social sector.
- Community Transformation: The program has enabled students to address pressing issues in areas such as healthcare, education, agriculture, and mental health through technology-driven solutions.

Notable Outcomes

- Startup Success: Several student teams have successfully launched ventures post-program, leveraging grants and mentorship for real-world impact.
- Recognition Events: Initiatives like InnovateX felicitate top innovators and showcase their solutions to a wider audience.

TechForChange is a comprehensive platform that nurtures the next generation of social entrepreneurs, combining technical training, business acumen, mentorship, and funding to turn innovative ideas into high-impact social ventures

Program Highlights (Cohort 3, 2024–25)

- 376 individual applicants and 204 team applications from both partner and non-partner colleges
- Students trained in emerging technologies and business fundamentals
- Structured learning-to-startup journey with three tracks: Learning/Ideation, Prototyping, and Startup
- Top 5 teams received ₹5 lakh seed grants and entered incubation
- 30% female participation, with outreach at over 10 universities including IIT Delhi, DTU, NSUT, JMI, and more

Key Engagements (2025–26)

- In-person mentoring at campuses
- Online and offline workshops on critical startup topics: pitch decks, legal compliance, team management, etc.
- Core events include SprintX Hackathons, Innovation Melas, and the flagship event InnovateX 2026
- Outreach and onboarding at partner institutions including MAIT, MSIT, BVCOE, and more

Project Scope & Deliverables

To build a strong and engaging presence for the **TechForChange** brand, a comprehensive content and marketing plan will be implemented across platforms.

1. Social Media Platform Management

Platforms: Facebook, LinkedIn, Twitter, Instagram, YouTube

Activities:

- Plan, create, visualize, and share regular content across all platforms
- Organically build and sustain engagement for the TechForChange brand
- Develop high-engagement posts in interactive formats such as polls.
- Feature user-generated content, alumni success stories, and project highlights
- Share on-ground activities, photos, student/stakeholder testimonials, behind-the-scenes content, event highlights, and influencer collaborations to enhance visibility

2. Creatives

- **Social Media Content:**
 - 3-4 posts per month including reels, static posts, carousels, videos, stories, and
 - 1-2 articles/blogs once in 2 months
- **Outreach & Event Posters:**
 - Create and publish posters and content for upcoming events across platforms (InnovateX-Emailers, Posters)

3. Tentative Events for Coverage

Content will be created around the following events (One-Each):

- Application drive
- Innovation Mela
- Demo-day
- SprintX
- InnovateX

4. Content Creation Sources

- **Case Studies (Video, Story, Carousel Posts):**
 - Showcase success stories from alumni teams and top performers (e.g., Cohort 3)
 - Highlight the journey from ideation to prototyping and the tangible impact created
 - Repurposing previous assets to create 'empowering the young social innovators through tech' narrative.
 - Repurposing previous assets to create awareness and engagement for the new cohort (Cohort 4).
 - Stat based and UGC based posts for higher engagement.
- **Testimonials:**
 - Showcase experiences and learnings from participants, mentors, and alumni

5. Paid social media (as needed)

- Targeted outreach during key milestones and physical events to increase geo-specific engagement

6. Project Outcomes

- **Increased Viewership**
- **Quarterly Reports**
- **Better Engagement**

7. Additional Pointers

- Tweak the content as per platform viewership and engagement.
- The content strategy must remain dynamic, with scope for adjustments during the campaign based on insights, audience engagement, and stakeholder inputs.
- Provide open files for posts as required.

8. Budget

Provide a detailed breakdown of your estimated costs for the two projects, including pre-production, production, post-production, travel costs, and any additional fees.

Financial Proposal Format *(to be submitted in an excel sheet)*

	Cost Head	Particulars (indicative)	Cost (INR)	Cost (INR) + GST
1	Pre production			
2	Production			
3	Post Production			
4	Others (Travel, misc.)			
	Total Program Cost (inclusive of all applicable taxes)			

9. Selection Criteria

TechForChange will evaluate proposals based on the following criteria:

- ✗ Relevant experience with creating impactful video content.
- ✗ Strong portfolio showcasing storytelling capabilities.
- ✗ Competitive pricing and clear cost breakdown.
- ✗ Understanding of TechForChange's mission and target audience.
- ✗ Communication style and ability to collaborate effectively.

10. Submission Instructions

Your proposal should include the following:

- ✗ Company information and experience (see the table below).
- ✗ A creative approach to each video series, including proposed filming styles and potential treatments.
- ✗ A detailed breakdown of your proposed timeline.
- ✗ Your team's qualifications and experience.
- ✗ Client references (optional, but highly valued).
- ✗ A detailed cost breakdown for Series 1 and Series 2 separately.

Organization's Profile

Company Overview		
1.	Registered Name	
2.	Focus Area of work	
3.	Year of Establishment	
4.	Registered Office	
5.	Names of Directors/Partners	
6.	Brief Profile of Senior Management	
7.	Address	
8.	Contact Person	
9.	Phone Number	
10.	Mobile Number	
11.	Fax Number	
12.	Email	
12.	Website	
Financial Details		
13.	Total Turnover of the Organization (Rs) in last 3 years	
	FY 2022-23	
	FY 2021-22	
	FY 2020-21	

14.	Registration Certificate	
15.	PAN Number	
16.	GST Number (if applicable)	
17.	No. of Users Reached through paid promotion	
18.	Has the Organization ever been blacklisted	
	(Provide details, if Yes)	
19.	Does any personnel of the Organization have any business relationship of any kind with NASSCOM Foundation's officers, directors, employees or agents (Yes/No), Please provide details if Yes	

Documents to be Submitted: Organization's Profile, Financial Proposal, Detailed Technical Proposal, Last 3 years' Audited Income Statement and P&L, Some examples of past work/case studies.

- Last Date for Proposal Submission: 23rd July 2025
- A 30-minute call can be scheduled for any clarification

Subject: Please share the RFP on rfp@nasscomfoundation.org with the subject line: Social Media Agency Proposal I TechForChange C4