Request For Proposal

ABOUT NASSCOM FOUNDATION

Established in 2001, Nasscom Foundation has been witness to 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 to our core philosophy of TechForGood, where our efforts are focused on unlocking the power of technology by creating access and opportunity for those who need it the most. We work on helping people and institutions transform the way they tackle social and economic challenges through technology. We have five key areas of intervention - Digital Literacy, Skilling and Employability, Women Entrepreneurship, Scaling Social Innovation and Empowering NGO Ecosystem.

'thingQbator' is a CSR initiative of Cisco in partnership with the Nasscom Foundation. The program aims at promoting makerspace culture across partner universities by enabling enterprising students to work on their own innovative ideas and build scalable solutions. The program is run in partnership with Engineering colleges and fosters a spirit of entrepreneurship among students by encouraging them to think innovatively, work in a makerspace environment, access relevant mentoring from subject matter experts to build their solutions and avail financial support to fund the expenses of their project.

PROJECT OVERVIEW

Project Name	thingQbator Year 7
Location	India
Project Period	May 2025 – March 2026
Project Target	Marketing to have: • An increase of 3k followers on Instagram • An increase of 3k followers on Facebook • An increase of 1k followers on LinkedIn • Enhance visibility of Nasscom Foundation's social media pages via thingQbator content • Pre-event & post-event campaigns to increase geographical outreach • Monthly Marketing Plan + Progress Report • Social Media Organic outreach • Ad Management & Emailer • Written Testimonials of Partner Universities
Beneficiary Segment	> Students & young entrepreneurs who are interested in learning about new technologies along with startups and entrepreneurship > Colleges and Universities that want to engage their students in learning and entrepreneurship activities > Users of products developed by alumni teams to demonstrate program impact

PROJECT DELIVERABLES

To build a strong and engaging presence for the **thingQbator** 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 thingQbator brand
- Develop high-engagement posts to drive discussions, interactions, and follower growth
- Feature user-generated content, alumni success stories, and project highlights
- Organize interactive formats like contests, quizzes, polls, and challenges
- 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**:
  - 20 posts per month including reels, static posts, carousels, videos, stories, and articles/blogs
  - A portion of posts to be cross-shared on **Nasscom Foundation** handles for corporate visibility, while the rest will be published on thingQbator channels for student engagement
- **Outreach & Event Posters**:
  - Create and publish posters and content for upcoming events across platforms

3. Tentative Events for Coverage

Content will be created around the following events:

- 3 Orientation sessions
- 8 Workshops
- 10 "Alumni Speaks" webinars
- 2–3 Special webinars by Cisco experts
- 2 Hackathons
- 6 Peer Demo Days
- 2 Non-cohort hackathons
- 5 Innovation Melas

4. Content Creation Sources

- **Case Studies (Video, Story, Carousel Posts)**:
    - Showcase success stories from alumni teams and top performers (e.g., Cohort 7)
    - 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.
- **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

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PROJECT OUTCOMES

- **+3,000 followers on Instagram**
- **+3,000 followers on Facebook**
- **+1,000 followers on thingQbator LinkedIn**

	May - October (Tranche 1)	November-March (Tranche 2)	Total (From May'25 - Mar'26)
No. of Followers / Engagement	1500 new followers on Instagram 1500 followers on FB 500 followers on Linkedin	1500 new followers on Instagram 1500 followers on FB 500 followers on Linkedin	**3000 new followers on instagram** **3000 new followers on facebook** **1000 new followers on Linkedin**

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 2023-24			
	FY 2022-23			
	FY 2021-22			
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			

*The proposal should include the monthly targets in terms of **new followers, etc**.*

Target Format *(Example)*

Month	Insta Followers	Facebook Followers	LinkedIn Followers
May 2025	500	500	100
June 2025	500	500	100
July 2025	500	500	100
…	500	500	500
Feb 2026	500	500	100
Mar 2026	500	500	100

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

	Cost Head	Particulars (indicative)	Cost (INR)	Cost (INR) + GST
1.	Advertising & Influencer Budgets	● Breakup across Twitter, Facebook, Instagram, Google, Youtube, LinkedIn and Influencers		
2.	Baseline Retainer	● Creatives for SM posts and Ads ● Poster creation for Workshops, Webinars, Hackathons & Other Events ● Youtube thumbnails for recorded content		
3.	Cost for meeting targets *(% of total cost)*	● Paid Ad Campaign Creation & Management ● SEO ● Influencer Engagement		
	Total Monthly Cost (inclusive of all applicable taxes)			
	Total Program Cost (inclusive of all applicable taxes)			

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.

Please Note:

● Last Date for Proposal Submission: 18th July 2025, 6PM

● Please share the RFP on rfp@nasscomfoundation.org with the subject line: Social Media Agency Proposal I thingQbator Y7

● A 30-minute call can be scheduled for any clarification