*Annexure 1 – Format for Technical Proposals*

**Kudumbashree National Resource Organization**

**Developing Information, Education and Communication (IEC) material to be used under Start-up Village Entrepreneurship Programme (SVEP)**

**Terms of Reference**

**Technical Proposal**

Technical Proposal should necessarily have the following information.

[*Location, Date*]

1. Undertaking, signed by the …………….(Team Leader) as follows:

 *I/We, ………………….., offer to carry out the assignment, [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date]. I/We have examined in detail and have understood the terms and conditions stipulated in the RFP Document issued by Kudumbashree-NRO. I/We agree and undertake to abide by all these terms and conditions. Our proposal is consistent with all the requirements of submission as stated in the RFP. I/We understand that the proposal shall be subjected to scrutiny as per terms prescribed in the RFP document.*

1. A copy of registration certificate of the agency/firm with testimonies of proven experience in designing/animation producing atleast one 5 minute video in 2D animation, one copy of infographic material designed. An evidence of award of excellence received by team members/the agency at National/International level for documentation/video documentary/short films in animation .
2. Synopsis of the proposed assignment with the methodology, work plan for all major stakeholders and time frame for all key tasks and deliverables. The details provided should enable the Technical Evaluation Committee to make a reasonable assessment of the relevance, suitability and adequacy of the proposed methodology.
3. A note on the team composition with brief resume of team members to enable the Technical Evaluation Committee to clearly make out the suitability of the applicant as per the profile desired for the assignment. The Technical Evaluation Committee reserves the right to reject the CV that does not provide the information directly. CV shall be signed with date by the person concerned. Each Member’s resume should explain the strengths in terms of education, experience, and expertise in delivering the outputs of the proposed assignment. The Resume shall be signed with date, by the Team Leader.
4. A note on primary roles and key responsibilities for all the individuals (eg. Desginer, Animator, Script writer .etc.) making a major contribution to the project/assignment.
5. Time Schedule should be part of the document (show variations if any from the schedule provided in this document). This document shall be signed with date by the Team Leader.
6. Any comments on the Request for Proposal including additional requirements in terms of data, services, and facilities from Kudumbashree NRO if needed. This document shall be signed with date by the Team Leader.

Authorized Signature [*In full and initials*]:

Name and Title of Signatory:

Name of Firm (if applicable):

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_