

DWCD/2597/2022-ICPS 8

Women and Child Development Department

State Child Protection Society

(Misison Vatsalya)

Poojappura, Thiruvananthapuram,

Dated: 15-09-2023

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Expression of Interest for Content Generation, Design, and Layout of Coffee Table Book

Mission Vatsalya, on behalf of the Women and Child Development Department, invites qualified agencies to submit an Expression of Interest (EOI) for the creation of a coffee table book (both in English and Malayalam) that aims to consolidate and showcase the various schemes and activities related to child protection implemented by our department.

I. Background Information:

The Directorate of WCD acts as the nodal implementing organisation for all the programmes of the State Government as well as programmes of Central Government related to child protection.

Mission Vatsalya Scheme implemented by the department is based on the cardinal principles of “protection of child rights” and “best interests of the child” It aims to create a protective environment for children by improving regulatory frameworks, strengthening structures and professional capacities at national, state and district levels to cover all child protection issues and provide child-friendly services at all levels.

Child Protection is about keeping children safe from a risk or perceived risk to their lives or childhood. It is about recognising that children are vulnerable and hence reducing their vulnerability by protecting them from harm and harmful situations. It is about ensuring that children have a security net to depend on, and if they happen to fall through the holes in the system, the system has the responsibility to provide the child with the necessary care and rehabilitation to bring them back into the safety net. The Department implements a host of centrally sponsored and state supported schemes towards child protection in the State. The department would like to prepare a coffee table book to consolidate the activities and achievements under various schemes and activities as part of advocacy and awareness generation

2. Scope of Work:

The selected agency will be responsible for the following tasks:

Content Generation:

Gather comprehensive information on the child protection schemes and activities implemented by the Women and Child Development Department.

Develop engaging and informative content that effectively communicates the impact and importance of these initiatives.

Translate the matter into local language or English based on the contents provided by the department

Gather already available high quality photos or arrange to take photographs (for a maximum of 10 photos)

Design and Layout:

1. Create an aesthetically pleasing design for the coffee table book that aligns with the department's branding guidelines.
2. Layout the content in a visually appealing manner, ensuring readability and user-friendliness.
3. The book is to be designed in demy 1/4 size, however the agency should be amenable to change the size as per the requirement of the department

Illustrations and Graphics:

Include relevant images, illustrations, and infographics to enhance the book's visual appeal and convey key messages effectively.

Delivery:

Deliver the final designed coffee table books to the designated location(s) as per the agreed-upon timeline.

III. Eligibility Criteria:

Interested agencies should meet the following eligibility criteria:

- Proven experience in content creation, design, and layout for similar publications.
- A portfolio showcasing previous work in coffee table book design.
- Adequate resources and expertise to deliver the project within the stipulated timeframe.

IV. Submission of Expression of Interest:

Interested agencies are requested to submit their EOI, including the following:

- A cover letter expressing interest in the project.
- Company profile, including relevant experience and qualifications.
- Portfolio of previous coffee table book design and content creation projects.
- Proposed approach and methodology for this project.
- Estimated budget and timeline.

V. Timeline:

The timeline for this project is as follows:

Deadline for EOI Submission: **25.09.23**

Shortlisting of Agencies: **28.09.23**

Project Commencement: **01.10.23**

Project Completion: **31.10.23**

PRIYANKA G

Director of Women and Child Development