

Request for Proposal

Praja Foundation is a non-partisan organisation working towards enabling accountable governance in India. Praja conducts data-driven research on civic issues and advocates for reforms. We work with a variety of stakeholders from Central, State and City Governments to civil society organisations and youth to make city governance more democratic and efficient.

We are inviting proposals for an annual contract from the period of June 2024 to November 2024. As a Designing Consultant, you will be responsible to design and print collateral for various projects. The designer will closely work with project-specific teams who will provide the textual content and specific requirements. S/he will ideate and deliver best-in-class creatives that intrinsically align with Praja's values, objectives and stakeholders. You comfortably work within the brand guidelines, yet push the boundaries to deliver engaging creative solutions.

Scope of Service

Under the consultation with the project team, the incumbent will undertake the following activities:

- Design all documents of the project deliverables required at different stages of the project. Deliverables will include Project Report, Interim Report, Foreword,
- Preface, Social Media Texts, Talking Points and Opinions for the consultation.
- Discuss the design templates and format with the project team (content presentation, best use of case studies, visual elements, etc.).
- Ensure all design elements are authentic, original and appropriately cited and/or referenced.
- Proofread all designed documents as against the original documents provided by the project team to ensure that nothing is missing.
- The Design Consultant is expected to revise the drafts after team discussions and comments received from the Project Team.
- The consultant will work closely with the team and with the consultant writer to develop ideas for graphics and charts that creatively convey key information/data in the report.
- Conduct a final check of the report post designing and prepare two sets of final documents:
(a) a low resolution version suitable for dissemination through social media and website and
(b) a high-resolution version with crop marks, which can be used for printing purposes.

Delhi Office Address

Room No. 404, 4th Floor, Pratap Bhawan, 5,
Bahadur Shah Zafar Marg,
New Delhi-110002,
Tel: +91 9654366222

What we look for:

- Demonstrated experience in designing with a diverse work portfolio of creatives.
- Command over design software and technologies such as InDesign, Illustrator, Dreamweaver, Photoshop, PageMaker, Corel Draw etc.
- Exceptional attention to the details of typography and visual composition.
- Collaborate with teams to produce the final design.
- Stay up to date with the latest design trends and incorporate them into the project.
- Prioritise deadlines and effectively manage multiple creative projects parallelly.
- Knowledge of charts & graphs would be an added advantage.

Please submit your quotation on a letterhead mentioning the specifications of service and charges including taxes as applicable, via email at abhishek@praja.org or in a sealed envelope by 28th June 2024 at Praja's Mumbai office address.

For more details or queries kindly contact Mr. Abhishek Gijare (+91-022-66661442). You can also e-mail at abhishek@praja.org or Ms. Ashwini More at ashwini@praja.org.