
Request for Proposal

Date: 04th October, 2025

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 the Union, State and City Governments to civil society organisations and youth to make city governance more democratic and efficient.

We are inviting proposals from agencies/creators to provide **end-to-end event coverage and post-event digital content creation** for *Prajatantra 2025*, Praja Foundation's flagship youth engagement initiative. The selected partner will be responsible for capturing the vibrancy of the event through high-quality photo and video coverage, and produce engaging digital content such as aftermovie, testimonials, and short-form videos for social media. The team will work closely with Praja's Strategic Communications team to ensure the outputs reflect the spirit of the event and resonate with our values and objectives.

What we are looking for:

- Proven experience in event photography, videography, and digital content creation.
- Strong creative vision with exceptional attention to detail.
- Ability to manage multiple deliverables under tight deadlines while maintaining high-quality standards.
- Prior experience with youth events, civic engagement initiatives, or large-scale conferences is a plus.
- Familiarity with social media content optimization and storytelling is desirable.

Scope of service:

- End-to-end event coverage including photography, videography and recording testimonials. (2-days, 1st-Nov & 2nd-Nov). We require 1 stills photographer, 1 videographer for live event coverage, 1 videographer for recording testimonials and 1 videographer for b-rolls, candid footages etc.,
 - Total: **1 photographer, 3 videographers**
- Creation of edited digital content, including:
 - Event aftermovie (4-5 minutes); Qty: 1
 - Short-form videos (45–60 seconds) for social media; Qty: 3
 - Testimonial clips (60-90 seconds) from participants, speakers, and volunteers. Qty: 8
 - Audio-visual support for social media, including basic on-day edits for immediate posting.

Delhi Office Address

Praja Foundation

N-27, Mezzanine Floor, Munshi Lal Building,
N Block Connaught Place, Middle Circle, New Delhi, 110001
Tel: +91 9654366222



www.praja.org



[Prajafoundation](#)



info@praja.org



[praja-foundation](#)



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- Delivery of high-resolution photos and raw video footage (live coverage, b-rolls, candid footages) in organized folders.

Please send the quotation on your letterhead, mentioning the specifications of service and charges, including taxes as applicable, via email or in a sealed envelope by **20th October 2025**. For more details or queries, kindly contact Adithya Kamesh (+91-8489014024) or Ms Ashwini More (+91-9870909669) or email us at adithya@praja.org or ashwini@praja.org.