

Date: 21st July 2026

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 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 experienced Video Creators/Production Agencies to develop knowledge products highlighting Praja's interventions on climate and governance. The selected agency/vendor will be responsible for script development, voice-over production, animation/video creation, and podcast editing. The Video Creator will work closely with Praja's project teams to conceptualise and deliver high-quality content that aligns with Praja's values, objectives, and stakeholder engagement requirements.

What we look for:

- Demonstrated experience in video production and editing.
- Exceptional attention to detail.
- Ability to prioritise deadlines and effectively manage multiple creative projects.
- Experience in animated explainer videos.
- Knowledge of urban governance, climate action, or development sector subjects will be an added advantage.

Scope of service:

- Preparation of scripts for 6 videos.
- Creation and production of 6 animated videos based on approved scripts.
- Duration of each video: approximately 3 minutes.
- Professional voice-over/audio in English and Hindi for all videos.
- Incorporation of graphics, animation, subtitles, and background music as required.
- Up to reasonable rounds of revisions based on feedback from Praja Foundation.
- Submission of final videos in high-resolution digital formats.
- Handover of all open/editable project files upon completion.

Deliverables Summary:

Knowledge Product	Quantity	Duration
Animated Explainer Videos	6 Videos	~3 Minutes Each

Delhi Office Address

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

Proposal Submission:

Please submit your quotation on your official letterhead, clearly mentioning the scope of services offered, cost breakup for video production and podcast editing, applicable taxes, project execution timeline, relevant portfolio/work samples, and any assumptions or exclusions. Proposals may be submitted via email or in a sealed envelope on or before **30 July 2026**. For any queries or additional information, please contact **Sahil Parsekar** at +91 90824 71931 (sahil@praja.org) or **Ashwini More** at +91 98709 09669 (ashwini@praja.org).