

Request for Proposal (RFP)

For E-Newsletter and E-Magazine for Bihar Foundation

Bihar Foundation is currently accepting proposals for the designing, development, creation and digital publication of E-

General Expectations

i.

Scope of Work

The scope of work of the successful bidder can broadly be outlined as follows:

- i. Agency will provide professional service related to production schedules, creative content, including interviews, writing, editing, editorial content, design layout, digital publication, photography, proofreading, and distribution to the Bihar Foundation.
- ii. Complete production of a full Color E-Newsletter and E-Magazine of good quality.
- iii. Agency must supply samples of design layout proposed, to assist in determining artistic, production and editorial quality.

Newsletter (12) times (one every month) per calendar year and E- Magazine (4) times (quarterly) per calendar year. All issue dates will be coordinated with the Bihar Foundation.

- vi. Agency will provide digital copy to the CEO for the Bihar Foundation website. Additionally, bidder will mail a copy of each issue of the e-newsletter and e-magazine to each subscriber and member of Bihar Foundation, including All the Departments coming under Bihar Government. E-Newsletters will be sent via emails with delivery info.
- vii. Agency is expected to have rich experience in publishing physical Books, e-Content, E books, E brochure, Documentaries, Story boarding, Website & social media networking related to Bihar in specific.

Content

Bihar Foundation E-Newsletter and E-magazine content will include but is not limited to:

- i. Letter from the CM/Respective Departments Minister.
- ii. Letter from designated CEO.
- iii. Master Calendar / City Notices.
- iv. Interesting Articles related to the Bihar Foundation, Bihar Residents and Bihar

Evaluation Criteria

Annex I

