

REQUEST FOR PROPOSAL (RFP)
Empanelment of Vendors – Website, Digital Promotions, Event & Creative Content Services

Closing Date for Submission

1 December, 2026

LEHS is a charitable organization in India whose purpose is to offer basic health and education for the poor. LEHS, in furtherance of its charitable objectives, runs its flagship program Wadhwani AI, which aims to build equitable and sustainable systems by making quality primary healthcare available and accessible to the underserved population and to bring the benefits of modern AI technology to underserved populations by building and deploying AI solutions for social impact across domains such as healthcare, agriculture, governance and education in India. LEHS aims to promote the integration of technologies, particularly in emerging domains like artificial intelligence, into the Indian mainstream primary healthcare, education, and agriculture systems through partnerships with State and National Government, apex institutions, international agencies, and private-sector partners, in line with its stated objectives for the betterment of society, particularly focusing on projects of national and social significance.

Wadhwani AI, a unit of LEHS, focuses on developing, deploying and evaluating artificial intelligence solutions to address critical social challenges in India, particularly in domains such as healthcare, agriculture, and education.

Wadhwani AI's website and digital, social and event channels are primary means of engaging government partners, funders, researchers, media, job seekers and the general public. Through this RFP, LEHS/Wadhwani AI seeks to empanel one or more specialized vendors/agencies across the service categories described below, for a term commencing April 2027.

I.BACKGROUND

Wadhwani AI seeks to empanel specialized vendors to support its digital presence, digital promotions, flagship events, and program documentation and creative content needs. The organization requires a website that reflects its credibility as a mission-driven AI institution while remaining accessible to non-technical audiences; targeted paid digital promotion of key organizational moments; end-to-end conceptualization, creative direction, production and digital support for convenings ranging from small roundtables to large summits; and ongoing translation of program insights and field experience into high-quality visual and multimedia communication assets.

This empanelment is structured across four service categories, set out in Section IV (Scope of Work). Vendors may apply for one, several, or all categories. LEHS/Wadhwani AI may empanel one or more vendors per category and will engage empanelled vendors on an as-needed, brief-by-brief or retainer basis for the duration of the empanelment.



II.TARGET AUDIENCE / KEY STAKEHOLDERS

The empanelled vendors will be required to support content, campaigns, and experiences tailored to the following key stakeholder groups:

- Institutional donors, funders and philanthropic foundations
- Government officials and policy partners at state and central levels
- NGO and development-sector partners
- Researchers, technical talent and prospective employees (job seekers)
- Media and press
- General public and beneficiaries referenced in Wadhwani AI's work

III.SCOPE OF WORK

The empanelled vendor(s) will be responsible for the end-to-end delivery of one or more of the following four service categories. Vendors may apply against a single category or multiple categories; capability and experience should be demonstrated separately for each category applied for.

1. Website Design, Development & Maintenance (starting April 2027)

Background

Wadhwani AI's website is a primary channel for engaging government partners, funders, researchers, media, and job seekers. It must reflect the organization's credibility as a mission-driven AI institution while remaining accessible to non-technical audiences (beneficiaries, policymakers, etc.) referenced in its work.

Objectives

- Present Wadhwani AI's mission, programs, research, and impact in a clear, credible, and visually compelling manner
- Support multiple audience journeys: donors/funders, government & NGO partners, researchers/talent, media, general public
- Ensure the site is fast, secure, accessible (WCAG 2.1 AA), and mobile-first
- Enable the internal team to manage content updates without heavy vendor dependency

Scope of Services

A. Design & Development

- UI/UX design for the organization website and associated microsites (up to ~40-50 pages/templates, incl. homepage, solution pages, impact/case studies, careers, news/blog, resources/publications library, leadership/team, contact, event pages)
- Responsive design across devices and browsers



- Custom design system (typography, colour, iconography, illustration/photo treatment) aligned to Wadhvani AI's brand guidelines
- CMS implementation enabling non-technical staff to add/edit pages, blogs, and resources
- Integration with third-party tools: newsletter/CRM (e.g., Mailchimp), donation/contact forms, applicant tracking system for careers, analytics (GA4), search, media inquiries, etc.
- Accessibility compliance and multilingual readiness (English, with scope for Hindi/regional language pages)
- SEO architecture: metadata, sitemap, schema markup, page speed optimization

B. Content & Migration

- Migration of existing content (pages, blogs, publications, reports) from the current site
- Support in structuring/re-writing content in collaboration with Wadhvani AI's communications team (copy inputs to be provided by Wadhvani AI; vendor to advise on structure and UX writing)

C. Testing & Launch

- Cross-browser/device QA, load testing, security testing (vulnerability scan, SSL, GDPR/data-privacy compliance where applicable)
- Staging environment for review and sign-off
- Go-live support and post-launch hypercare (minimum 2 weeks)

D. Ongoing Maintenance & Support (post-launch, annual/retainer basis)

- Regular CMS/plugin/security updates and patches
- Uptime monitoring and hosting support/coordination
- Bug fixes and minor enhancements (e.g., critical issues within 4 hours, minor within 48 hours)
- Periodic performance and security audits (quarterly)
- New page/microsite creation on an as-needed basis
- Content and design updates on an as-needed basis
- Backup and disaster recovery protocols
- Analytics reporting (monthly traffic, engagement, conversion reports)

E. Deliverables

- Sitemap and wireframes
- Design mockups (desktop/tablet/mobile)
- Fully functional, tested, and launched website
- CMS training and documentation/user manual for Wadhvani AI staff
- Style guide / design system documentation
- Monthly maintenance reports



Vendor Eligibility / Experience Sought

- Demonstrated experience designing websites for nonprofits, research institutions, government, or mission-driven organizations
- Experience with accessibility standards and multilingual sites
- In-house UX, design, front-end/back-end development, and QA capability

2. Social Media & Digital Promotions (starting April 2027)

Background

Wadhvani AI periodically needs to amplify key organizational moments — report launches, program milestones, events, partnerships, funding announcements, talent hiring drives — to targeted audiences across digital channels. This requires dedicated paid promotion expertise, distinct from day-to-day organic content creation (which may sit with an in-house team or be scoped separately).

Objectives

- Amplify Wadhvani AI's key content, reports, and moments to the right audience segments through paid digital channels
- Drive measurable outcomes — reach, qualified engagement, traffic, conversions (sign-ups, applications, downloads) — against defined campaign goals
- Ensure efficient use of promotion budgets through platform expertise, targeting, and optimization

Scope of Services

A. Campaign Strategy & Planning

- Translate campaign briefs (from Wadhvani AI comms team) into platform-specific promotion plans — LinkedIn, Meta (Instagram/Facebook), X/Twitter, YouTube, Google Display/Search, and others as relevant
- Audience research and targeting strategy (job titles, sectors, geographies, interest groups — e.g., policymakers, funders, AI researchers, development sector professionals)
- Budget planning and allocation recommendations across platforms per campaign

B. Campaign Execution

- Setup and management of paid campaigns (boosted posts, lead-gen ads, video ads, display/search ads)
- Ad copy and creative sizing/formatting support (creatives themselves may be supplied by Wadhvani AI)
- A/B testing of creatives, audiences, and placements
- Bid/budget optimization during live campaigns
- Landing page/tracking coordination (UTM tagging, pixel/conversion tracking setup) with website vendor



C. Monitoring & Optimization

- Daily/weekly monitoring of live campaigns
- Mid-flight optimization based on performance data
- Troubleshooting platform-level issues (ad rejections, delivery issues, policy compliance)

D. Analytics & Reporting

- Post-campaign performance reports: reach, impressions, CTR, cost-per-result, conversions, ROI against objectives
- Monthly performance reports by the 5th of every month
- Benchmarking against industry/peer standards
- Recommendations for future campaigns based on learnings

E. Governance

- Approval workflow for all creatives and targeting before spends are committed
- Transparent reporting of ad spend vs. agency fees (management fee or commission structure to be quoted separately)

Deliverables (indicative, per campaign)

- Campaign plan (objectives, audience, budget, timeline, platforms)
- Live campaign setup and daily/weekly optimization
- Post-campaign performance report with insights and recommendations
- Ready-to-reuse audience segments/targeting templates for future campaigns

Vendor Eligibility / Experience Sought

- Demonstrated experience running paid digital campaigns for nonprofits, research, government, or mission-driven organizations
- Certified expertise in LinkedIn Campaign Manager, Meta Ads Manager, Google Ads (certifications as proof)
- Experience with lead-gen, awareness, and traffic campaign types
- Ability to work with performance/analytics tools and provide transparent reporting

3. Event Concept, Creative and Digital Support and Production

Background

Flagship convenings, program/report launches, roundtables with government and policy stakeholders, donor/funder meets, research symposiums, town halls, and internal/community events range from small closed-door roundtables (20-30 people) to large-scale summits (300+ attendees), and increasingly include hybrid/virtual formats. The empanelled vendor(s) will provide end-to-end conceptualization, creative direction, physical production, and digital campaign support so each event reflects Wadhvani AI's institutional credibility and generates sustained visibility beyond the event day itself.

Objectives

- Translate event objectives into a compelling concept, theme, and attendee experience
- Ensure consistent, high-quality creative execution across all physical and digital touchpoints
- Provide reliable on-ground production so hosted events run seamlessly
- Build anticipation and engagement before the event, maximize visibility during the event, and extend the event's life and impact after it — across all of Wadhvani AI's digital platforms

Scope of Services

A. Event Concept & Creative Strategy

- Conceptualization of event theme, narrative arc, and attendee journey based on a brief from Wadhvani AI (objectives, audience, key messages, sensitivities)
- Mood boards, look-and-feel direction, and creative concept notes for approval
- Run-of-show / agenda design support in collaboration with the program/comms team
- Session format ideation (panels, fireside chats, demo zones, AI showcase installations, etc.)
- Naming, taglines, and theme-line development for the event (where applicable)

B. Design & Collateral Production (Physical)

- Event branding: logo/look-up (if event-specific), colour palette, key visual (KV)
- Design of physical and digital collaterals: standees, backdrops, banners, signage, wayfinding, delegate kits, badges, table tents, certificates
- Print production management and vendor coordination (printing, fabrication)

C. On-Ground Production

- Stage/set design concepts and execution, AV production (sound, lighting, projection/screens, LED walls)
- On-ground event management support: registration desk, signage placement, greenroom coordination, logistics coordination with allied vendors (catering, décor, transport — if in scope)
- Rehearsal coordination and on-day stage management
- Contingency and risk planning (backup equipment, outdoor weather plans, etc.)

D. End-to-End Digital Campaign & Support (Pre-Buzz → Live → Post-Event)

This is the digital arm of the event mandate — covering strategy, curation, ideation, design, and execution of all social media and digital collateral for the event across Wadhvani AI's platforms (LinkedIn, X/Twitter, Instagram, YouTube, Facebook, website/microsite, email/newsletter, WhatsApp broadcast if applicable).

- Pre-Event ("Pre-Buzz," typically 2–4 weeks out): campaign strategy and content calendar; teaser creatives, speaker/panelist cards, agenda carousels, countdown posts, GIFs/motion teasers, reels; copywriting; microsite/landing-page creative inputs and registration-page assets; email/newsletter creatives and invites; paid promotion creative sets (handed off to

the Section 2 vendor); influencer/speaker social toolkit; hashtag and campaign tagging strategy

- Live/During-Event: real-time social coverage (live posting, stories, live-tweeting/updates); real-time design turnaround for quote cards and “happening now” creatives; livestream setup and management for hybrid/virtual sessions, incl. on-screen branding/lower-thirds; virtual event platform setup where required; coordination with the documentation team for real-time content pulls; monitoring/moderation of live comments
- Post-Event: same-day/next-day recap content (highlight reels, quote cards, photo carousels); full post-event package (edited highlight video(s), session clips/cutdowns, testimonial content); post-event story arc (thank-you posts, key-takeaway carousels, press/media roundups, “what’s next” content); amplification plan (organic; paid handoff to Section 2 vendor); performance report across the full pre + live + post arc
- General Digital Collateral (ongoing across the event lifecycle): all digital collateral curation, ideation and design across static, carousel, motion/GIF and short-form video/reels formats, tailored per platform; platform-specific formatting and optimization (aspect ratios, captions/subtitles for accessibility, alt text); consistent visual identity tied back to Wadhvani AI’s master brand guidelines

E. Documentation Coordination

On-ground photography/videography capture itself sits under the separate “Documentation Photography and Video” category. This vendor is responsible for briefing that team and using the output for digital content — not for capture itself, unless empanelled for both.

- Shortlist and key-moment briefing to the documentation vendor
- Ownership of turning raw documentation output into finished social/digital content within agreed timelines

F. Post-Event Reporting

- Consolidated report: attendance summary, full-funnel digital campaign performance (pre/live/post), media/social mileage, key learnings
- Archive of all creative, design, and digital assets (raw + final files) handed over to Wadhvani AI

Deliverables (indicative, per event — scaled to event tier)

- Event concept note and creative deck (for approval)
- Physical collateral suite (print + on-ground design)
- Stage/set design and AV execution plan
- On-ground production and stage management on event day(s)
- Full digital campaign calendar and creative set (pre-buzz, live, post-event)
- Live social coverage and livestream management (as applicable)
- Post-event highlight reel, recap content, and full digital asset package
- Consolidated post-event report (production + digital performance)

Governance

- Vendor to work against event-specific briefs with defined lead times (e.g., minimum 3-4 weeks for Tier 2/3 digital campaigns, 6-8+ weeks for Tier 1)
- Multi-stage approvals: concept sign-off → design sign-off → digital content calendar sign-off → final production plan sign-off
- Single point of contact (event lead) from vendor side, with a dedicated digital/social lead for the campaign arc
- Clear escalation matrix for on-ground issues and real-time content approvals during live events

Vendor Eligibility / Experience Sought

- Demonstrated portfolio of hosted events (with full-funnel digital campaigns) for non-profits, government, policy, research, or development-sector clients
- In-house capability across event design/staging, AV, and digital content (design + video editing + social execution) — clarify if sub-vendors are acceptable
- Experience running real-time/live social coverage and livestreaming
- Ability to mobilize on short notice for time-sensitive government/policy events
- Track record of working within non-profit budgets

4. Program Documentation, Visual Storytelling & Creative Content Production

Background

Wadhvani AI's programs generate a wide range of stories, insights, implementation experiences, and impact that need to be documented and communicated to government partners, funders, development partners, media, and other stakeholders. The empanelled vendor(s) will support Wadhvani AI in translating program and solution narratives into high-quality visual and multimedia communication assets for stakeholder engagement, digital platforms, WhatsApp, presentations, reports, and other communication channels.

Objectives

- Translate complex technical and programmatic information into simple, engaging visual and multimedia formats
- Develop reusable communication assets for stakeholder engagement and digital dissemination
- Support the Communications and Program teams with high-quality creative production on an ongoing, as-needed basis

Scope of Services

A. Program Documentation & Storytelling

- Develop story concepts, scripts, storyboards, and documentation plans based on program briefs
- Document program implementation, field experiences, partnerships, user stories, and impact
- Conduct interviews with relevant stakeholders, including government partners, program teams, frontline workers, and users
- Translate program data, insights, and field documentation into compelling stories and communication assets

B. Creative & Visual Content Production

- Design posters, one-pagers, infographics, data visualisations, case studies, brochures, and presentation assets
- Develop animated explainers, motion graphics, and short animation films
- Produce short-form videos, solution explainers, testimonials, field stories, and WhatsApp-ready videos
- Adapt content for different platforms, formats, durations, and languages
- Repurpose existing content, footage, photographs, reports, and presentations into new communication assets

C. Photography & Videography

- Field photography and videography for program documentation, where required
- Interviews, testimonials, and contextual/B-roll footage
- Production and post-production, including editing, subtitles, voiceovers, and sound design
- Where capture is undertaken by a separate documentation vendor, coordinate with the vendor and manage post-production and content development

D. Communication Packages

Develop integrated communication packages around key programs, solutions, deployments, partnerships, or milestones. Depending on the requirement, these may include:

- Posters/one-pagers
- Impact stories or case studies
- Short films or animations
- WhatsApp/social media videos
- Infographics and presentation assets
- Stakeholder-facing photo/video stories

Deliverables

Deliverables will be defined based on individual briefs and may include:

- Posters, infographics, one-pagers and case studies
- Animation and motion-graphics films
- Short-form and WhatsApp videos
- Solution explainers and testimonials
- Field photography and videography
- Stakeholder communication packages
- Platform-specific and multilingual adaptations
- Final and editable/source files

Vendor Eligibility / Experience Sought

- Demonstrated experience in visual storytelling and multimedia production for nonprofits, government, development, research, or mission-driven organisations
- Strong portfolio across graphic design, animation, video production, and digital content
- Ability to simplify complex technical, scientific, or development-sector subjects for non-technical audiences
- Experience producing mobile-first and WhatsApp-friendly content
- Ability to support field documentation across multiple geographies
- Experience working in English, Hindi, and/or regional languages
- Ability to manage multiple briefs and short-turnaround requirements

IV. PROPOSAL SUBMISSION GUIDELINES — PERFORMANCE BENCHMARKS

The following indicative performance benchmarks apply across the relevant service categories and will form part of the service-level agreement with empanelled vendors:

Category	Deliverable	KPI / Target
Website	Go-live support and hypercare	Minimum 2 weeks post-launch
Website	Critical bug fixes	Within 4 hours
Website	Minor bug fixes / enhancements	Within 48 hours
Website	Performance & security audits	Quarterly
Website	Analytics reporting	Monthly (traffic, engagement, conversions)

Category	Deliverable	KPI / Target
Social Media & Digital Promotions	Monthly performance report	Delivered by the 5th of each month
Social Media & Digital Promotions	Post-campaign performance report	Per campaign, on completion
Events	Digital campaign lead time — Tier 2/3 events	Minimum 3-4 weeks' notice
Events	Digital campaign lead time — Tier 1 (flagship) events	Minimum 6-8+ weeks' notice
Events	Post-event consolidated report	Within agreed post-event timeline
Program Documentation & Creative Content	Deliverable turnaround	Per individual brief timeline

V.PROPOSAL SUBMISSION GUIDELINES — CONTENTS OF PROPOSAL

Your proposal must include:

- Technical Proposal**
 - Category/categories applied for (one or more of the four listed in Section IV)
 - Understanding of scope
 - Team composition and qualifications
 - Workplan with timelines
- Financial Proposal**
 - Detailed cost breakdown (by activity/category)
 - Applicable taxes and contingencies
 - Timeline-based payment schedule
- Organizational Profile**
 - Relevant project experience
 - Sample of similar work — website, film, photo-stories, campaigns, or event collateral, as relevant to the category applied for

VI.WHO CAN APPLY

Any agency with demonstrated experience developing communication collaterals and products for AI and social-impact organizations, and at least 5 years of experience delivering similar work, may apply. Applicants should have the capability to handle multiple projects to strict timelines using in-house teams rather than outsourcing the work, and should apply against the specific category/categories in Section IV that match their capability:

- **Website Design, Development & Maintenance:** see Section IV.1 eligibility criteria
- **Social Media & Digital Promotions:** see Section IV.2 eligibility criteria
- **Event Concept, Creative and Digital Support and Production:** see Section IV.3 eligibility criteria
- **Program Documentation, Visual Storytelling & Creative Content Production:** see Section IV.4 eligibility criteria

VII.SUBMISSION DETAILS

All responses to this RFP must be received no later than **1st December 2026, 23:59 hours**. The proposal should be submitted only through e-mail in PDF format, addressed to the Procurement Team at: rfp.lehs@wadhwaniai.org. The email's subject line must contain the reference number and title of the RFP, and the category/categories applied for: **Proposal for Empanelment of Vendors – WIAI (Name of the Agency) – (Category)**.

Any proposals received by Wadhvani AI after the deadline for submission of proposals prescribed in this document are liable to be rejected.

VIII.EVALUATION CRITERIA FOR TECHNICAL PROPOSAL

Criteria	Weightage
Experience in similar work	30%
Team capacity and demonstrated ability to deliver similar projects	20%
Team expertise	30%
Technical soundness of approach	20%

Only participants qualifying on technical evaluation will be eligible for financial evaluation. Financial proposals will be evaluated on criteria including total cost, cost breakdown, cost reasonableness, cost-effectiveness, payment terms, and financial stability of the participating organization.

IX.MANDATORY ENCLOSURE

Please submit the following as enclosures or attachments with your quotation. Bidders must provide all the information requested above. Quotations that do not provide the required information and certificates, or do not follow the submission requirements, may not be reviewed.

- Company profile
- Relevant client references
- Work completion reports, purchase orders
- GST registration certificate.
- PAN & TAN registration.
- MSME Certificate, if any
- Audited Financials for the last three years
- Income Tax Return with computation of Income for the last three years
- Cancelled cheque.
- Copy of registration documents/certificate and most recent renewal as a legal entity
- Preferably Private Ltd company and has sound business records.

Note: Only shortlisted vendors will be contacted for presentations or negotiations. If you do not hear from us within two weeks of submission, consider your proposal not selected. LEHS reserves the right to reject any or all proposals and to negotiate terms and conditions with the selected vendor(s).