

REQUEST FOR PROPOSAL (RFP)
Onboarding Digital Agency

Closing Date for Submission

June 5, at 23:59 PM

I. INTRODUCTION

LEHS is a charitable organization in India whose purpose is to offer basic health and education for the poor. LEHS in furtherance of charitable objectives through its flagship programs Wadhvani 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 and innovations into the Indian mainstream primary healthcare, education, and agriculture systems through a partnership with the State and National Government, apex institutions, international agencies, and private sector partners e.g. innovators, social enterprises and other ecosystem contributors in line with its stated objectives for the betterment of society particularly focusing on projects of national and social significance.

Wadhvani 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.

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II. BACKGROUND

Wadhvani AI seeks to engage a specialized digital agency to design and execute a targeted paid digital advertising program. The objective is to drive awareness and generate qualified leads among key institutional audiences — including funders, government partners, and global development organizations — by showcasing Wadhvani AI's measurable impact in healthcare, agriculture, and education across India.

This engagement is critical to advancing Wadhvani AI's communications strategy, strengthening its position among global philanthropic and policy stakeholders, and building a sustainable pipeline of strategic partnerships.

III. TARGET AUDIENCE

The selected agency will be required to develop and execute audience-specific campaigns targeting the following segments:

- Institutional donors and philanthropic foundations (e.g., [Google.org](https://www.google.org), Gates Foundation, bilateral aid agencies)
- Government officials and policy influencers at state and central government levels
- CSR and impact investment decision-makers within corporate entities
- Global development sector professionals (e.g., World Economic Forum, United Nations agencies, international NGOs)
- Academia and other industry players

IV. SCOPE OF WORK

The selected digital agency will be responsible for the end-to-end strategy and execution of paid digital advertising campaigns. The scope includes, but is not limited to:

4.1 Paid Campaign Strategy & Execution

- Design and manage paid ad campaigns across LinkedIn, Google Search, Google Display, Instagram, and YouTube
- Develop platform-specific creative strategies aligned with Wadhvani AI's brand identity and mission
- Execute full campaign lifecycle: setup, launch, monitoring, optimization, and reporting

4.2 Audience Segmentation & Targeting

- Build and refine audience segments tailored to each target group (institutional donors, government, CSR, global development)
- Use advanced targeting tools including lookalike audiences, retargeting, and interest/intent-based targeting

4.3 Campaign Monitoring & Reporting

- Carry out continuous campaign monitoring, budget pacing, and performance optimization
- Deliver monthly performance reports by the 5th of each month, including key metrics, insights, and recommendations

V. Platforms

Campaigns will be executed across the following platforms:

- LinkedIn (primary platform for B2B and institutional outreach)
- Google Search & Google Display Network
- Instagram
- YouTube

VI. Proposal Submission Guidelines

The following performance benchmarks are expected from the selected agency throughout the engagement:

Deliverable	KPI / Target
Campaign Setup & Launch	Within 2 weeks of onboarding
Impressions	500,000+ per quarter
Click-through Rate (CTR)	≥1.5% on LinkedIn; ≥3% on Google Search
Cost per Click (CPC)	Within agreed benchmark per platform
Qualified Leads Generated	10-15 per quarter (funders/govt contacts)
Monthly Performance Report	Delivered by 5th of each month

VII. Proposal Submission Guidelines

Your proposal must include:

1. **Technical Proposal**
 - Understanding of scope
 - Team composition and qualifications
 - Workplan with timelines
2. **Financial Proposal**
 - Detailed cost breakdown (by activity)
 - Applicable taxes and contingencies
 - Timeline-based payment schedule
3. **Organizational Profile**
 - Relevant project experience
 - Sample of similar work – website, film, photo-stories

Who Can Apply

Any organization that has experience in developing communication collaterals and products with

- Demonstrated experience with working with organizations who work on AI and social impact. 5 years of experience in developing similar communication products
- Capability of handling multiple projects with strict timelines with in-house teams and not outsourcing the projects.

Submission Details

- All responses to this RFP must be received no later than **June 5, 2026**. The proposal should be submitted only through e-mail in PDF format addressed to the Procurement Team in the below-given e-mail id: [rfp.lehs@wadhwani.ai.org](mailto:rfp.lehs@wadhwani.ai). The email's subject line must contain the reference number and title of the RFP: **Proposal for Digital Agency – WIAI (Name of the Agency)**.
- Any proposals received by Wadhvani-AI after the deadline for submission of proposals prescribed in the timeline of 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 in RFP 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

Mandatory enclosure

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

- Company Profile, testimonials, work completion reports, purchase orders, reference (NG Os).
- GST registration certificate.
- PAN registration.
- TAN registration.
- Audited Financials for last three years.
- Income Tax Return for 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.

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For clarifications and queries, please direct all queries to rfp.lehs@wadhwanai.org by June 1, 2026.

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.