

## BACKGROUND

Room to Read India was established in 2003 and presently has programs in ten states –Chhattisgarh, Delhi NCR, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, Uttarakhand, and Uttar Pradesh.

Room to Read is a global organization transforming the lives of millions of children in low-income communities by focusing on literacy and gender equality in education. Since 2000, Room to Read has benefited more than 45 million children across 24 countries. Learn more at [www.roomtoreadindia.org](http://www.roomtoreadindia.org).

## SCOPE OF WORK

The Department of Communications, Room to Read India Trust wishes to engage the services of Graphic Designer/s for a duration of 2 years.

The graphic designer/s will be tasked with the creation of state-of-the-art communication collaterals including but not limited to banners, event backdrops, standees, social media creatives, internet mailers, Room to Read Brochures and report etc.

The broad items for product designing that the graphic designer will be expected to produce over the given period is listed below, but is not limited to the following:

Sr. No.	Item	Specification	Type	Version
1	Posters	A3, A4, A5, 24x36inch	Coloured	Print and Digital
2	Flyers	A3, A4, A5	Coloured	Print and Digital
3	Email Signature	Wide: 300 to 400 px High: 70 to 100 px	Coloured	Digital
4	Reports	A4	Coloured	Print and Digital
5	Newsletters	A4	Coloured	Print and Digital
6	Compendiums	A4 – Landscape	Coloured	Print and Digital
7	Factsheet	A4	Coloured	Print and Digital
8	Booklets	A5	Coloured	Print and Digital
9	Brochures	A4 – Two fold, A4 – Single fold, A3 – Double fold	Coloured	Print and Digital

10	Banners	6x3, 6x4, 8x6, 7x5, 3x2	Coloured	Print and Digital
11	Standee	6x3, 7x4, 7x5	Coloured	Print and Digital
12	Social Media Creatives	Platform specific for X, Facebook, Instagram, LinkedIn and YouTube	Coloured	Print and Digital
13	Certificates	A4	Coloured	Print and Digital
14	Mugs	Specifications for this item cannot be shared now – it will be on actual basis.	Coloured	Print and Digital
15	Calendars	Specifications for this item cannot be shared now – it will be on actual basis.	Coloured	Print and Digital
16	Diary	Specifications for this item cannot be shared now – it will be on actual basis.	Coloured	Print and Digital
17	T-shirt	Specifications for this item cannot be shared now – it will be on actual basis.	Coloured	Print and Digital
18	Jackets	Specifications for this item cannot be shared now – it will be on actual basis.	Coloured	Print and Digital
19	Brooch	Specifications for this item cannot be shared now – it will be on actual basis.	Coloured	Print and Digital
20	Trophies	Specifications for this item cannot be shared now – it will be on actual basis.	Coloured	Print and Digital

The designer/s shall be notified via email/telephonic interaction regarding the task as and when requirement arises. Each assignment must be completed within Room to Read’s Branding Guidelines and within the discussed timelines.

#### Experience

- At least 2 years of work experience in the field of graphic design.
- Prior experience of having designed Newsletters, Annual reports, brochures, training modules, banners, posters, digital media creatives etc.

- Proficiency in software such as InDesign, Photoshop, Corel Draw and Illustrator
- Proficiency in 2D and Vector animation
- Experience with creating other branding materials.
- Good communication skills in Hindi and English

**Aspiring candidates should be able to provide relevant samples of past work.**

Technical Evaluation Criteria

Room to Read will evaluate the profiles based on the following criteria:

- Experience of working in the development sector (5 marks)
- Technical competence on working with Newsletters, Annual reports, brochures, training modules, banners, posters, digital media creatives etc. and proficiency to use software like InDesign, Photoshop, Corel Draw and Illustrator (10 marks)
- Work samples of the items mentioned in the table above (5 marks)

## **LOCATION**

The designer may work remotely, however, as need arises, Room to Read may request coming to our India Country Office in Qutub Institutional Area, New Delhi. Otherwise, the designer must be available for frequent discussions over the phone or any other medium.

## **HOW TO APPLY**

- Candidates/Agencies Need to Submit **CV/Resume/Proposals ONLY**
- CV/Resume/ Proposals to be submitted over **Procurement.India@roomtoread.org**, without copying anyone in Room to Read.
- Last Date for the submission is **27th January 2025**.
- Subject for submission of Technical Proposal is – **CV/Resume/Proposals – Hiring Agency/Individual- Graphic Designer**
- **Financial Proposal will be asked later upon successful completion of the technical round.**
- Only Shortlisted Candidates/Agencies will be contacted and might be called for a face-to-face interaction with the panel.
- Any incomplete application or process deviation, the proposals will automatically be **rejected**.
- **CV/Resume/Proposals received after the prescribed deadline will not be considered.**
- Selected Candidate/Agency will be required to sign and abide by the Child Protection policy of Room to Read.

### **Contact Person for Any Clarification:**

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