

Request for Proposals (RFP) for a Media and Public Relations Agency

Project Code: IN26000

Organisation: Habitat for Humanity India

Issue Date: 5th June 2026

Proposal Submission Deadline: 10th June 2026

1. About Habitat for Humanity India:

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity India began in 1983 as a grassroots effort. The housing organisation has since grown to become a leading housing nonprofit that has helped over tens of thousands of families in India build or improve a place they can call home. Through its housing, WASH (Water, Sanitation, and Hygiene) and housing disaster resilience and response programmes, Habitat for Humanity India has positively impacted the lives of over 8.04 million people across the country.

Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower. To learn more, donate or volunteer, visit www.habitatindia.org

2. Assignment Brief:

Habitat for Humanity India invites proposals and quotations from experienced PR agencies and individual consultants to support its public relations and media outreach needs. The objective is to strengthen the organisation's visibility, thought leadership and stakeholder engagement within the available budget.

3. Scope of Work:

The selected PR agency will be responsible for:

- Develop a focused PR strategy aligned with Habitat India's priorities and campaign calendar.
- Draft and issue press releases, media advisories, backgrounders, Q&A documents, and other media materials.
- Build and maintain relationships with relevant journalists, editors, producers, and digital media platforms.
- Secure media coverage across print, digital, broadcast, and radio channels, as relevant.
- Support press conferences, media briefings, interviews, and other media-facing events.
- Develop thought leadership content such as opinion pieces, feature ideas, blog articles, and human-interest story pitches.
- Provide crisis communication support, including quick-response messaging when required.
- Submit periodic updates and a short end-of-engagement report with coverage summary, learnings, and recommendations.

4. Expected Deliverables

- One month PR work plan within the first week of engagement.
- Weekly progress update to the Habitat India communications team.
- Media outreach materials and pitching support as required.
- Coverage tracking sheet with links / clips, summary, and outcome analysis.
- Final report at the end of the engagement, including achievements, coverage secured, challenges, and next-step recommendations.

5. Period of Engagement

- The engagement will be for an initial period of one month from the date of signing of the agreement. Any extension beyond the initial month will be subject to performance and mutual agreement.

6. Skills and Other Requirements

- Proven experience in designing and implementing PR strategies for corporates, non-profits, or purpose-led organisations. Experience in the social development sector will be an advantage.

- Strong track record in media relations and securing coverage across print, digital, broadcast and radio media.
- Excellent copywriting, proofreading, editing and messaging skills.
- Strong understanding of storytelling, reputation building and brand positioning.
- Ability to develop thoughtful, sensitive, and engaging content for diverse audiences.
- Ability to work under tight timelines and deliver high-quality work with minimal supervision.
- Good understanding of Indian media, including regional and national markets; international media exposure will be an added advantage.
- Commitment to confidentiality, brand compliance and professional conduct.

7. Submission Details

Interested agencies consultants should submit their proposal in the following manner:

- Part 1: Technical Proposal: in PDF format
- Part 2: Commercial Proposal: in Microsoft Excel format, using the prescribed cost template

8. Technical Proposal (Maximum 10 pages excluding cover page and annexures)

The technical proposal should include:

- Understanding of the assignment
- Proposed methodology and approach
- Profile of the agency / consultant, including relevant experience and areas of expertise.
- Case studies (maximum 3)
- Team composition and roles
- Names and contact details of at least two recent client references, if available.

9. Commercial Proposal

The commercial proposal must be submitted separately and should clearly specify the detailed quotation inclusive of all costs such as professional fees, taxes etc. Please submit the commercial proposal in the following format only:

[Click here to download Commercial Proposal Template](#)

Note: Agencies / consultants must disclose all assumptions, all exclusions, all third-party costs (if any). Also include proposed payment terms. This cost structure is required to enable Habitat India to enable to enable like-for-like comparison and, if necessary, adjustment of scope.

10. Submission Details

- **Proposals should be submitted via email to: eprocurement-habitat@habitatindia.org**
- Subject line: Proposal – Media and Public Relations Agency
- Proposals should be submitted via email as attachments. File-sharing links should be avoided unless prior approval is obtained.
- Final date for submission: 10th June 2026
- Late submissions may not be considered.

11. Evaluation Criteria

- Relevant experience and track record.
- Quality and relevance of the proposed approach.
- Strength of media relations and content capabilities.
- Past work with the social development / non-profit sector, if any.
- Commercial competitiveness and value for money.
- Ability to work within the proposed timeline.

12. Right to Accept or Reject

- Habitat for Humanity India reserves the right to accept or reject any proposal, wholly or in part, without assigning any reason and without incurring any liability.
