



ROSHNI

Centre of Women Collectives led Social Action

A Technical Support Unit to Ministry of Rural Development

Supported by UNICEF India

Department of Development Communication & Extension

Lady Irwin College, University of Delhi

Email Id: roshni.ladyirwin@gmail.com

Letter of Intent

from agencies and experts in the field of digital media and communications, and other creative services

Dear Agency/Individual,

Greetings from ROSHNI – Centre of Women Collectives led Social Action at Lady Irwin College, New Delhi!

We trust this message finds you well and thriving in your endeavours. As part of our ongoing commitment to fostering meaningful collaborations, we are excited to extend an invitation for the empanelment of agencies and experts in the fields of Digital Communication, Filmmaking, Production and Creatives.

We invite applications from agencies/experts as follows:

***Illustrators
Graphic Designer
Web developers/designers
Event Management
Filmmaker/Film Production Studio
Cinematographer/Camera Assistant
Digital software professional
Printing Solution
Photographer/Videographer
Sound-recordist/Sound assistant
Video Editing Studio
VFX/Post-production Studio
End-to-end film production Studio
Film-Equipment rental Studio
Audio Production/Sound Recording Studio
Advertising Agency***

Our previous agreement is set to conclude on December 31, 2025, and we are now in the process of identifying dynamic and innovative partners to contribute to our projects in the coming years.

About ROSHNI – Centre of Women Collectives led Social Action:
ROSHNI, housed at Lady Irwin College, University of Delhi, is dedicated to driving positive social change through the collective power of women-led initiatives. Our work encompasses a range of social issues, and we believe in the transformative potential of effective communication and creative expression.

Empanelment Overview: We are seeking experienced and passionate agencies and experts in Digital Communication, Filmmaking, and Creatives to join us in our mission. The empanelment will be for a long-term collaboration, allowing for sustained and impactful contributions.

How to Express Interest: If you share our commitment to social action and believe your expertise aligns with our objectives, we invite you to express your interest in working with ROSHNI. Please provide the following details:

- 1. Letter of Intent/Expression along with a brief profile of your agency/expertise.***
- 2. Relevant experience and Portfolio showcasing previous work and projects in the fields of Digital Communication, Filmmaking, and Creatives for the Social/Development Sector***
- 3. Proposed approach and methodology for collaboration.***

Submission Deadline: Kindly submit your expression of interest and relevant documents by 26th December, 2025 at finance.roshnicwdsa@gmail.com.

Selection Process: We will carefully review all submissions and shortlist potential partners based on their alignment with our goals, experience, and proposed approach. Shortlisted Agencies/Individuals will be contacted for further discussions and negotiations.

We believe that together, we can create impactful narratives and drive positive change. We look forward to receiving your expression of interest and exploring the possibility of a fruitful collaboration.

Thank you for considering this invitation. Should you have any questions or require further information, please feel free to contact us.