

Request for Proposal (RFP)

For Marketing Agencies – FFSC Skill Initiatives

1. Introduction

The Furniture & Fittings Skill Council (FFSC) is a sector skill council dedicated to vocational education and skilling in the furniture and fittings industry. FFSC works with learners, employers, and enablers to build a sustainable ecosystem for skill development, with a strong focus on inclusivity, industry collaboration, and career pathways for youth and professionals.

Vision: To empower individuals and organizations through structured skilling programs, ensuring industry growth and social impact.

FFSC seeks to onboard marketing agencies to amplify its initiatives, drive measurable engagement, and deliver outcome-based results.

2. Scope of Work

Agencies are invited to propose strategies and execution plans for the following initiatives:

A. Learner Engagement – Skill Academy Enrollment

- **Target Group:** Fresher candidates, students (Class 5th and above), age 18–35.
- **Pitch:** 3-month training program with job assurance.
- **Objectives:**
 - Build awareness among youth and parents about career opportunities in furniture and fittings.
 - Position Skill Academy as a trusted pathway to employment.
- **Key Result Area (KRA):** Number of candidates enrolled.
- **Expected Deliverables:**
 - Digital campaigns (social media, influencer outreach, regional language content).
 - School/college engagement drives.
 - Success story videos and testimonials.
 - Enrollment funnel tracking and reporting.

B. Skill Conscious Employer Program

- **Target Group:** Furniture manufacturers.
- **Pitch:** 6-step process to set up internal training mechanisms and HR services.
- **Objectives:**
 - Establish FFSC as a partner for workforce development.
 - Showcase benefits of structured skilling for productivity and retention.
- **KRA:** Number of companies enrolled.
- **Expected Deliverables:**
 - B2B campaigns (LinkedIn, industry magazines, trade associations).
 - Case studies highlighting ROI of skilling.
 - Employer onboarding toolkit.

C. Skill Enabler Program – CSR and Marketing

- **Target Group:** Supply-side/raw material companies.
- **Pitch:** CSR and marketing projects leveraging the skilling ecosystem (Skill Academy network + carpenters' community).
- **Objectives:**
 - Position FFSC as a CSR partner for impactful projects.
 - Highlight opportunities for brand visibility through community engagement.
- **KRA:** Number of projects initiated.
- **Expected Deliverables:**
 - CSR campaign proposals aligned with corporate sustainability goals.
 - Co-branded initiatives showcasing social impact.
 - Media coverage of CSR projects.
 - Impact reports for stakeholders.

3. Outcome-Based Plan Framework

Agencies must propose measurable strategies with clear KPIs:

- **Learner Enrollment:** Number of candidates enrolled.
- **Employer Participation:** Number of companies onboarded.
- **CSR Projects:** Number of projects initiated.

Measurement Tools:

- CRM dashboards.
- Campaign analytics (digital reach, engagement, conversion).
- Periodic reporting to FFSC board.

4. Proposal Submission Guidelines

Agencies should include:

- Agency profile and relevant experience.
- Proposed strategy and creative approach for each initiative.
- Detailed execution plan with timelines.
- Budget and resource allocation.
- Case studies of similar projects executed.
- Reporting and measurement framework.

5. Evaluation Criteria

Proposals will be evaluated on:

- Alignment with FFSC's vision and objectives.
- Creativity and innovation in campaign design.
- Proven track record in similar initiatives.
- Cost-effectiveness and resource optimization.
- Ability to deliver measurable outcomes.

6. Timeline

- **RFP Release Date:** 10th April 2026
 - **Proposal Submission Deadline:** 17th April 2026
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7. Contact Information

Submit proposals to:
Furniture & Fittings Skill Council (FFSC)
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