

TERMS OF REFERENCE
Promotions for
Main Kuch Bhi Kar Sakti Hoon (MKBKSH)

BACKGROUND

About PFI

The [Population Foundation of India \(PFI\)](#) is a leading non-profit organisation that works on advocating gender sensitive population, health and development policies. We work with the government as well as research institutes, civil society, media and the community through cutting-edge advocacy tools.

About 'Main Kuch Bhi Kar Sakti Hoon'

PFI launched *Main Kuch Bhi Kar Sakti Hoon* ([MKBKSH](#) – I, A Woman Can Achieve Anything), a transmedia entertainment education initiative in March 2014. While challenging existing social and cultural norms around family planning, early marriage, domestic violence and sex selection, the serial also sought to increase knowledge and change perception and attitudes of people on the social determinants of sexual and reproductive health.

A total of 131 episodes of MKBKSH have been broadcast till date over Doordarshan (DD) and All India Radio (AIR) in 12 languages across 50 countries, on DD National, DD regional Kendras, DD India and 216 radio stations. According to Prasar Bharati estimates, the two seasons of MKBKSH have had a cumulative reach of approximately 400 million people through the television and radio broadcasts. The series received approximately 1.7 million calls of viewers on its Integrated Voice Response System (IVRS) from 400,000 unique numbers across 26 states of India. The cumulative social media reach of the series was more than 100,000, and the series is now available on the digital entertainment platform [Hotstar](#).

Season 3 of MKBKSH has 52 episodes (to be broadcast over 26 weeks) and uses entertainment education through a **360-degree approach** to reach out to young women, adolescents and youth, highlighting the importance of empowering women and girls to take control of their lives. The core of the initiative is the **radio and television drama series**, whose messages will be reiterated through various listener and viewers' groups as a part of **outreach** interventions. Simultaneously, campaigns will be run on PFI and MKBKSH **social media platforms** such as website, [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#). The online campaign and creatives will echo the messages from the broadcast episodes through an interactive strategy. Season 3 is scheduled to be launched in the first week of January, 2019.

In the 1st phase, Season 3 of MKBKSH aims to expand the knowledge base among young people on improved sanitation and hygiene practices, address social norms to increase the building and use of toilets to eliminate the practice of open defecation, and champion individuals who take the initiative to improve sanitation and hygiene in their own households and communities.

In the 2nd phase, the focus of Season 3 of MKBKSH will be to increase awareness and encourage conversations with married and unmarried people on sexual and reproductive health (SRHR), with a focus on contraceptive methods, and increase demand for and access to family planning services by both women and men. The programme will address social norms that impact adolescent health and gender equality. The new season will focus on women and men in India in the age group of 15-24 years.

REQUIREMENT

PFI proposes to hire the services of an agency to plan and implement on-ground promotion activities for MKBKSH in two phases, for the periods from December 2018 to January 2019 and March- April, 2019. The agency will be responsible for all activities related to promotion of the series through below the line(BTL) activation in three states: Bihar, Rajasthan and Uttar Pradesh.

The following events and promotions are planned as part of the launch for MKBKSH, which are not part of the current scope of work but will need to be considered for integration in the promotion plan:

- Five concerts to be held in small cities across the three states in the month of December, 2018
- One large launch concert to be held in Delhi in January, 2019
- Generic and episode promotion spots will be aired directly by Prasar Bharti on Doordarshan and AIR
- Out bound calls to the databank of 400,000 IVRS callers from Season 1 and 2 of MKBKSH
- Promotion on social media platforms through MKBKSH website, Facebook, Twitter, YouTube and Instagram

Designs for creatives of the proposed activation plan will be provided to the selected agency.

Scope of work for the agency is given below.

- Manage below the line (BTL) promotion of MKBKSH in two phases in the periods mentioned above. Activities would include:

- i. Production and placement of 20 billboards each in select cities of the three states at strategic, high-visibility locations. The placement would be for one month each in two phases.
 - ii. Wall paintings, 50,000 sq ft in each of the three states. To be painted on strategic locations on highways leading to small towns and in block headquarters of select districts.
 - iii. OBD @30 sec pulse/blast SMS to approximately 60,00,000 numbers targeted at rural mobile users in the three states over two phases. Database of numbers to be sourced by the agency.
 - iv. Innovative promotion at the upcoming Ardh Kumbh Mela 2019 in Allahabad, for a minimum of 15 days.
 - v. Low-cost local, high reach/visibility promotion through placement of innovative promotional material, activation around haats/local fairs, games/competitions in schools/colleges/ vocational training institutes and through community radio stations. However, the agency may suggest a different set of activities that are low cost and high reach.
 - vi. Identification and production of branded merchandise and other materials proposed to be used at events and as small gifts to be provided during promotional activities – at least 3 types of low cost merchandise, 35,000 each; at least 3 types of merchandise for advocacy at various levels, 10000 of each type; Posters/leaflets/other print materials 100,000 copies.
- While the above set of activities have been conceived for the on ground promotion, the agency may suggest variations with justification for the same, keeping in mind cost-effectiveness and reach of the new activities proposed.
 - Provide full report on the promotion activities including reach and engagement achieved through the activation, with proof of completion of activities.

DELIVERABLES & SCHEDULE

Items	Date
Briefing to agency	Second week of Nov 2018
Final plan for pre- telecast and post telecast promotion phases of the project	Third week of Nov 2018
Activation	Dec 2018 -April 2019
weekly monitoring of activation	Weekly basis
Interim Report	February, 2019
Final Report	May, 2019

REQUIREMENTS TO APPLY

The agency should fulfil the following criteria:

- Agency or its key constituents / consultant should have at least 5 years of experience in media placement for OOH and other BTL activities
- The Agency / consultant should have clearly demonstrable capability in handling projects of a similar scale
- Preference will be given to an agency that has previous experience of working on projects for social enterprises / non-profit organisations / public interest campaigns

PROPOSAL FORMAT

The agency should apply with the following documents:

1. **Technical proposal** – details of approach, timelines and personnel to be assigned to the project
2. **Cost proposal** – with breakup of costs
3. **Agency profile** – technical capabilities of agency, examples of similar projects handled in the past, profiles of key personnel

Proposals should be complete in all aspects and sent by November 14, 2018 by 1400 hrs to the following address in sealed envelopes:-.

Population Foundation of India

B-28, Qutab Institutional Area,

New Delhi – 110016

Ph. 011-438994100

OTHER TERMS & CONDITIONS

- a. PFI will share information on other promotional activities for an alignment with the BTL activation.
- b. All information shared by PFI in the course of the project will be held confidential and shall not be shared by the agency with any third party without the explicit written consent of PFI.