

**Terms of Reference**  
**Content Digitization**

Population Foundation of India invites proposals for the development of original video content for a course that aims to teach counsellors interventions to support adolescents.

This project will involve a co-design process with teams at two organisations – Sangath and Population Foundation of India.

**Population Foundation of India**

Population Foundation of India is a national civil society organisation, which promotes and advocates effective formulation and implementation of gender sensitive population, health and development strategies and policies. Population Foundation of India addresses population issues within the larger discourse of empowering women and men, so that they are able to take informed decisions related to their fertility, health and well-being. PFI works with the government, both at the national and state levels, and with other civil society organisations.

**Sangath**

Sangath is not-for-profit organisation working in Goa, India for 24 years to make mental health services accessible and affordable. Sangath is committed to improving access to mental health across the age spectrum and believes this is best achieved by empowering the community. It is Sangath's endeavour to address the psychological and social needs of those in their care through holistic interventions that take care of their bodies as well as their minds.

**Project**

The video content will be drawn from Sangath's PRIDE curriculum that is being implemented in projects undertaken schools in Goa and New Delhi that aims to establish a trans-diagnostic psychological intervention for adolescents with common mental health difficulties and to test its cost-effectiveness when delivered by counsellor.

The Educately.org platform is Population Foundation of India's Knowledge Hub, a resource for information pertaining to adolescent health and well-being. Resources on the Platform are open-access and available under different buckets of core issues, of which mental health is one. Both organizations are collaborating on producing an online training course using Sangath's course materials from its PRIDE project and converting it into a digital course to be offered on the Educately.com platform.

### **Scope of Work**

This objective of this call for proposals is to develop live action videos that will form the core of the e-learning course to be offered to individuals who provide counselling services to adolescents in different settings. The curriculum is to be designed in both English and Hindi. The topics of the video lectures include topics like mental health; common adolescent mental health concerns; their presentation and risk factors and impact of mental health on various domains of life; principles of counselling and the role of a counsellor.

The agency will create scripts and videos for the e-learning course based on the curriculum which has a total of 16 modules.

- 22 Lecture Videos with two actors (each video of 5-6 minutes; actors sourced by agency)
- 29 Role Play Videos with two actors (each video of 3-4 minutes; actors sourced by the agency)
- 18 PPTs with voiceover
- 1 teaser video (2-3 minutes' introductory video)
- 1 Introduction video (2-3 minutes)

### **Key Requirements**

- Scripting and screenplay for all videos in English; to be translated into Hindi.
- Two rounds of revisions based on feedback from Sangath and Population Foundation of India.
- Videos to be made in Hindi language with English subtitles. Costing option to be provided of dubbing videos in English as well.
- Videos should be supported on devices, like phones and tablets, PCs.
- Create interactive elements within videos when needed (e.g. quizzes) to engage learner.
- Scripting, live action videos and any other activity pertaining the creation of the digital training course will only be finalized in consultation with and after approval from the Sangath team.

### **Deliverables: Hard disk drive with the following**

- Final copy of all videos for each module
- All videos with subtitles
- Word documents of all final scripts
- All Subtitle files
- All videos without subtitles
- Raw files of videos shooting

- Raw files of audio dubbing (if applicable)
- Raw files of the graphics (psd, illustrators etc.)
- In Format: MP4

### **Timeline**

Preparation of screenplays	15 working days
Sharing of draft screenplays in Hindi for feedback	5 working days
Feedback for Translated videos	5 working days
Finalisation of Actors	5 working days
Shooting of Module 1 ( Lecture video and role play video)	5 working days
Feedback for video	5 working days
Shooting of live action videos	20 working days
Sharing of draft videos and incorporation of feedback	10 working days
Submission of final videos	15 working days

Total duration of the agreement will be 4 months from the date of agreement.

### **Guidelines for Submitting Proposal**

#### **Preparing a Proposal**

The Proposal should capture the following information, with a maximum of 20 pages including references. (CVs could be enclosed as annexure and will not be considered as part of 20-page writeup):

- a) **Technical Proposal:** Should have creative approach/ concept note in support of the proposed task. It must outline the vision of co-designing the learner facing content for the PRIDE intervention.
- b) **Demonstrate Experience:** The Agency should have demonstrable evidence of its expertise in the process of co-design of content with users to develop and design content for the PRIDE intervention. Please share relevant links, websites, apps, materials, documents, etc.
- c) **Proposed Team Structure:** Please include details of your designers and content developers. State clear definition of roles and responsibilities for each personnel included in the project. Qualifications and work experience of agency and its personnel, needs to be clearly articulated.

- d) **Proposed Timeline:** The proposal must include a clear timeline of all the planned activities and the expected date of completion of the project.

### **Preparing a Financial Proposal**

- (a) The Financial Quotes should cover the following:

- (i) Entire cost for the creating the videos with the activities defined;
- (ii) Personnel to be involved including number, their time commitment, unit cost, and overall personnel costs;
- (iii) Travel costs, if envisaged, including number of local and outstation trips, unit costs for travel, per diem, etc., and overall costs of travel;
- (iv) Equipment costs, if any
- (v) Other institutional overheads. Please note institutional overheads must be mentioned with breakups including cost of rent for space, utilities, etc.
- (vi) Costing option to be provided of dubbing videos in English as well.

- (b) The total cost quoted should be inclusive of all taxes.

- (c) The financial proposal will be evaluated only if an agency qualifies based on the assessment of the technical proposal.

### **General Instructions and Terms and Conditions**

The Proposal along with all the correspondence and documents exchanged by the Institution/ Organization/ Consulting Agency; Population Foundation of India and Sangath shall be in English.

### **How to apply**

Please send the below documents separately:

- Separate Technical proposal, in form of a Word Document or a PowerPoint Presentation (in PDF)
- Detailed CV of core team members, highlighting their relevant experience
- Some sample of your previous work relating to this assignment
- Separate Financial proposal, with detailed break-up of all budget line items (in PDF and in MS Excel) and payment terms.

Detailed technical and financial proposal, along with company profile should be submitted by April 30, 2021 EOD to Ms. Manpreet Kaur at [manpreet.kaur@populationfoundation.in](mailto:manpreet.kaur@populationfoundation.in)

While submitting the proposal, please make sure you write "Content Digitization (Your Firm name)" in the email subject. Proposals received after the prescribed deadline will not be considered.

In case you have any query before submitting the proposal, you may write to Ms. Priyal Gulati at [priyal.gulati@populationfoundation.in](mailto:priyal.gulati@populationfoundation.in) before the last date.