

## **Request for Proposals**

### **Animated Short Videos & Jingles**

#### **About Population Foundation of India**

Founded in 1970 by the late JRD Tata, Population Foundation of India is a leading NGO in the fields of population dynamics, gender equity, and sexual and reproductive health (SRH). It addresses population issues within the context of empowering women, men, and young people, enabling them to make informed decisions about their fertility, health, and well-being. The organization's approaches include strategic engagement with policymakers, media, and other key stakeholders; knowledge generation and dissemination; leveraging technology; scaling up pilot projects; and social and behaviour change communication. Population Foundation of India also collaborates closely with and provides technical support to both national and state governments, as well as other NGOs. For more details please refer website of the organisation is <https://populationfoundation.in/>

#### **Background and Scope of Work**

In April 2023, Population Foundation of India (PFI) commenced implementation of UMEED, a three-year community-based project on family planning in all 121 villages of Jarwal block of Bahraich district. At completion of its first year, the project in Jarwal has enrolled 914 new FP clients, recruited and trained 287 FP Champions from the community, trained over 300 ASHAs/Sangini and ANMs in monthly cluster meetings, facilitated health checkups for over 3000 women, children and adolescents through Health Melas organized in collaboration with the government and implemented a large-scale Age at Marriage Campaign involving all key government departments and all 121 village communities.

Now, starting February 1st, 2024, under UMEED Expansion project, PFI is scaling up family planning operations covering 50% blocks across six districts i.e. Balrampur, Gonda, Sitapur, Barabanki, Unnao and Bahraich. In all, this scale up initiative will cover 47 blocks, 5,851 villages and impact the lives of nearly 1.25 crore people in the reproductive age group (15-49 years). All project interventions will focus on strengthening the existing public health system rather than creating parallel structures which are expensive to scale up and are not sustainable. This will minimize costs, help achieve economies of scale and the benefits will continue beyond the project funding.

As part of this project, PFI is committed to executing awareness generation campaigns around early marriages, teenage pregnancies, the range of contraceptive choices including new methods, emergency contraception (ECP), medical abortions, and male engagement in family planning. The Itni Bhi Kya Jaldi Hai 2.0 campaign focuses on developing an SBCC package for effective communication on the key issues. The campaign also engages men on topics such as masculinity, the desire for a male child, and their supportive role in family planning, including promoting vasectomy for couples seeking permanent methods.

This initiative builds on the previous campaign in the pilot block of Jarwal (district, Bahraich), which addressed delaying marriage age, and seeks to inform, empower and engage with Panchayati Raj Institutions, newly married couples, pregnant women, adolescent boys and girls, community members, and frontline workers.

Population Foundation of India is seeking to engage an agency for SBCC Campaign – Animated Short Videos & Jingles. PFI is seeking a partner for undertaking the production of a series of animated short videos and jingles. These videos will be circulated to the field staff and will focus on issues as below:

The scope of work (SoW) for this project is as below:

PFI intends to develop 4 animated short videos & jingles in Hindi on:

1. Delaying early marriage
2. Delaying 1st pregnancy
3. increasing birth spacing
4. Emergency Contraceptive Pills (ECP)

- Developing scripts based on the key topics/ messages provided by PFI team
- Sharing scripts for videos review with PFI team – the videos will part of one series
- Sharing character illustrations with PFI team for review and approval
- Incorporating suggestions/comments; revising storyboard- to be shared with PFI team for approval
- On approval of storyboard, developing script and share with PFI team for review
- Incorporating suggestions/ comments; revising script- to be shared with PFI team for approval
- Sharing voice samples with PFI team for review and approval
- Sharing script & concept for jingles for review with PFI team
- Incorporating suggestions/ comments; revising script- to be shared with PFI team for approval
- Sharing voice samples with PFI team for review and approval
- Production of videos & jingles

#### **Video Specifications:**

Duration: 4 jingles (upto 60 second)-with upto 30 second adapts in mp4 format

Language: Hindi with English subtitles

Versions: Two versions of each final video:

- Version 1: With Mobius Foundation, PFI, Umeed, and UP Government branding in the end
- Version 2: Without UP Government branding in the end

#### **Project deliverables**

- 4 animation videos in MP4 format in four topics as mentioned above in Hindi with max 60 seconds per video
- Two versions of each video (with and without UP Government branding)
- All Final video files in suitable formats for sharing via WhatsApp and presentation
- Open files of character for use to PFI on social media platforms for promotion
- Final clean and subtitle scripts of all videos

- Final version of storyboard of all videos
- 4 jingles (upto 60 secs) – with 30 second adapts

Must for each video

- Video will be in mix of commonly spoken Hindi language
- There should be no derogatory reference to any religion, caste or culture
- The videos need to be inclusive and respect diversity within the community
- All members of community should be represented and content must be inclusive.
- Messages/ issues being dealt in the videos should be handled with utmost sensitivity
- Partner agency should adhere to strict timelines of the project

**Timelines of deliverables**

- The delivery of the four videos will follow a staggered schedule, with the first two videos delivered within the first six weeks of contract and the remaining two in the subsequent period. Contract duration will be 3 months.

**Documents to be submitted along with proposal**

- Submit the financial proposal along with company profile and team profile in one file.
- Financial proposal must contain breakup of the cost’s items wise.

Proposal should be sent in one email to [samim.ansari@populationfoundation.in](mailto:samim.ansari@populationfoundation.in)

Interested agencies may obtain further information or get clarification about RFP from Population Foundation of India’s State office by writing to [shilpa.nair@populationfoundation.in](mailto:shilpa.nair@populationfoundation.in) and [tejwinder.singh@populationfoundation.in](mailto:tejwinder.singh@populationfoundation.in)

It shall be Bidder’s responsibility to ensure that your proposal reaches us on or before the given timelines. Proposals received after the submission deadline for whatever the reason maybe, may not be considered for evaluation. Any delay in bidder’s response shall not be used as a reason for extending the deadline for submission, unless PFI determines that such an extension is necessary and communicates a new deadline to the proposers.

**General Information about RFP and Timelines**

Sl#	Description	Information
1	RFP Issued by	Population Foundation of India, Lucknow
2	Project	SBCC Campaign-Animated Short Videos and Jingles <b>(As listed above)</b>
3	Response to RFP to be sent to	<a href="mailto:samim.ansari@populationfoundation.in">samim.ansari@populationfoundation.in</a>
4	Date of RFP	17 <sup>th</sup> December,2024
5	Date of sending and responding queries	21 <sup>st</sup> December, 2024

6	<b>Last date for submitting the final proposals</b>	24 <sup>th</sup> December, 2024
7	<b>Final date of Delivery</b>	<b>The delivery of the four videos will follow a staggered schedule, with the first two videos delivered within the first six weeks of contract and the remaining two in the subsequent period. Contract duration will be 3 months.</b>

The designated committee at Population Foundation of India, Lucknow shall review the proposals received and Shortlisted agencies will be notified for a presentation of the proposal and discussion.