Term of Reference
Enchancing chatflow tonality of our chatbot SnehAI

1. 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.

2. BACKGROUND

Population Foundation of India entered into an agreement with Give2asia for SnehAI upgrade. The objective of this project is to upgrade the content and functionality to increase the reach and engagement of the SnehAi chatbot with its target audience.

SnehAI is an AI-powered chatbot focused on adolescent health and wellbeing and online safety, available on Messenger & WhatsApp and as a voice bot on the website. SnehAI, was introduced in April 2019 based on the learnings of Population Foundation of India's transmedia social and behaviour change communication program, Main Kuch Bhi Kar Sakti Hoon (MKBKSH; I, A Woman, Can Achieve, Anything). It uses the on-screen persona of the lead protagonist of the show, Dr Sneha to provide information and support on sexual and reproductive health and rights, and online safety. Built in Hinglish (a mix of Hindi and English), the SnehAI chatbot comprises interactive content formats like quizzes, stories, and myth busters and rich media features such as videos, GIFs, and illustrations.

3. PURPOSE

Population Foundation of India intends to engage an agency to improve the tonality of the chatflow messages on the chatbot.

4. SCOPE OF WORK

The scope of work for this project includes:

1. Review and rewriting of the existing chat flow content to make it more personable, informal, humorous and relatable to adolescent users. The chatflow includes current content on both sexual and reproductive health and online safety

2. Suggest newer elements (like formats, segues, engagement tactics, etc) to add to the chatflow to make it more engaging and user-friendly

3. If required, creation of design elements to make the current chatflow more visually appealing such as stickers, gif, icons etc.

4. Rewriting upto 20 queries on sexual and reproductive health and online safety in the aforementioned tonality

5. Development of new chatflow content (text, stories, quiz) based on additional 10 topics identified such as gender and its interlinkages to sexual and reproductive health and violence.

5. DELIVERABLES

    i.   Revised content of the SnehAI chatbot chatflow

    ii.   Content on upto 20 queries on sexual and reproductive health and online safety

    iii. New chatflow content (text, stories, quiz etc.) on 10 identified topic

6. DURATION

The project should complete within **45 business days** of contract signing with the agency.

Requirement to Apply:

Detailed technical and financial proposals separately for the study, along with company profile and team profile, should be submitted by EOD 29 April 2024, to M A Jose at: ma.jose@populationfoundation.in.

In case you have any queries before submitting the proposal, you may write to Shivangi Tripathi (shivangi.tripathi@populationfoundation.in) by April 26, 2024.