

## Request for Proposals

### **Hiring of Operator for Operation of Mobile Audio-video Publicity Van for promotion of Family planning schemes and services and other issues in 7 Districts under Umeed Project in Uttar Pradesh**

#### **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 (Population Foundation of India) 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 more than 2100 new FP clients, trained 296 FP Champions from the community, trained over 300 ASHAs/Sangini and ANMs in monthly cluster meetings, facilitated health checkups for over 7000 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.

Starting February 1st, 2024, under UMEED Expansion project, Population Foundation of India is scaling up family planning operations covering 50% blocks **across seven districts i.e. Balrampur, Gonda, Sitapur, Barabanki, Unnao, Bahraich and Shravasti**. In all, this scale up initiative covers 50 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 focus on strengthening the existing public health system rather than creating parallel structures which are expensive to scale up and are not sustainable.

Under the Umeed expansion program, an SBCC Campaign '**Itni Bhi Kya Jaldi Hai**' will be going live in May 2025 across all seven project intervention districts. A crucial activity under the campaign is to generate awareness regarding family planning schemes and services as well as key campaign messages amongst the masses through mobile audio video publicity vans. It is **proposed to run one mobile audio video publicity van per district for three months (May-July 2025)**.

The primary topics and messaging that the SBCC Campaign 'Itni Bhi Kya Jaldi Hai' will focus on are, delaying early marriage, delaying early pregnancy, promoting gaps between pregnancies, promoting awareness about ECPs, family planning, engagement of critical influencers within the community, like men and elderly women, and the intersection between family planning, climate change and sustainability.

Population Foundation of India seeks to take services of an agency to run Mobile audio video publicity vans in the villages of 7 districts of Uttar Pradesh to make community aware about the Family planning schemes and services being provided by health department so that people come forward to avail those FP services including FP facilities meant for community.

The key operational details of this proposed mobile van activity are as follows:

### Coverage

It is envisaged that total seven mobile audio video publicity vans would be operated i.e. **one for each district**. The van will be operational for six hours a day, 24 days in a month. Each Mobile Video Van will cover 2-3 villages per day, i.e. minimum 50 villages per month per district, **total 350 villages per month** across the seven districts and **1050 villages in all over three months**.

### Village level activity

In each village the mobile audio video publicity van **will stop for minimum 90 minutes**. To the extent possible, mobile van activity at village level will be held on the VHSND days. For crowd mobilization, the Umeed team will co-ordinate with the ASHA's and other NGOs/CSO's working in the area.

The following activities will be organized in each village:

**Screening of reels and films:** Short films developed by Government of India, Mobius foundation and Population Foundation of India and reels on Family planning will be played on LED screens. The primary messaging will be on delaying age at marriage, delaying first birth, birth spacing, male engagement, emergency contraception and the intersection between family planning, climate change and sustainability. The audio messages will also keep playing even when the van is on the move.

### Movement Plan, Counseling and on the spot distribution of Condoms/pills/ Shagun Kits:

- Mobile audio-video van movement plan/roster will be prepared by Population Foundation of India with the help of Block officials and selection of villages will be in such a manner so that high population density villages as well as hard to reach villages are selected.
- Presence of mobile van will be ensured in a village where VHND session is planned.

- The counsellor will interact with the audience and respond to their queries. The counselor will provide counseling services to at least 8-10 women/men/couples per village on methods of contraception
- It is also proposed that condoms and pills will also be distributed by ASHA present in the village site and proper records will be maintained. Shagun Kits will also be distributed to newly married couples.
- **Engaging the crowd through games, quizzes and prizes:** PFI team will design easy games and quizzes and MKBKSH gifts will be distributed as prizes
- **Distribution of handbills on FP:** These will be designed, printed and given to the van operator by PFI

### **Mobile Van branding and equipment**

- The mobile van in each district will likely be a TATA ACE or a vehicle of equivalent capacity and size
- The entire external body of the van will be branded as per design and content finalized by PFI
- Each van will be equipped with a Public Address System having the capacity to throw the voice upto minimum 50 metres and an alternative arrangement for power backup
- Each van will also be equipped with a **minimum 55 inch LED screen** with USB port for film shows
- **All vans will be GPS enabled** so location and distances covered can be tracked

### **Mobile Van Staff**

- Each mobile audio video publicity van will have a driver and one counselor
- The driver will coordinate the route plan with PFI district team, he will be running the audio – visual equipment and assisting the counselor in managing the crowd and taking photographs/videos of the village level activities
- The counselor will be a graduate in any stream and preferably female. She will be trained by PFI in FP Counseling. She will coordinate with ASHAs for crowd mobilization and follow up of potential FP Clients
- The counselor will summarize key takeaway messages from each film after it is screened and engage the crowd through games and quizzes
- In coordination with ASHA, the Counselor will also counsel 8-10 women / couples /men on Family Planning; she will ensure that ASHAs distribute condoms and pills to clients as required

### **Documentation and Reporting**

- The van operator will maintain a log book of daily movement of the vans.
- A daily report of key activities and outputs with photographs and short videos will be shared by the van operator/agency with PFI via Whatsapp.

- Videography of each village would be done for minimum 2 minutes covering clear video recording of the show covering any of these- audience size, interacting with audience, quiz session, prize distribution, site of venue, vehicle with number, counseling activity.
- The operator will also share monthly reports with PFI in prescribed format and payments shall be released in monthly instalments on satisfactory submission of the reports

The agency will be responsible for running seven mobile audio video publicity vans with drivers and counsellors in seven project districts as per the Scope of Work given in **Schedule-A** and specification of Mobile Audio-Video Van, equipment and other requirements given in **Schedule-B**.

**The terms and conditions are given below:**

1. The agency should have experience in implementing the video vans project in health or any other sector with UP Government and/or with any other State Government or Government of India or International agencies or Corporate sector in India. The agency must submit relevant documents in support.
2. Agency should have an average annual turnover of minimum Rs.25.00 lacs over the last three financial years. The agency must submit relevant documents in support.
3. The Bidder can be a partnership firm or proprietorship firm or a registered legal entity such as company registered under Companies Act, 1956/ 2013 or an equivalent law, or a Society registered under Societies Registration Act, 1860 or equivalent law applicable in any State of India, or trust formed according to the provisions of Indian Trust Act, 1882 or equivalent law applicable in any State of India.
4. No Bidder shall submit more than one Bid for the Mobile Audio-video Publicity Van RFP.
5. In case of vehicle breakdown, the agency should immediately inform the concerned Medical Superintendent / Medical Officer In-charge (MOI/c) and Government Partnership Officer, Population Foundation of India and later in writing and should make the alternative suitable arrangement of TATA ACE or equivalent capacity and size within two days to continue the show. If agency fails to comply with the time limit i.e. replace the temporary vehicle with original vehicle and/or appropriately designed similar vehicle, then deduction will be made @ 5% of the cost of one day as penal action up to maximum 10% of the cost of running of vehicle per month.
6. Any day, if agency fails to inform about the drop show on time over telephone to MOI/c or Government Partnership Officer, Population Foundation of India and later in writing within 24 hours then a penalty @ 5% of the cost of one day would be deducted as penalty of that month. Left day shows may be rescheduled after completion of month or on Sundays.
7. The agency has to deploy required number of vehicles within fifteen days of execution of Agreement in order to complete the work within Agreement period. If agency fails to deploy the required number of vehicles within 15 days of signing the Agreement, then 0.5% of the total value of contract per week would be deducted up-to the maximum of 10% of the contract value for a month.
8. Activities and deliverables will be as per Schedule-A and Schedule-B.

9. Population Foundation of India shall issue a Service Agreement/Work order to the Selected Bidder.
10. Within fifteen days from the date of issue of the Service Agreement, the Selected Bidder shall accept the same and return to the Population Foundation of India office a duplicate copy duly signed by its Authorized Representative as token of acceptance thereof. The Selected Bidder shall take necessary steps so as to ensure execution of the Agreement between the Bidder and the Authority within fifteen (15) days of acceptance.
11. The agency will provide exact measurement in feet for designing of branding and messages to Population Foundation of India within three days of receipt of Service agreement.

#### **Payment terms:**

- 1- After completing one month per vehicle successfully district wise, the photographs, CD of show and certificate certified by any one of BPM/MOI/c/ BCPM/ Government Partnership Officer (hard bound per month), copy of GPS record depicting date and km travelled, and list of village names should be submitted to Government Partnership Officer, Population Foundation of India within 7 days for verification.
- 2- Likewise, subsequent releases would be done on successful completion of next month per vehicle on submission of required documents timely i.e. within 7 days after month completion. Delay in submission of documents may consequently lead to delay in release of payment for which Population Foundation of India, State office will not be responsible.
- 3- The selected agency would be required to provide Bank account detail for electronic transfer of payment. Payment will be transferred after deducting all taxes as applicable at the time of payment from Population Foundation of India State Office.
- 4- No advance would be given to agency to accomplish the assignment.

#### **Documents to be submitted along with proposal**

- Submit the financial proposal along with agency/company profile
- Documents/balance sheets of last three years
- Affidavit as mentioned in prescribed Format-I
- Project undertaking as mentioned in prescribed format-II
- Bank Mandate Form in prescribed format-III
- Order/letter(s) showing proof of agency's experience of running audio-video vans
- Financial proposal (Format-IV) must contain breakup of the cost's items wise in the prescribed format.

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

It shall be agency'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 agency's response shall not be used as a reason for extending the deadline for submission, unless Population Foundation of India 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	<b>"Hiring of Operator for Operation of Mobile Audio-video Publicity Van for promotion of Family planning schemes and services and other issues in 7 Districts under Umeed Project in Uttar Pradesh"</b>
3	Response to RFP to be sent to	<a href="mailto:louis.augustine@populationfoundation.in">louis.augustine@populationfoundation.in</a>
4	Date of RFP	17 April 2025
5	Date of sending and responding queries	23 April 2025
6	<b>Last date for submitting the final proposals</b>	28 April 2025

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

## Schedule-A: Scope of Work

### Operational Details

1. Total 7 mobile video vans would be operated i.e. one for each district. Each Mobile Video van will cover minimum 50 villages per month. The van will be operational for 6 days in a week or minimum 24 days in a month, except national holidays or festivals like Deepawali, Eid etc., Backlogs due to holidays would also be covered in weekly off. Mobile video vans in 7 districts of UP would be conducted for three months after signing the agreement.
2. Mobile Video Vans will move in the district according to the route plan given by the respective Government Partnership Officer(GPO) of Population Foundation of India who will develop the route plan in consultation with respective Medical Superintendent/Medical Officer I/c of Block Primary Health Centre/Community Health Centre. Presence of mobile van will be ensured in a village where VHND session is planned.
3. The mobile van will be stationed at the respective block PHC/CHC. Each day the mobile van will move from the PHC/CHC to the villages as per the route plan.
4. Each van will cover on an average minimum 40 kms per day and will visit at least 2 villages per day. Operational hours for the van will be minimum six hours and will be flexible, preferably from 8.00 am – 11.00 am and 3.00 pm – 6.00 pm during the summer months.
5. In each village the Video Van will stop for minimum 90 minutes. During the stop the van will play on LED TV short films and advertisements on Family planning and other issues as provided by the Population Foundation of India. The van will slowly move and also cover the smaller hamlets/tolas of the village so that most of the houses of the village are covered.
6. The mobile vans will play jingles and audio messages given by PFI when enroute to the villages.
7. **Mobile Van Staff** : Each mobile video van should have a driver and one counselor. It is mandatory to wear ID card with Photo by mobile video van team issued by the agency under intimation to GPO of PFI of their respective district.

**Role of Driver:** The driver should hold the valid driving license. The role of driver is to keep the vehicle maintained and ready before proceeding to show site. He should be well aware of routes and villages/Show sites in order to reach the venue on time, see that flex are put up properly and cleaned, any IEC material available should be collected by team members from PFI GPO or PHC/CHC for distribution, also keep sufficient fuel in the vehicle and up keep of vehicle, help to manage audience etc, in case of breakdown arrange for alternatives. Briefing/Training of drivers shall be done by Population Foundation of India.

The driver will help the counselor to manage the audience, to look for proper show site and other works according to situation. The driver will coordinate the route plan with PFI GPO's prior to the schedule; they will also support the counselor in managing the audio visual equipment and distributing handbills etc.

**Role of Counselor:** The counselor (preferably female) should be graduate in any stream. The Counselor will coordinate a) with ASHAs in case of all villages and b) With PFI field staff in Jarwal block of Bahraich district prior to the village visit for crowd mobilization. Briefing/Training of Counsellors shall be done by Population Foundation of India. The counselor will

- Engage the crowd through games and quizzes

- Summarize key takeaway messages from each film after it is screened
  - Distribute handbills
  - Counsel at least 8-10 women per village on methods of contraception and
  - Ensure the ASHA is present and distributes FP methods to clients as required
  - Document the village level activity and post minimum 5 photographs per village on the whatsapp group established by PFI
  - Submit a short report on the day's activities on the format prescribed by PFI
8. While van is mobile from the Block PHC/CHC to the villages, it will keep on playing the audio publicity material provided by Population Foundation of India. Publicity van will move in slow speed from one village to another so that messages are clearly delivered to general public.
  9. Weekly off will be used for documentation, to cover drop days if any, vehicle maintenance, rest to staff, coordination with health department and other necessary works or as per program schedule provided.
  10. In case of vehicle breakdown, the agency should immediately inform the concerned GPO of Population Foundation of India and should either ensure that the vehicle is repaired immediately or provide an alternative vehicle of similar capacity, size and equipment. Under no circumstances should the mobile van be out of circulation for more than three consecutive days. In case of failure, penalty would be imposed as per details given service agreement.
  11. In case alternative suitable arrangement could not be arranged to run the scheduled publicity of that day, those left-out villages would be covered after the last village of the block is completed as per the roster of the block.
  12. Soft copy of audio, video material will be provided by Population Foundation of India, Lucknow. Printed materials will also be provided by PFI for distribution.
  13. **Reporting and Payment:**
    - In order to track the work progress, the selected agency would submit daily report of vehicles movement and details of villages covered, minimum 5 digital photographs of the activities done in the village through WhatsApp or email daily on prescribed format provided by Population Foundation of India to Government Partnership Officer, Population Foundation of India and Population Foundation of India, State office.
    - Videography of each village would be done for minimum 2 minutes covering clear video recording of the show covering any of these-audience size, interacting with audience, quiz session, prize distribution, site of venue, vehicle with number, counseling activity. Agency should ensure that video clippings using mobile camera or other device of two minutes of show with picture clarity.
    - After completing one month per vehicle successfully, the photographs, CD of show and certificate certified by any one of BPM/MOI/c/ BCPM/ Government Partnership Officer (hard bound per month), copy of GPS record depicting date and km travelled, and village names should be submitted to Government Partnership Officer, Population Foundation of India verification who in turn will submit to Population Foundation of India, State Office for payment.
    - Likewise, subsequent releases would be done on successful completion of next month per vehicle on submission of required documents timely i.e. within 7 days after month completion. Delay in submission of documents may consequently lead to delay in release of payment for which Population Foundation of India, State office will not be responsible.
    - The selected agency would be required to provide Bank account detail for electronic transfer of payment. Payment will be transferred after deducting all taxes as applicable at the time of payment from Population Foundation of India State Office.



- No advance would be given to agency to accomplish the assignment.

#### **Schedule-B :**

#### **Specifications of Mobile Audio-Video Van, Equipment and Other Requirements**

1. **Vehicle Type :** Mobile Video vans would be **TATA ACE** or equivalent capacity and size, in a good running condition. Vehicle should be commercially registered after 1<sup>st</sup> April, 2020 and in a good working condition subject to valid fitness certificate issued from competent authority like Regional Transport Officer (RTO).
2. **GPS:** The van should have a GPS system in order to track location and distances covered. Movement record/logbook shall be maintained on a daily basis.
3. **Audio-Video Equipment:** The mobile van should be fully equipped with all audio video systems, minimum two loud speakers, with alternative arrangement with power backups, LED screen having minimum 55 inch with USB port for film shows. LED would be permanently fixed on the inner side wall by making cabinet along with shutter. Flex, posters should put up properly. The flex banner, if torn, should be replaced by agency on its own cost from time to time.
4. **PA System :** Each van will be equipped with a Public Address System Good quality audio system, Public Address system/ speakers and mike etc for publicity and all other necessary equipment should be available in the vehicle to run the campaign purpose. Audio system should have sound clarity and capacity to throw the voice upto minimum 50 metres. Audio system should have sound clarity with enough volume so that people not present near the van could hear the messages from their homes too.
5. Minimum 2 pen drives procured by agency loaded with audio and video material provided by Population Foundation of India should be with each van staff for showing Family Planning and related issues film/ads and playing video messages.
6. Generator or alternative arrangements for sufficient power back up for minimum six hours or full day.
7. **Branding of Vehicle :** Body of the vehicle covered with flex will be fixed on van, as per size design and prototype provided by Population Foundation of India by agency on its own cost. Agency will provide Exact size of flex (200gsm) on wall of driver side ....ft length & ....ft height and opposite side , back of vehicle .....ft x ...ft, side doors on conductor and driver side ....ft x ....ft and , bonnet ....ft x ....ft and roof to be covered .....ft x ....ft . Based on exact sizes received, PFI will design the messages and branding and would provide file for printing to agency. Printing cost would be borne by the the operator. Vehicle should be covered by flex with FP messages given by Population Foundation of India.
8. Video van shall include GPS installation cost, cost of fuel and maintenance of vehicle along with one driver, counsellor. Any toll, parking, or taxes shall be paid by Agency and would not be an extra cost for billing.

**FORMAT- I AFFIDAVIT**

**(To be furnished by the Bidder)**

**(On Non – judicial stamp paper of Rs 100 duly attested by notary public)**

1. I, the undersigned, do hereby certify that all the statements made in our proposal are true and correct.
2. The undersigned hereby certifies that neither our firm M/s\_\_\_\_\_nor any of its directors/constituent partners have abandoned or left incomplete any work for the Government of Uttar Pradesh or any other State Government or Government of India nor any contract awarded to us for such works have been terminated or left incomplete for reasons attributed to us, during last five years prior to the date of this Bid.
3. The undersigned also hereby certifies that neither our firm M/s\_\_\_\_\_ nor any of its directors/constituent partners have been debarred by Government of Uttar Pradesh, or any other State Government or Government of India for any work as on bid submission date.
4. The undersigned hereby also certifies that our firm M/s-----  
-----has never been penalized by Population Foundation of India by forfeiting security deposit on account of unsatisfactory and incomplete work assignment.
5. The undersigned further certifies that our firm M/S----- or its Directors/President/Chairperson/Trustee/ Constitutional Partners/ Managing Director/ Chief Executive officer/ Proprietor has not been committed / charge- sheeted for any offence.
6. The undersigned hereby authorize(s) and request(s) any person, firm or corporation to furnish pertinent information deemed necessary to verify this statement or regarding my competence and general reputation.
7. The undersigned understands and agrees that further qualifying information may be requested, and agrees to furnish any such information as per the request of Population Foundation of India, Lucknow.

\_\_\_\_\_  
Signed by an authorized Officer of  
the firm

\_\_\_\_\_  
Title of Officer

\_\_\_\_\_  
Name of Firm

Date

**FORMAT- II PROJECT UNDERTAKING**

*(On the Letter head of the Single Entity)*

To:  
The State Director,  
Population Foundation of India,  
Lucknow

Date:

**Subject: Proposal for** "Hiring of Operator for Operation of Mobile Audio-video Publicity Van for promotion of Family planning schemes and services and other issues in 7 Districts under Umeed Project in Uttar Pradesh".

Dear Sir/Madam,

We have read and understood the Request for Proposal (RFP) in respect of the captioned Project provided to us by Population Foundation of India, Lucknow.

We hereby agree and undertake as under:

Notwithstanding any qualifications of conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unconditional in all respects and we agree to the contents, terms and conditions of the RFP.

Dated this..... Day of ..... 202\_

Name of the Bidder

Signature of the Authorized Representative

Name of the Authorized Representative

FORMAT-III

MANDATE FORM

**ELECTRONIC CLEARING SERVICE (CREDIT CLEARING)/ REAL TIME GROSS SETTLEMENT (RTGS) FACILITY FOR RECEIVING PAYMENTS**

A. DETAIL OF ACCOUNT HOLDER: -

NAME OF THE ACCOUNT HOLDER	
COMPLETE CONTACT ADDRESS	
TELEPHONE NUMBER/FAX/EMAIL	

B. BANK ACCOUNT DETAILS: -

BANK NAME	
BRANCH NAME WITH COMPLETE ADDRESS, TELEPHONE NUMBER AND EMAIL	
WHETHER THE BRANCH IS COMPUTERISED?	
WHETHER THE BRANCH IS RTGS ENABLED? IF YES, THEN WHAT IS THE BRANCH'S <b>IFSC CODE</b>	
IS THE BRANCH ALSO NEFT ENABLED?	
TYPE OF BANK ACCOUNT (SB/CURRENT/CASH CREDIT)	
COMPLETE BANK ACCOUNT NUMBER(LATEST)	
MICR CODE OF BANK	

DATE OF EFFECT: -

I hereby declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information I would not hold the user institution responsible. I have read the option invitation letter and agree to discharge responsibility expected of me as a participant under the scheme.

(.....)

Signature of Authorized person

Date:

1. Please attach a photocopy of cheque along with the verification obtained from the bank.
2. In case your Bank Branch is presently not "RTGS enabled", then upon its up gradation to "RTGS Enabled" branch, please submit the information again in the above proforma to the Department at earliest

## FORMAT-IV

### Financial Proposal

PAN Number of Agency	
GST Number	
Total Number of Mobile audio video publicity Vans to be provided (Number)	
Name of Districts for which one Mobile audio video publicity van per district proposed	1..... 2..... 3..... 4..... 5..... 6..... 7.....
Per month per vehicle cost of running Mobile Audio Video Van (inclusive of Driver cost) Rs.	
Per month per vehicle cost of Counsellor Rs.	
Tax applicable (If any) Rs.	
Monthly all Inclusive Cost of running of <b>one</b> mobile audio-video publicity van (Rs.)	
Monthly all Inclusive Cost of running of <b>all proposed mobile audio-video vans</b> (Rs.)	

\_\_\_\_\_  
Signed by an authorized  
Officer of the firm

\_\_\_\_\_  
Title of Officer

\_\_\_\_\_  
Name of Firm

Date: