

Request for Quotation

Performance of evening & day folk show

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 behavior 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 118 villages of Jarwal block of Bahraich district to improve the health and wellbeing of women, adolescent girls and communities through access and provision of family planning and sexual and reproductive health services. At completion of its two years, the project in Jarwal has enrolled 2000+ FP clients, recruited and trained 304 FP Champions from the community, trained over 239 ASHAs/Sangini, ANMs and CHOs in monthly cluster meetings, facilitated health checkups for over 10000 individuals received FP counseling and health services from Swasthya 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.

As part of this project, PFI is committed to executing awareness generation campaigns around early marriages, family planning, and male engagement in family planning and caregiving.

Considering the above, PFI has proposed the campaign titled '**Desh Badlega Jab Mard Badlega**' (DBJMB), which aims to drive transformative shifts in social norms by engaging men and boys as allies and catalysts of change. Rooted in principles of gender equality and reproductive rights, the campaign will focus on developing a comprehensive SBCC package that promotes informed conversations around gender, masculinity, son preference, and shared male responsibility in family planning, including the uptake of male contraceptive methods like vasectomy and condoms, and greater participation in caregiving and household responsibilities as well. The DBJMB campaign will be implemented in the Jarwal block of Bahraich and will be based on the momentum and insights of the currently running "Itni Bhi Kya Jaldi Hai" campaign, which focus on child marriage and unplanned pregnancies.

As part of our ongoing efforts to strengthen the proposed Desh Badlega Jab Mard Badlega (DBJMB) campaign at the community level, Population Foundation of India (PFI) plans to organize

- a) evening folk shows in 22 high-population villages
- b) daytime folk performances in six colleges during college hours and
- c) daytime folk shows during upcoming five Swasthya Melas in Jarwal Block.

These activities are a key component of our community and stakeholder engagement strategy, aimed at delivering the campaign's core messages in a culturally relevant, engaging, and impactful manner.

Through these folk shows, PFI seek to foster awareness and dialogue around critical social issues such as gender equality, male engagement, family planning, and responsible behaviors that support healthier communities.

Population Foundation of India (PFI) is seeking to engage a qualified troupe to conduct both evening and daytime folk performances under the “Desh Badlega, Jab Mard Badlega (DBJMB)” campaign. The selected agency should have demonstrated experience in designing and delivering folk shows focused on social issues, particularly around family planning, gender equality, age at marriage, and male involvement in Family Planning and associated issues such as gender bias and discrimination, early marriage and pregnancy, delay in first pregnancy, birth spacing.

The scope of this assignment includes:

- The troupe will develop a script in Hindi, aligned with the DBJMB campaign themes such as family planning, gender equality, age at marriage, and male involvement in Family Planning, greater participation in caregiving and household responsibilities and associated issues such as gender bias and discrimination, early marriage and pregnancy, delay in first pregnancy, birth spacing etc.
- All scripts will be in Hindi and approved by the PFI Lucknow office.
- Minimum two performances will be conducted as per the three categories mentioned in the above table.
- Scripts and performances will incorporate local dialects, relatable characters, and participatory techniques to foster deeper community engagement.
- Scripts should not contain remarks or references about any gender, religion, or community directly or indirectly.
- The troupe will arrange all necessary musical instruments, speaker and microphone system and light arrangement along with the performance 4-5 team member and transportation vehicle, for organizing the evening and day shows.
- A short report in prescribed format must be submitted after the performances, including photographs, videos, and number of participants and community feedback as well.
- The details of all folk shows are tabulated below:

Serial Number	Type of Show	Duration of the Show	No. of Days	Number of Scripts	Time line
a)	Evening Folk Show in 22 Villages	1:30 hrs – 2:00 hrs (evening 6 pm to 8 pm)	90	Three scripts	90 days from Approval of scripts
b)	Daytime Folk Show in six colleges in Jarwal	1:00 hr (During College time)	30	Two scripts	30 days from approval of script
c)	Daytime five show in Swasthya Mela	1:00 hr – 1:30 hrs (Between 10 am and 1 pm)	150	Three scripts	till 15 th March 2026

Deliverables

1- Deliverables:

- Three scripts for evening shows in villages under DBJMB campaign, 2 scripts to be used in Day shows in Swasthya Mela and 2 scripts to be used day shows in colleges (to be approved by PFI before performances)
- Execution of evening show in identified 22 villages with all necessary arrangements like instruments, light arrangement and performance 4-5 team member and transportation vehicle.
- Performance of day shows in five colleges and six villages where Swasthya mela to be organised
- Documentation: Photographs, short videos, no of participants (with bifurcation of male, female and children), community feedback, and brief narrative report in prescribed format.

Timelines and payment terms

2- Timelines of deliverables

- The draft Hindi scripts to be submitted PFI Lucknow office within 7 days of receiving the formal work order.
- The shortlisted troupes to perform all evening folk show in selected 22 villages within 90 days of getting approval on the script.
- Day folk shows will be conducted in five colleges and six upcoming Swasthya Mela up to March 2026, based on the requirement and scheduling of performances.
- All performance (shows) to be done with presence and coordination of Umeed Jarwal team.

3- Payment terms:

- **Evening show-** Payment will be made only BTC mode (Bank transfer) after the successfully completion of all proposed 22 evening folk shows and submission of the original invoice, along with a short report in prescribed format, photos, and videos and feedback.
- **College show-** Payment will be made only BTC mode (bank transfer) on monthly basis after submission of invoice with a short report of show in prescribed format, photos, and videos and feedback.
- **Health Mela Shows:** Payment will be made only BTC mode (bank transfer) on monthly basis after submission of invoice with a short report of show in prescribed format, photos, and videos and feedback.
- No advance payment will be provided.

Other Points for considerations are:

- Script with key message in Hindi for evening & day folk shows should be shared with Population Foundation of India for feedback and approval before performing.
- Agency should adhere to strict timelines of the assignment.

Documents to be submitted along with quotation

- Submit the financial proposal separately for a),b),c) type of evening & day folk shows as mentioned in the table.
- Financial proposal must contain breakup of the costs head wise
- Troupe/Organisation profile and team profile in one file.

Quotation should be sent in one email to louis.augustine@populationfoundation.in

Interested agencies may obtain further information or get clarification about RFQ from Population Foundation of India's State office by writing to louis.augustine@populationfoundation.in and with copy to shilpa.nair@populationfoundation.in

It shall be Bidder's responsibility to ensure that your quotation reaches us on or before the given timelines. quotations 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 RFQ and Timelines

Sl#	Description	Information
1	RFQ Issued by	Population Foundation of India, Lucknow
2	Project	Folk shows in evening and Day time under DBJMB campaign/College/Health Melas
3	Response to RFQ to be sent to	louis.augustine@populationfoundation.in shilpa.nair@populationfoundation.in
4	Date of RFQ	Oct. 29,2025
5	Date of sending and responding queries	Oct. 31 ,2025
6	Last date for submitting the final quotations	November 5 ,2025
7	Final date	✓ 90-working days (from the date of signing of the contract for evening folk show) ✓ 30-working days (from the date of signing of the contract for day folk show in college) ✓ Up to March 2026 (from the date of signing of the contract for day folk shows in 6 Swasthya Mela)

In the quotations received from the shortlisted agencies, the designated committee at the Population Foundation of India, Lucknow, will review all quotations received from the agencies for the required purpose. Based on this review, the committee will decide whether all proposed folk shows should be ordered from one agency or should be ordered with different agencies on the basis of given rates for evening & days folk show.