

# Request for Proposal

## To undertake video documentation of programmatic interventions

### About Population Foundation of India

Population Foundation of India (PFI) is a globally recognized Indian NGO dedicated to gender equality and empowering individuals. By integrating technology, community engagement, and evidence-based engagement with policymakers and media, PFI leads efforts in family planning, sexual and reproductive health, gender equality and population dynamics. Our mission is to drive equitable socio-economic growth by investing in India's youth, particularly women and girls. Through community awareness, social norm transformation, policymaking, public accountability, and strategic partnerships with governments, civil society, and global stakeholders, we work to ensure lasting change.

PFI has been a long-standing technical partner to the Government of Uttar Pradesh, playing a pivotal role in drafting the **Uttar Pradesh Population Policy (2021–2030)**, developing a 10-year Adolescent Health Operational Plan under the National Health Mission, and strengthening governance across public health institutions. Our support to the state government has been extensive, establishing Health Clubs in **over 56,000 government schools**, piloting Youth Counselling Corners in **36 Intermediate Government Colleges**, and training over **10,000 members of government hospital health committees**

Since 2023, Population Foundation of India (PFI) is supporting the Department of Health and Family Welfare, Uttar Pradesh (UP) to strengthen the public health system to improve the delivery of Family Planning (FP) and Sexual & Reproductive Health (SRH) services under the Umeed project. The project spans 6,100+ villages, 50 blocks across seven high-fertility districts: Bahraich, Balrampur, Barabanki, Gonda, Unnao, Sitapur and Shravasti, impacting the lives of nearly **1.25 crore people**.

Alongside system strengthening, within the larger Umeed project, PFI has also piloted a last-mile, community-level initiative in **118 villages** of Jarwal block, Bahraich, which aimed at shifting social norms, promoting gender equality and enabling informed decision-making and behavior change on family planning, contraceptive use and male engagement on FP.

The Umeed project implemented a multi-pronged strategy to strengthen awareness, access, and uptake of family planning through systems strengthening, community engagement, and behavior change. The sustained engagement has built institutional trust, enhanced local capacities, and generated evidence of positive behavior change in family planning—laying a strong foundation to advance women's reproductive agency.

### Background and Scope of Work

Population Foundation of India seeks to onboard a consultant/agency to conceptualize, produce, and deliver a documentation video that captures and illustrates the outcomes and impact of the Umeed Project, including the activities and processes that have gone into programme. The video is intended to

vividly demonstrate the intervention's impact on communities and highlight the tangible changes it is generating in people's lives. The video should incorporate elements of humor to ensure that it is engaging, entertaining, and relatable for its audience.

The audio-visual material developed will serve both internal and external purposes. Internally, it will support institutional learning, reflection, and knowledge documentation. Externally, it will be used for strategic communication and dissemination among key stakeholders, including academia, elected representatives, civil society organizations, relevant government departments, donors, and other partners.

To support the development process, Population Foundation of India will provide the selected consultant/agency with all relevant information with regard to the programmatic framework, program insights, progress, schedule and other details of activities, impact on the communities etc.

Through interviews with stakeholders and beneficiaries, the documentary will capture the real-life impact of the project and the lasting changes it brings.

For certain past accomplishments, interviews with past beneficiaries, or officials about past work can also be captured to showcase the impact. For certain activities already completed, video clips, photographs etc will inform retrospective documentation and will be shared with the agency for use in the final video.

**The Scope of Work is as under: -**

- Develop the concept, storyline, and detailed script for the video in consultation with PFI team, incorporating key messages, stakeholder inputs, and project data.
- Capture and document outcomes and impact of the Umeed project in video format
- Develop one long video (8-10 minutes), in Hindi language, with English subtitles, depicting various facets and components of the intervention by interviewing various stakeholders and capturing the onground impact and data shared by PFI for different districts.
- Use voice over, supers, graphics and songs on the videos to make the video engaging.
- One short edit (approx. 3 minutes) in Hindi language, with English subtitles, of the above video
- English dub of the above videos to be developed
- Capturing and sharing high quality and high-resolution photographs of specific project events/activities by making field trip/s during such happenings. Capturing 150 high-resolution and superior quality photographs of beneficiaries and onground interventions.

**Key points for the videos are –**

- The video should clearly highlight outcomes and impact as these are central to the purpose of the video.
- The video should aim for a dynamic and engaging storytelling approach and avoid a monotonous commentary-style narrative.
- Inclusion of a song is highly encouraged. PFI has several existing songs that may be explored and incorporated into the video where appropriate.
- The script should incorporate elements of humor to make the video entertaining, relatable, and engaging for viewers.

- There should be no derogatory reference to any religion, caste or culture
- The video needs to be inclusive and respectful of diversity within the communities involved
- Partner agency should adhere to strict timelines of the project

**Note:** The agency needs to ensure obtaining a due prior, informed, and written (or recorded, in case of videos) consent, from all the stakeholders and beneficiaries whose pictures /videos would be captured as part of the shoot and delivered to PFI, as part of this assignment.

#### **Deliverables:**

- One long video (8-10 minutes) in MP4 format (with & without subtitles)
- Short video (approx. 3 mins) in MP4 format
- All final video files in suitable formats for sharing via WhatsApp and presentation
- Final clean and subtitle scripts of the video
- 150 high-resolution photographs of beneficiaries and onground interventions
- Raw files of the content shot

#### **Timelines of deliverables**

The overall duration of the engagement from the selected agency shall be for a period of six months

#### **Other Points for considerations are:**

- The soft copies of content will be given by PFI
- All content (designs, templates etc) should be shared with Population Foundation of India for feedback and approval before production/printing.
- No printing to be released without final approval from PFI.
- Partner agency should adhere to strict timelines of the assignment.

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

- The technical proposal should mention a broad body of work executed by the organization, any development related documentation carried out along with samples (web links). A brief proposal and plan in concurrence with the requirement mentioned above would be necessary.
- The financial proposal, to be separate from technical proposal, shall contain the budget for the deliverables.

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 Lucknow office by writing to [louis.augustine@populationfoundation.in](mailto:louis.augustine@populationfoundation.in) with copy to [shilpa.nair@populationfoundation.in](mailto:shilpa.nair@populationfoundation.in)

It shall be Bidder's responsibility to ensure that your proposal reaches us on or before the given timelines. proposal received after the submission deadline for whatever the reason maybe and incomplete proposal may not be considered for evaluation. Any delay in bidder's response and incomplete proposal 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	To undertake video documentation of programmatic interventions (As listed above)
3	Response to RFP to be sent to	<a href="mailto:louis.augustine@populationfoundation.in">louis.augustine@populationfoundation.in</a>
4	Date of RFP	April 2, 2026
5	Date of sending and responding queries	April 7, 2026 <a href="mailto:simran.varma@populationfoundation.in">simran.varma@populationfoundation.in</a>
6	Last date for submitting the final proposals	April 10, 2026 EOD
7	Final date of Delivery	14 August 2026

The designated committee at Population Foundation of India, Lucknow shall review all proposals for each item and will decide accordingly.