

## Request for Proposal (RFP)

To Undertake Documentation of Most Significant Change (MSC) Stories through Video and Photography

### About Population Foundation of India

**Population Foundation of India (PFI)** is a non-profit organisation established in 1970 by the late Bharat Ratna **J.R.D. Tata** to advance evidence-based policy and public action on population and development in India. Over more than five decades, PFI has evolved into a leading civil society organisation working at the intersection of **population dynamics, gender equality, and public health, especially, sexual and reproductive health (SRH)**. Its vision is to contribute to a just and equitable society where individuals can exercise their reproductive rights and pursue their aspirations with health, dignity, and wellbeing.

Population Foundation of India, with the support from Mobius Foundation, has been implementing a three-year project (initiated in April 2023) with the aim to Improve the health and well-being of women, adolescent girls, and communities through access and provision of family planning and sexual and reproductive health services in Jarwal block in Bahraich district of Uttar Pradesh. The project covers 118 revenue villages of Jarwal block of Bahraich district.

The specific objective, key strategies, and target population are pasted below.

#### Objectives:

1. Increase awareness and demand for family planning and sexual and reproductive services among the reproductive age group.
2. Address socio-cultural barriers and norms that hinder health and well-being of adolescent girls through on-ground and digital Social Behaviour Change Communication (SBCC) campaigns.
3. Enable access to reproductive health and family planning services through Swasthya Sammelans.
4. Strengthen district and block level institutional mechanisms to enable regular availability and accessibility to family planning and sexual reproductive health services at the community level.
5. Facilitate adoption and scaling up of the Bahraich model in 5 additional blocks of Bahraich district.

## Key strategies:

1. . Build community awareness, address social barriers, and generate demand for family planning and sexual and reproductive health services through home visits and community-level meetings.
2. Sensitize and build capacities of the frontline workers (FLWs) through regular trainings during cluster meetings and continued handholding to strengthen knowledge of contraceptive methods, counselling skills, and ability to address myths, misconceptions, and voluntary choice.
3. Facilitate access to family planning and sexual and reproductive health services through Swasthya Sammelans by strengthening community linkages with the public health system by providing integrated FP counselling and services, adolescent counselling, antenatal check-ups, referrals, essential medicines, and other key health services.
4. Coordinate with district and block health officials to provide regular feedback on availability and distribution of contraceptives, family planning counselling and follow up services.
5. Organise large-scale community and digital social behaviour change campaigns, such as *Itni Bhi Kya Jaldi Hai* and *Desh Badlega Jab Mard Badlega*, to address harmful social norms related to early marriage, early pregnancy, and male engagement in family planning

## Purpose of the Assignment

Population Foundation of India seeks to onboard a consultant or agency to document selected stories of change from programme beneficiaries and stakeholders through high-quality video and photographic documentation in Jarwal block of Bahraich district in UP.

These stories have been identified using the Most Significant Change (MSC) approach, a qualitative method used to understand meaningful changes experienced by individuals and communities because of programme interventions. Through a structured internal process, programme teams and stakeholders reviewed a range of experiences and selected stories that best reflect significant outcomes and real-life impact.

The stories are therefore pre-selected change stories. The role of the selected agency is to document the selected stories clearly, respectfully, and accurately from an external perspective. The documentation should focus on presenting the lived experiences of individuals and communities and capturing the journey of change in a structured and compelling manner.

The purpose of this assignment is to bring out the impact of the programme through these stories and to clearly show how programme interventions contributed to the changes experienced by individuals and communities. The documentation should highlight what has changed, how the change happened, and how the programme supported or enabled that change.

The storytelling should remain grounded in lived experiences and observable outcomes. The documentation should avoid promotional messaging and focus on credible, evidence-based narratives of change.

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

Population Foundation of India will provide background information on each selected story, including key context, locations, and suggested interviewees. The selected agency will work closely with the state programme team – Uttar Pradesh and Commination team at PFI to plan field visits and document the stories in a structured and ethical manner.

### **Scope of Work**

The selected consultant/agency will be responsible for documenting selected stories of change in video and photographic formats. The work will involve field visits, interviews, and visual documentation that accurately captures the experiences of programme participants.

The scope of work includes, but is not limited to, the following:

1. Review background information provided by the PFI team for each selected story.
2. Develop a clear documentation plan, first script and related questions for interview process for each story in consultation with the PFI team.
3. Conduct field visits to selected locations to document the stories through interviews, observations, and visual documentation.
4. Capture video interviews of beneficiaries and relevant stakeholders that clearly explain the change experienced.
5. Document the context of the story, including the setting, services, and support systems that contributed to the change.
6. Ensure that interviews are conducted in a respectful, sensitive, and non-intrusive manner.
7. Obtain informed consent from all individuals prior to filming or photography.
8. Produce clear, story-driven videos that depict the clear most significant change that focusing on lived experiences and moments which transformed people's lives. this may require recreation of the experience rather than promotional messaging.
9. Capture high-resolution photographs that support each story and reflect the real-life context of the programme.
10. Submit draft versions of videos and photographs for review and incorporate feedback from the PFI team before final submission.

## Key Considerations for Story Documentation

Given that these are Most Significant Change (MSC) stories, the documentation should follow a clear, evidence-based storytelling approach. The focus should remain on authentic experiences of change and the factors that contributed to that change.

- Allow participants to speak in their own words. Avoid scripted or rehearsed responses.
- Focus on documenting real experiences and observable changes. Avoid staged or dramatized scenes.
- Clearly capture the process of change, including key actions, support systems, and programme interventions that enabled the change.
- Where relevant, include perspectives from other stakeholders (for example, frontline workers, family members, or community leaders) to strengthen the credibility of the story.
- Ensure that all content reflects dignity, respect, and sensitivity to gender and community contexts.
- Use visuals that accurately show the participant's environment, daily life, and interaction with services or programme activities.
- Present information accurately. Do not make exaggerated claims about programme results or outcomes.
- Verify the accuracy of names, locations, and key facts before finalizing the documentation.
- The PFI team will take prior appointments with respondents, and field visits will be planned considering their availability.
- Obtain prior, informed, and documented consent from all individuals before filming or photography.
- Maintain confidentiality where required, especially when stories involve sensitive topics.
- Adhere to agreed timelines and coordinate closely with the PFI team during planning, field visits, and production.
- All captured videos and photographs will be handed over to the PFI team, all the rights of sharing will be solely reserved with the PFI team.

## Deliverables

The selected consultant/agency will be expected to deliver the following outputs:

1. A set of 4 Most Significant Change story videos, each of 4-6 minutes duration, in Hindi language with English subtitles.
2. High-resolution and professionally edited photographs of beneficiaries (minimum 50-80 photographs).
3. Final clean scripts and transcripts of each story.
4. Submit all raw video and photo files captured during the assignment.
5. Final video files in formats suitable for digital dissemination, presentations, and social media platforms.

## **Duration of Assignment**

The overall duration of the engagement from the selected consultant/agency is expected to be approximately 3 months from the date of contract signing, including planning, field documentation, editing, and final submission of deliverables.

## **Reporting and Coordination**

The selected consultant/agency will work closely with the designated focal point from Population Foundation of India. Regular updates on progress, field visits, and draft outputs will be shared for review and feedback.

All concepts, scripts, and draft materials must be submitted to Population Foundation of India for approval prior to final production.

## **Eligibility Criteria**

Interested consultants/agencies should meet the following criteria:

- Demonstrated experience in video documentation, storytelling, or development communication.
- Proven experience in documenting social or development sector programmes, preferably in health, gender, or community development.
- Strong technical capacity in video production, photography, and post-production editing.
- Ability to conduct field-based documentation in rural or community settings.
- Sensitivity to gender and cultural contexts.

## **Documents to be Submitted with Proposal**

Interested consultants/agencies are requested to submit the following:

1. Technical Proposal:
  - Organizational profile and relevant experience.
  - Description of previous work related to documentation or storytelling, along with sample links.
  - Proposed methodology and approach for documenting Most Significant Change stories.
  - Tentative work plan and timeline.
  - At least two sample documentaries recently developed by the agency, preferably similar story or research documentary.
2. Financial Proposal:
  - Detailed budget for the assignment, including travel, production, and post-production costs.

## Submission Details

The proposal should be submitted via email with the subject line:

### Proposal for Documentation of Most Significant Change (MSC) Stories

The proposal should be sent to the designated email address mentioned in the RFP notification.

## General Terms and Conditions

- Population Foundation of India reserves the right to accept or reject any proposal without assigning any reason.
- All materials produced under this assignment will remain the intellectual property of Population Foundation of India.
- The selected consultant/agency must adhere to agreed timelines and quality standards.
- Any delay in submission of deliverables must be communicated in advance and approved by Population Foundation of India.

## Contact for Clarifications

Interested agencies may obtain further information or clarification regarding this RFP by contacting the designated focal point at Population Foundation of India.

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 Documentation of Most Significant Change (MSC) Stories through Video and Photography

3	Response to RFP to be sent to	<a href="mailto:louis.augustine@populationfoundation.in">louis.augustine@populationfoundation.in</a>
4	Date of RFP	May 25, 2026
5	Date of sending and responding queries	June 4, 2026 <a href="mailto:simran.varma@populationfoundation.in">simran.varma@populationfoundation.in</a>
6	<b>Last date for submitting the final proposals</b>	June 9, 2026 EOD
7	<b>Final date of Delivery</b>	3 Months from the date of contract signing

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