

Request for Proposals

Engagement of an Operator for the Operation of Mobile Audio-Visual Publicity Vans for the promotion of family planning schemes, services, and other related initiatives across 7 districts under the 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 further details, please visit the organisation's website <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 121 villages of Jarwal block of Bahraich district. At completion of the project in Jarwal has enrolled 2900+ new FP clients, recruited and trained 296 FP Champions from the community, trained over 300 ASHAs/Sangini and ANMs in monthly cluster meetings, facilitated health checkups for over 3000 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 will cover 50 blocks, 6100+ villages and impact the lives of nearly 1.25 crore people. All project interventions will focus on strengthening the existing public health system rather than creating parallel structures which are expensive to scale up and are not sustainable. This will minimize costs, help achieve economies of scale and the benefits will continue beyond the project funding.

Under the Umeed expansion program, an SBCC Campaign '**Itni Bhi Kya Jaldi Hai**' was developed in 2025 and subsequently rolled out across all seven project intervention districts. To enrich the

campaign and enhance its impact, it is proposed to run one audio visual mobile van per district in 2026 too, similar to the promotion campaign undertaken earlier . This will facilitate greater traction for the campaign messaging and generate awareness regarding family planning schemes and services amongst the masses.

The primary topics and messaging that the SBCC Campaign '**Itni Bhi Kya Jaldi Hai**' and '**Desh Badlega Jab Mard Badlega**' will focus on are, delaying early marriage, delaying early pregnancy, promoting gaps between pregnancies, promoting awareness about ECPs, family planning, encouraging male engagement in uptake of Family Planning services, 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 engage 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 nature of the work requires engagement of GPS enabled fully equipped video vans to run the shows in areas including driver and counsellor as staff. The branded audio-visual van, fully equipped with all modern audio-visual system including TV/LED screen will play films/jingles produced by Government, Mobius Foundation and Population Foundation of India covering **2 to 3 villages per day (Minimum 50 villages per month)**. The audio messages will also keep playing even when the van is on the move. Publicity materials like handbills/fliers in local language will also be distributed by the van staff as takeaways to reinforce the messages. The counsellor will interact with the audience and respond to their queries. It is also proposed that condoms and Shagun Kits will also be distributed with the help of ASHA present in the village site and proper records will be maintained. Presence of mobile van will be ensured in a village where VHND session is planned. Pradhan's help will also be taken in crowd mobilization in villages. Mobile audio-video van 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.

The agency will be responsible for running seven mobile video 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 vehicles with 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. In the event that the agency fails to inform the drop show on time over telephone to the Mol/c or Government Partnership Officer, Population Foundation of India, and subsequently fails to provide written intimation within 24 hours, a penalty equivalent to 5% of the cost of one day shall be deducted from the monthly payment. Remaining 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 to the Selected Bidder.
10. Upon issue of the Service Agreement, the Selected Bidder shall immediately 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.
12. The agency shall be solely responsible for the printing, installation, and branding of the vans as per the approved design and specifications shared by Population Foundation of India. In case of any tear, damage, fading, or deterioration in the branding material during the contract period, the agency shall ensure immediate replacement/restoration of the branding at its own cost without any additional financial implication to Population Foundation of India.

Documents to be submitted along with proposal

- 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

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 and 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 reasons, 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	"Engagement of an Operator for the Operation of Mobile Audio-Visual Publicity Vans for the promotion of family planning schemes, services, and other related initiatives across 7 districts under the Umeed Project in Uttar Pradesh"
3	Response to RFP to be sent to	louis.augustine@populationfoundation.in
4	Date of RFP	20 May 2026
5	Date of sending and responding to queries	27 May 2026
6	Last date for submitting final proposals	2 June 2026

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