

Request for Quotation

Folk Performances in Mega Health Camps in 7 districts

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 organization 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 tenure the project in Jarwal has made 2900+ new Family Planning 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 27 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.

Starting February 1st, 2024, under UMEED Expansion project, Population Foundation of India is scaling up family planning operations covering 50 %blocks across seven districts- Balrampur, Gonda, Sitapur, Barabanki, Unnao, Bahraich and Shravasti. In all, this scale up initiative covers 50 blocks, 6100 villages and impact the lives of nearly 1.25 crore people. 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 .

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.

In Year 3 of the Umeed Expansion Project, it has been decided to organize mega health camps at Community Health Centres (CHCs) and District Hospitals (DHs) across seven project districts. It is planned that folk troupes will perform at **30 CHCs and 4 DHs** during the camp period, using scripts provided by the Population Foundation of India to disseminate key messages on family planning and address social norms.

The folk performance during the health camp is 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, Population Foundation of India 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 qualified troupe(s) to conduct daytime folk performances at the time of mega health camp day in 7 project districts. The selected agency/ies 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 folk troupe will perform on scripts provided by Population Foundation of India on 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.
- The folk show will be held on the day of mega health camp on each of the 7 districts - Balrampur, Gonda, Sitapur, Barabanki, Unnao, Bahraich and Shravasti.
- Minimum three scripts are to be performed during folk show on day of Mega health camp.
- Folk show will incorporate local dialects, relatable characters, and participatory techniques to foster deeper community engagement.
- During folk shows folk troupe has to ensure that no remarks or references about any gender, religion, or community directly or indirectly is made.
- **The troupe will arrange for their travel arrangement and arrangement of all necessary musical instruments, speaker and microphone system.**
- 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 folk shows will be organized during May-November 2026 at CHCs and DHs located in seven districts of Uttar Pradesh on different dates. Prior information of mega health camp will be given to selected/empanelled troupe.
- The day-time folk show will have a duration of 60 to 90 minutes, during which a minimum of three scripts must be presented each day. The folk show will be conducted on the day of the Mega Health Camp at the respective health facility (CHC/DH).
- Folk troupe agency can opt for more than one district for folk shows during.
- Population Foundation of India will empanel multiple agencies for performances across different districts, subject to the L2/L3 agencies agreeing to match the lowest quoted rate received against this RFQ. In such cases, district-wise allocations of shows will be made among the empanelled agencies.

Deliverables

1- Deliverables:

- Minimum three scripts provided by Population Foundation of India are to be used in day shows in mega health camp.
- **The troupe will arrange for their travel arrangement and arrangement of all necessary musical instruments, speaker and microphone system.**
- Documentation: Photographs, short videos, no of participants (with bifurcation of male, female and children), brief narrative report in prescribed format.

Timelines and payment terms

2- Timelines of deliverables

- Day folk shows will be conducted at 30 CHCs and 4 DHs in seven districts from May to November 2026, as per the following details based on the scheduling of mega health camps.

| Mega Health Camps (Year-3) with Folk Shows | | | |
|--|-----------|----------|-----------|
| District | CHCs | DH | Total |
| Bahraich | 8 | | 8 |
| Balrampur | 2 | | 2 |
| Gonda | 4 | 1 | 5 |
| Sitapur | 6 | 1 | 7 |
| Unnao | 4 | 1 | 5 |
| Barabanki | 5 | 1 | 6 |
| Shrawasti | 1 | | 1 |
| Total | 30 | 4 | 34 |

- All performance (shows) to be done with presence and coordination of PFI's district team in concerned district.

3- Payment terms:

- 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:

- Agency should adhere to strict timelines of the assignment.

Documents to be submitted along with quotation

- Submit the financial proposal in prescribed format given at the end of document.
- Troupe/Organization profile and team profile.

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 show in Mega Health Camps |
| 3 | Response to RFQ to be sent to | louis.augustine@populationfoundation.in |
| 4 | Date of RFQ | May 25, 2026 |
| 5 | Date of sending and responding queries | May 31,2026 |
| 6 | Last date for submitting the final quotations | June 5,2026 |
| 7 | Final date | Up to November 2026 (from the date of signing of the contract) |

In the quotations received from the shortlisted agencies, the Program team 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 folk troupes [in the event of empanelment as mentioned in document].

Format for Financial Quotation

Financial Proposal

| | |
|--|--|
| PAN Number of Agency | |
| GST Number | |
| Mention the name of districts for which you are quoting the rates for folk shows (Districts are – Barabanki, Sitapur, Unnao, Gonda, Balrampur, Shrawasti, Bahraich) | 1..... 2..... 3..... 4..... 5..... 6..... 7..... |
| Per folk show Rate* | Rs. |
| Tax (if any) | Rs. |
| Per folk show Rate (inclusive of all taxes) | Rs. |

*Charges for travel, audio equipment, speaker, mike(s), documentation, photographs, short videos included

Folk Troupe Agency Name :

Authorized Signatory Name :

Signature :

Date :

Seal of Folk Troupe Agency :