



## **REQUEST FOR PROPOSALS (RFP)**

### **HIRING AN AGENCY FOR CARRYING OUT COMMUNICATION ACTIVITIES (STREET PLAY) IN VARIOUS DISTRICTS OF UTTAR PRADESH.**

**DATE OF SOLICITATION: October 23, 2026**

**RFP No. PCI/RFP/2026-27/021**

#### **About Project Concern International India (PCI India)**

Project Concern International (PCI) India, a registered society under the Society Registrations Act, has been working in India since 1998. With the vision of building a happy, healthy, safe, and sustainable world for all, PCI deploys community mobilization strategies to co-create and scale sustainable solutions to complex social issues and improve development outcomes. Currently, we have presence in more than 17 states, directly reaching out to millions through our interventions focused on health, nutrition, women economic empowerment, gender, adolescents, social protection, and emergency response.

Please visit our website to learn more about our values, mission, vision and our work in India.

The following table brings out the dates for the main events of the bidding process for this RFP. The Bidder should note that PCI reserves the right to change these dates without assigning any reason at any stage of the bidding process.

#### **Important information and dates**

| Information                               | Details                                                                                                                                                                                                                                                                                 |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name of the Assignment</b>             | <b>HIRING AN AGENCY FOR CARRYING OUT COMMUNICATION ACTIVITIES (STREET PLAY) IN VARIOUS DISTRICTS OF UTTAR PRADESH.</b>                                                                                                                                                                  |
| <b>Date of Publishing RFP</b>             | October 23, 2026                                                                                                                                                                                                                                                                        |
| <b>Seek Clarifications/Queries if Any</b> | October 27, 2026                                                                                                                                                                                                                                                                        |
| <b>Reply to Queries</b>                   | October 28, 2026                                                                                                                                                                                                                                                                        |
| <b>Last Date for Submission of bids</b>   | October 29, 2026                                                                                                                                                                                                                                                                        |
| <b>Proposals to be submitted at</b>       | <a href="mailto:procdelhi@pciglobal.in">procdelhi@pciglobal.in</a>                                                                                                                                                                                                                      |
| <b>Receipt of Proposals</b>               | Technical and Financial proposals should be submitted as separate attachments and be submitted in a single email.<br><b>Financial Proposal MUST BE PASSWORD PROTECTED.</b><br><b>Please do not include any price information/password to access the Proposal in Technical Proposal.</b> |

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All queries from the bidders relating to this RFP must be submitted in writing to the email ID mentioned in the table above. Please do mention the RFP Number in the subject line. Any query received after the due date shall not be entertained. The queries can be submitted in the following format, or you may also use your own template to raise your queries.

| <b>BIDDER'S REQUEST FOR CLARIFICATION</b>      |                                                            |                                                                 |                                                                                      |
|------------------------------------------------|------------------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <b>Name of Organization submitting request</b> |                                                            | <b>Name &amp; position of the person submitting the request</b> | <b>Complete address of the organization, phone &amp; email of the contact person</b> |
|                                                |                                                            |                                                                 | Address:                                                                             |
|                                                |                                                            |                                                                 | Tel:                                                                                 |
|                                                |                                                            |                                                                 | E-mail:                                                                              |
| <b>Sr.</b>                                     | <b>Bidding document reference(s) (section number/page)</b> | <b>Content of RFP requiring clarification</b>                   | <b>Points of clarification</b>                                                       |
| 1.                                             |                                                            |                                                                 |                                                                                      |
| 2.                                             |                                                            |                                                                 |                                                                                      |

All queries should be sent through email only to the e-mail ID mentioned above. The procurement Team at PCI shall try to provide a complete, accurate, and timely response to queries from all the bidders. All responses given by the team will be distributed to all the bidders through email.

Please note that issuance of this RFP does not constitute an award/commitment on the part of PCI, nor does it commit PCI to pay for costs incurred in the preparation and submission of an application. In addition, the final award cannot be made until funds have been fully appropriated, allocated, and committed by PCI's donors. While it is anticipated that these procedures will be successfully completed, potential applicants/bidders are hereby notified of these requirements and conditions for the award. Applications are submitted at the risk of the applicant/bidder; should circumstances prevent the award of a contract, all preparation and submission costs are at the applicant's expense.

Yours faithfully,

Procurement

Team PCI India

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**RFP INSTRUCTIONS****1. INTERPRETATION OF THE CLAUSES IN THE PROPOSAL DOCUMENT / CONTRACT DOCUMENT**

In case of any ambiguity in the interpretation of any of the clauses in the Proposal Document or the Contract Document, the interpretation of PCI shall be final and binding on all parties.

**2. LANGUAGE OF PROPOSAL**

The proposal and documents shall be in English, and it should include applicant organization name, date, RFP number, and page number as a header or footer throughout the document.

**3. SUPPLEMENTARY INFORMATION / CORRIGENDUM / AMENDMENT TO THE RFP**

- a. If PCI deems it appropriate to revise any part of this RFP or to issue additional data to clarify an interpretation of the provisions of this RFP, it may issue supplements/corrigendum to this RFP.

**Any such supplement shall be deemed to be incorporated by reference to this RFP.**

- b. At any time prior to the deadline (or as extended by PCI) for submission of bids, PCI, for any reason, whether at its own initiative or in response to clarifications requested by prospective bidders may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s), and these will be binding on all the bidders.
- c. To allow bidders a reasonable time to take the amendment(s) into account in preparing their bids, PCI, at its discretion, may extend the deadline for the submission of bids.

**4. DECISION TAKEN**

- a. The decision taken by PCI in the process of Proposal evaluation will be final and binding on all the bidders. The finalization of the Proposals will be done by a committee constituted by PCI for this purpose.

**5. AWARD OF WORK**

PCI reserves the right to shortlist deserving individuals and agencies and invite further discussion to ensure quality and cost-based selection (QCBS). PCI holds the right to award the contract to several bidders based on assessed capacity, innovation idea suggested, and other quality/ cost factors instead of a single contract holder. Hence individuals and agencies are expected to respond to the RFQ only if they agree to work in a multi-contract holder environment, fulfil the scope of work suggested, and meet the requirements as detailed.

**6. TAXES AND DUTIES**

The rates quoted shall be in Indian Rupees and shall be inclusive of all taxes, duties, and levies as applicable up to the completion of the job. Any increase in the rates will not be allowed. Base cost and rate of taxes charged should be clearly mentioned.

**7. BINDING CLAUSE**

All decisions taken by the PCI Procurement Committee regarding the processing of the Proposals and award of the contract shall be final and binding on all concerned parties.

**8. VALIDITY OF BIDS**

The proposal/bid should be valid for a period of 90 days from the date of Proposal submission to the PCI.

**9. DISQUALIFICATION**

The proposal is liable to be disqualified in the following cases or in case the bidder fails to meet the bidding requirements as indicated in this RFP:

- a. Proposal not submitted in accordance with the procedure and formats prescribed in this document or treated as a non-conforming proposal.
- b. During the validity of the proposal, or its extended period, if any, the bidder increases his quoted prices.
- c. The bidder qualifies the proposal with his own conditions.
- d. Proposal is received in incomplete form.
- e. Proposal is received after due date and time.
- f. Proposal is not accompanied by all the requisite documents.
- g. If the bidder provides a quotation only for a part of the project
- h. Information submitted in the technical proposal is found to be misrepresented, incorrect or false, accidentally, unwittingly, or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period, if any
- i. **Commercial/financial proposal is included in the technical proposal**
- j. Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process.
- k. In case any one bidder submits multiple proposals or if common interests are found in two or more bidders, the bidders are likely to be disqualified, unless additional proposals/bidders are withdrawn upon notice immediately.
- l. If the response to the pre-qualification criteria, technical proposal, and the entire documentation submitted along with that contain any information on price, pricing policy, pricing mechanism, or any information indicative of the commercial aspects of the bid.

**10. PCI'S RIGHT TO TERMINATE THE RFP PROCESS**

- a. PCI reserves the right to accept or reject any proposal, and to annul the RFP process and reject all proposals at any time prior to award of contract, without incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for PCI's action. PCI makes no commitment, expressed or implied, that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by PCI. The bidder's participation in this process may result in PCI selecting the bidder to engage in further discussions and negotiations toward the execution of a contract. The commencement of such negotiations does not, however, signify a commitment by PCI to execute a contract or to continue negotiations. PCI may terminate negotiations at any time without assigning any reason.
- c. Failure on the part of the selected agency to execute the Contract within the defined period may, unless mutually agreed between the parties, result in an award of the same work to

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another agency at the risk and cost of the Agency.

**\*\*END OF RFP INSTRUCTIONS\*\***

## APPLICATION EVALUATION CRITERIA

**Pre-Qualification Criteria:** This covers circumstances where PCI India must exclude a Bidder from participating further in the procurement based on a pass/fail assessment of the pre-qualification response on the specific pre-qualification criteria mentioned in the table below. No further evaluation is carried out if the bidder has not met any of the Pre-Qualification Criteria Responses.

Only bidders who meet the pre-qualification criteria mentioned below will be considered for the next stage of evaluations. The Bidder must submit the Registration Certificate, extracts from the audited Balance Sheet and Profit and loss Account, a Certificate from the Chartered Accountant, and other relevant supporting documents as evidence for the pre-qualification criteria.

| S. No | Basic Requirements | Specific Requirements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Documents Required                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Registration       | <p>The Bidder(s) interested in participating in the Selection Process must be a duly registered legal entity in India, under any one of the following categories:</p> <ul style="list-style-type: none"> <li>• A Limited Liability Partnership (“LLP”) registered under the LLP Act, 2008;</li> <li>• an Indian Company (“Company”) registered under the Companies Act, 1956/ 2013;</li> <li>• a “Partnership Firm” registered under the Indian Partnership Act, 1932;</li> <li>• a “Sole Proprietorship” firm, registered as such under the Applicable Laws of India.</li> </ul> <p>The applicant should have a <b>minimum of 3 year</b> of existence at the time of bid submission.</p> | <p>Registration documents of the Bidder as a company/firm or any legal entity along with:</p> <ol style="list-style-type: none"> <li>i. Incorporation Certificate of the company</li> <li>ii. PAN Card of the registered legal entity</li> <li>iii. GST certificate of the registered legal entity</li> <li>iv. Certified copy of registered Partnership Deed; copy of Statement filed in the Register of Firms disclosing names, addresses and relevant details of ALL partners of the Partnership Firm</li> <li>v. MSME Certificate (if applicable)</li> <li>vi. Any other supporting document, as may be Required</li> </ol> |
| 2     | Turnover           | <p>The applicant must have an average annual turnover exceeding <b>Rs 30 LAKH</b> based on the last three audited financial years (<b>FY 2023–24, FY 24–25 and FY 2025–26</b>). Agencies may consider the turnover for FY 2022–23 in place of FY 2025–26 if the audited financial statements for FY 2025–26 are not available.</p>                                                                                                                                                                                                                                                                                                                                                        | <p>Audited Financial Statements or CA Certificate certifying the turnover with CA’s Registration Number/ Seal /certified ITR return</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

|   |                  |                                                                                                                            |                                                                                                 |
|---|------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 3 | Tax Registration | The company shall hold valid GST and PAN certifications.                                                                   | Copies of relevant certificates of registration                                                 |
| 4 | Blacklisting     | The Bidder should not be blacklisted by Corporates, Philanthropic Organizations/Governments/or any other Procuring Agency. | Bidders must sign and return a self-declaration <sup>1</sup> (as stated in <b>Appendix D</b> ). |

A technical review committee comprising representatives from PCI will review and score applications based on the following criteria. The highest scoring applicants will be short-listed.

Proposals for this Assignment will be assessed in accordance with **Quality and Cost-based selection (QCBS)**

system and will involve both technical and commercial evaluation with the following weightage:

|                             |     |
|-----------------------------|-----|
| <b>Technical Evaluation</b> | 60% |
| <b>Financial Evaluation</b> | 40% |

Financial proposal of only those firms receiving minimum of 60% in technical evaluation will be opened and evaluated. The Financial proposals of those firms who don't qualify in technical evaluation will not be considered for further process. The Financial Proposal must be protected. Please do not include any price information/password to access the Proposal in Technical Proposal.

Please provide references for work performed by the key personnel similar to the work described. Include the company, contact name, email address, phone number, and role of the key personnel.

| S. No                | Component                                                                                                                                           | Marks | Weightage |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|
| <b>Technical Bid</b> |                                                                                                                                                     |       |           |
|                      | <b>Organizational Capacity</b>                                                                                                                      |       |           |
| <b>1.1</b>           | Provide a capacity statement to undertake the work in developing communication materials/ conducting Street Play and other communication activities | 10    | 60%       |
|                      | <b>Relevant Experience &amp; Methodology</b>                                                                                                        |       |           |

<sup>1</sup> The Bidders hereby certify that the information as given in the Self Declaration is true and accurate. If the information contained in the Self-Declaration is found false, then PCI India has the option of blacklisting the Bidder(s). Bidders also acknowledge that PCI India reserves the right to request supporting documents at any time to prove the information provided above.

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|                           |                                                                                                                                                                                                                                                                                                                |    |     |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|
| <b>2.1</b>                | Similar work experience of the organization (minimum 3 years), Clientele and summary. The summaries should include descriptions of the past efforts, the methods used, and the output delivered.                                                                                                               | 20 |     |
| <b>2.2</b>                | Presence of agency in intervention districts                                                                                                                                                                                                                                                                   | 15 |     |
| <b>2.3</b>                | Please describe the process, methodology, Work plan, timeline as per the Scope of Work.                                                                                                                                                                                                                        | 15 |     |
| <b>Financial Bid</b>      |                                                                                                                                                                                                                                                                                                                |    |     |
| <b>Budget and Pricing</b> |                                                                                                                                                                                                                                                                                                                |    |     |
| <b>4.1</b>                | A detailed budget for the work described in the Scope of Work. Include a breakout of the level of effort, daily rate(s), and any other necessary and applicable direct cost to be considered with the proposal.<br>The favorable Payment Terms will be taken into consideration while evaluating the proposal. | 40 | 40% |

Considering the technical and financial scorings, the Contract will be awarded to the Selected Bidder with the Most Advantageous Proposal.

Note: As a part of evaluation of proposals submitted by the applicants, PCI may seek further information or a presentation from the organizations for evaluation purposes. PCI may call for such information/ presentation at short notice.

**\*\*END OF APPLICATION EVALUATION CRITERIA\*\***

**"APPENDIX-A"- TERMS OF REFERENCE****About Project Concern International:**

PCI has been working in India since 1998 with the mission to empower people to enhance health, end hunger, overcome hardship, and advance women and girls. PCI envisions a world in which the most vulnerable people will have the power to lift themselves out of poverty and to create vital, healthy lives for their families and communities now and for the future.

PCI works with the government as well as social actors to create an enabling environment to improve and activate the social position of marginalized populations, especially women and girls, as well as strengthen convergent actions on the ground. Knowledge and evidence-based decision-making, and data-driven management have been a trademark of our programs in India. For over two decades, PCI has maintained a diverse portfolio in India, with a presence in more than one-fifth of all districts in the country, reaching over 10 million people in 2019 alone. PCI's health, gender, and community development programming focuses on low-income, vulnerable and hard-to-reach populations, especially adolescent girls, women of reproductive ages and children. By integrating its community mobilization and empowerment approaches into the government strategies and systems, PCI is helping to ensure that millions of vulnerable women, children, families, and communities throughout India have the ability to advocate for, access and utilize quality health, nutrition, and empowerment services and information for generations to come.

**Background of Project:**

Zero-dose (ZD) children, who haven't received any dose of the diphtheria, pertussis, and tetanus (DPT) vaccine, face elevated risks of poor health and nutrition outcomes, leading to increased morbidity and stunted growth. Uttar Pradesh (UP) holds the highest count of Zero-Dose (ZD) children among all states and Union Territories in India. **Approximately 9.1% of children aged 12-23 months in UP didn't receive any DPT dose (NFHS-5, 2019-21). UP accounts for 60 out of 143 districts designated for intensive intervention for ZD children, with around 12,000 ASHA areas within these districts experiencing a higher concentration of ZD children.**

Studies link poverty, low maternal education, inadequate antenatal care, and home births to zero-dose (ZD) children, who are often found in hard-to-reach areas, urban slums, peri-urban zones, and temporary settlements like brick kilns. Migrant families are also at higher risk of missing vaccinations. Given the diverse contexts, tailored, data-driven, and Human-Centered Design (HCD) approaches are vital for community mobilization across rural and urban settings. Relying solely on health workers is insufficient; collaboration with local platforms and non-health personnel is needed. Caregivers often lack awareness, fear AEFI, worry about wage loss, face poor service quality, and deal with gender barriers. To address this, supply-side efforts must improve micro-planning, ensure regular immunization sessions, strengthen interpersonal communication, mentor frontline workers, monitor sessions closely, support mobility, and offer incentives for outreach.

**PCI**, with the support of UNICEF aims to address vaccine avoidance behaviors through targeted community mobilization interventions. These interventions will facilitate effective interaction and dialogue with families to mobilize them for the vaccination of their children across 2,854 ASHA areas across 21 districts. These districts include Aligarh, Etah, Hathras, Kasganj, Meerut, Baghpat, Bulandshahar, Gautambudh Nagar, Amroha, Bijnor, Moradabad, Saharanpur, Kanpur Dehat, Ambedkar Nagar, Sultanpur, Amethi, Barabanki, Deoria, Kushinagar, Gorakhpur, and Maharajganj.

**Hiring of an agency for carrying out Communication activities in Uttar Pradesh****Location:** Multiple districts of Uttar Pradesh (See the table below for each intervention)**1. Street Play: Total shows in Numbers- 1,132**

| Sl. No. | District          | Total Clusters | No. of Street Play per district | No. of required day (if 3 shows per day organized) |
|---------|-------------------|----------------|---------------------------------|----------------------------------------------------|
| 1.      | ALIGARH           | 22             | 113                             | 38                                                 |
| 2.      | AMBEDKAR_NAGAR    | 7              | 28                              | 9                                                  |
| 3.      | AMETHI            | 7              | 28                              | 9                                                  |
| 4.      | AMROHA            | 8              | 42                              | 14                                                 |
| 5.      | BAGHPAT           | 4              | 16                              | 5                                                  |
| 6.      | BARABANKI         | 10             | 50                              | 17                                                 |
| 7.      | BIJNOR            | 10             | 46                              | 15                                                 |
| 8.      | BULANDSHAHR       | 14             | 70                              | 23                                                 |
| 9.      | DEORIA            | 9              | 36                              | 12                                                 |
| 10.     | ETAH              | 9              | 42                              | 14                                                 |
| 11.     | GAUTAM_BUDH_NAGAR | 26             | 129                             | 43                                                 |
| 12.     | GORAKHPUR         | 8              | 42                              | 14                                                 |
| 13.     | HATHRAS           | 8              | 38                              | 13                                                 |
| 14.     | KANPUR(DEHAT)     | 6              | 24                              | 8                                                  |
| 15.     | KASGANJ           | 10             | 46                              | 15                                                 |
| 16.     | KUSHINAGAR        | 7              | 28                              | 9                                                  |
| 17.     | MAHARAJGANJ       | 6              | 24                              | 8                                                  |
| 18.     | MEERUT            | 27             | 133                             | 44                                                 |
| 19.     | MORADABAD         | 14             | 81                              | 27                                                 |
| 20.     | SAHARANPUR        | 14             | 76                              | 25                                                 |
| 21.     | SULTANPUR         | 10             | 40                              | 13                                                 |
| Total   |                   | 236            | 1132                            |                                                    |

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### **About the assignment:**

To build widespread awareness and strengthen understanding of routine immunization—particularly among vaccine-hesitant communities project proposes community awareness through demand generation by organizing street plays in high vaccine-hesitant pockets of 21 district (see the table attached). These activities aim to engage communities through relatable, culturally appropriate, and easily accessible formats.

#### **Street plays: (Nukkad Natak)**

Street plays will use storytelling and local language performances to address fears, misconceptions, and common myths related to vaccines.

- As street play will be organized in different location, team member must be fluent in local language / dialect.
- Team must be familiar in delivering health/immunization messages (prior exp to conduct street play to deliver immunization messages will be assets).

- Most of the street plan will be linked with other communication activities which will already be carried out in the program areas. (a local program team will be provided a detail plan to organize the street plays in vaccine hesitant pockets).
- Agency will provide manuscript for street play on immunization and other basic health promotion messages. Only approved contents can be disseminated in the community.

Collectively, these mid-media interventions will help improve knowledge and shift attitudes toward routine immunization. By addressing barriers to vaccine acceptance and encouraging positive behavior change, the project seeks to reduce the number of zero-dose children and decrease Vaccine Avoidance Behavior (VAB) among families in the targeted intervention areas.

In order to sensitize the community on RI, especially to mobilize VAB and Zero-dose children in different blocks and urban pockets, PCI is looking for an agency to carry out community engagement campaign in proposed districts of Uttar Pradesh.

### **Key Deliverables**

- Collaborate with the Associate Director-Social Mobilization and Program Manager in developing the street play script in indigenous languages.
- Develop micro plans for conducting street play with district team in all assigned districts with the support of the District Coordinator in close collaboration with Assistant Program Coordinator.
- Carry out above defined district-specific activities in the select districts of Uttar Pradesh
- Enable a positive environment for RI in the community, resulting in high turnout of RI beneficiaries at the RI session site.
- Ensure the completion of listed activities with quality. The agency will be responsible for ensuring that each activity is completed in the respective wards/blocks/districts within the scheduled timeline (October-December **2026**-by 15<sup>th</sup> December all the activities will be completed)
- Perform a supervisory check to ensure the quality of the street play.
- Collaborate with Block/Cluster coordinators to engage in the awareness activities in the community.
- Ensure that only approved material is used for disseminating messages related to routine immunization while conducting street plays.

### **Agency/ Institution Requirement**

- The Agency/Institution must have a strong record in carrying out specific activities in the public health domain.
- All the branding such as banner design, dress (colour) for the performers, and Microphone, speakers and other related aids should be included in the proposal.

The Agency/Institution should have the following skills and competencies:

- Excellent in communication and presentation skills in the local language

Note: if the delivery does not match the expected criteria, the cost will be disallowed, or agency will re-conduct the activity as per the expected criteria.

**Record keeping:** The agency will provide a report with quality pictures of each intervention, reach, shortcomings,

and verbatim in a short video format.

### Proposal Submission

Interested agencies/institutions that meet the requirements as described above should submit their proposal (max.4 pages), including the proposed methodology (methods, budget, and plan) that explains:

- A capacity statement describing experience in developing communication materials/ conducting miking activities
- A detailed budget and work plan.
- For each activity unit cost must be highlighted in the budget (including – branding, recurring cost and local exp if any).

Brief paragraph summaries of 3-4 examples of similar module development work conducted within the past five (5) years. The summaries should include descriptions of the past efforts, the methods used, and the output delivered.

### Annexure-1:

#### Street Play:

1,132 Street plays will be organized in 21 districts as per the details below (a detailed plan will be harmonized with local team and project requirement).

| Sl. No. | District          | Total Clusters | No. of Street Play per district | No. of required day (if 3 shows per day organized) |
|---------|-------------------|----------------|---------------------------------|----------------------------------------------------|
| 1.      | ALIGARH           | 22             | 113                             | 38                                                 |
| 2.      | AMBEDKAR_NAGAR    | 7              | 28                              | 9                                                  |
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| 4.      | AMROHA            | 8              | 42                              | 14                                                 |
| 5.      | BAGHPAT           | 4              | 16                              | 5                                                  |
| 6.      | BARABANKI         | 10             | 50                              | 17                                                 |
| 7.      | BIJNOR            | 10             | 46                              | 15                                                 |
| 8.      | BULANDSHAHR       | 14             | 70                              | 23                                                 |
| 9.      | DEORIA            | 9              | 36                              | 12                                                 |
| 10.     | ETAH              | 9              | 42                              | 14                                                 |
| 11.     | GAUTAM_BUDH_NAGAR | 26             | 129                             | 43                                                 |
| 12.     | GORAKHPUR         | 8              | 42                              | 14                                                 |
| 13.     | HATHRAS           | 8              | 38                              | 13                                                 |
| 14.     | KANPUR(DEHAT)     | 6              | 24                              | 8                                                  |
| 15.     | KASGANJ           | 10             | 46                              | 15                                                 |
| 16.     | KUSHINAGAR        | 7              | 28                              | 9                                                  |
| 17.     | MAHARAJGANJ       | 6              | 24                              | 8                                                  |
| 18.     | MEERUT            | 27             | 133                             | 44                                                 |
| 19.     | MORADABAD         | 14             | 81                              | 27                                                 |
| 20.     | SAHARANPUR        | 14             | 76                              | 25                                                 |

**RFP TITLE:****HIRING AN AGENCY FOR CARRYING OUT COMMUNICATION ACTIVITIES (STREET PLAY) IN VARIOUS DISTRICTS OF UTTAR PRADESH.****RFP NO.:***PCI/RFP/2026-27/021*

|              |                  |            |             |           |
|--------------|------------------|------------|-------------|-----------|
| <b>21.</b>   | <b>SULTANPUR</b> | <b>10</b>  | <b>40</b>   | <b>13</b> |
| <b>Total</b> |                  | <b>236</b> | <b>1132</b> |           |

**\*\*END OF APPENDIX A\*\***

**RFP TITLE:****HIRING OF AN AGENCY FOR CARRYING OUT COMMUNICATION ACTIVITIES (STREET PLAY) IN VARIOUS DISTRICTS OF UTTAR PRADESH.****RFP NO.:**

PCI/RFP/2026-27/021

**"APPENDIX-B" - TECHNICAL PROPOSAL TEMPLATE****I. ORGANIZATIONAL PROFILE****Organization Name :** \_\_\_\_\_**Contact :** \_\_\_\_\_**Title :** \_\_\_\_\_**Address :** \_\_\_\_\_**Telephone/Fax :** \_\_\_\_\_**Email :** \_\_\_\_\_**Website :** \_\_\_\_\_Incorporation/Registration Number:  
\_\_\_\_\_

1. Description of major projects implemented by your organization in the recent past (not more than three projects):

Project 1

|                 |             |
|-----------------|-------------|
| Client Name     |             |
| Title:          | (text here) |
| Goal/Objective: | (text here) |
| Location:       | (text here) |
| Time Period:    | (text here) |
| Funder:         | (text here) |
| Amount:         | (text here) |

Project 2

|                 |             |
|-----------------|-------------|
| Client Name     |             |
| Title:          | (text here) |
| Goal/Objective: | (text here) |
| Location:       | (text here) |
| Time Period:    | (text here) |
| Funder:         | (text here) |
| Amount:         | (text here) |

Project 3

|                 |             |
|-----------------|-------------|
| Client Name     |             |
| Title:          | (text here) |
| Goal/Objective: | (text here) |

|              |             |
|--------------|-------------|
| Location:    | (text here) |
| Time Period: | (text here) |
| Funder:      | (text here) |
| Amount:      | (text here) |

**II. Technical Proposal should include documents related:**

- All documents listed in Pre-qualification criteria.
- Background of the agency, years of experience, and expertise in communication activities – street plays, storytelling, rallies etc.
- Proposed methodology for communication activities – Street Play etc.
- A capacity statement describing experience in developing communication materials/ conducting communication activities and a detailed budget and work plan.
- Brief paragraph summaries of 3-4 examples of similar module development work conducted within the past three (3) years. The summaries should include descriptions of the past efforts, the methods used, and the output delivered. Excellent in communication and presentation skills in the local language. CVs of the key personnel to be assigned for the project.
- Record keeping: The agency will provide a report with quality pictures of each intervention, reach, shortcomings, and verbatim in a short video format. References demonstrating successful past engagements in similar projects.
- Any other requirement specifically mentioned in SoW/ToR.

**III. ADDITIONAL INFORMATION**

As appropriate, provide any additional information that demonstrates your capacity to manage similar assignments.

(text here)

**IV. AUTHORIZATION**

Signature of Authorized

Signatory Printed Name

Title

Date

**\*\*END OF 'APPENDIX-B\*\***

RFP TITLE:

HIRING OF AN AGENCY FOR CARRYING OUT COMMUNICATION ACTIVITIES (STREET PLAY) IN VARIOUS DISTRICTS OF UTTAR PRADESH.

RFP NO.:

PCI/RFP/2026-27/021

**"APPENDIX-C' - FINANCIAL PROPOSAL TEMPLATE****I. Costs:**

| S.no.       | Description of work | Unit | Unit Cost | Total |
|-------------|---------------------|------|-----------|-------|
| 1.          |                     |      |           |       |
| 2.          |                     |      |           |       |
| Total Value |                     |      |           |       |
| GST@xx      |                     |      |           |       |
| Grand Total |                     |      |           |       |

**II. Financial Proposal should include:**

- **Detailed and Itemized pricing based on the activities (please see: *Terms of Reference*) considering the below requirements.**
  - Please include a detailed budget for the work described in the Scope of Work. Include a breakout of the level of effort, daily rate(s), and any other necessary and applicable direct cost to be considered with the proposal.
  - Payment Terms with Milestones

**III. Proposed Payment Schedule**

- Linked to milestones (e.g., delivery, installation, commissioning, handover).
- Other Terms and Conditions of service provider.

**IV. FINANCIAL INFORMATION**

Please share the last three years' audited turnover.

FY 2023 – 2024 \_\_\_\_\_

FY 2024 – 2025 \_\_\_\_\_

FY 2025 – 2026 \_\_\_\_\_

**V. AUTHORIZATION**

Signature of authorized signatory \_\_\_\_\_

Printed \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**\*\*END OF APPENDIX C\*\***

**"APPENDIX-D" - DECLARATION REGARDING BLACKLISTING/DEBARRING**

I / We Proprietor/ Partner(s)/ Director(s) of M/S.\_\_\_\_\_ hereby declare that the firm/company namely M/S\_\_\_\_\_ has not been blacklisted or debarred in the past by PCI or any other organization from taking part in bids.

**Or**

I / We Proprietor/ Partner(s)/ Director(s) of M/S.\_\_\_\_\_ hereby declare that the firm/company namely M/S\_\_\_\_\_ was blacklisted or debarred by PCI or other organization from taking part in bids for a period of \_\_\_\_\_ years w.e.f \_\_\_\_\_

The period is over on \_\_\_\_\_ and now the firm/company is entitled to take part in bids.

In case the above information found false I/We are fully aware that the proposal/ contract will be rejected/cancelled by PCI. In addition to the above PCI will not be responsible to pay the bills for any completed / partially completed work.

Signature :

Name:

Capacity in which as signed:

Name & address of the firm:

**Seal of the firm/institution should be Affixed.**

Date:

Signature of Bidder with seal.

**\*\*END OF APPENDIX D\*\***