# REQUEST FOR PROPOSAL (RFP)

## Hiring production agency for Production, Talent Sourcing and Creative Execution of Fursat Mein Serious Zameeni Baatain (Season 3)

## About Breakthrough Trust

Breakthrough works on culture change by shifting social norms that limit women and girls from reaching their full potential. We work with adolescents and young people aged 11-25 years aiming for an entire generation to shift and push for change.

Over the last 25 years, we have reached nearly 5.4 million adolescents in schools and communities. With more agency, better negotiation skills and aspiration, young people are calling out norms that hold them back, and are taking action, in the communities that Breakthrough works in. This gives hope that a more equal world is possible for future generations.

### 1. Series Concept Note and Context:

Breakthrough is inviting technical, talent sourcing, and financial proposals from video production houses and digital media agencies to conceptualise, hunt/onboard talent, film, and post-produce Season 3 of Breakthrough's flagship digital chat show: **Fursat Mein Serious Zameeni Baatein (FMZB)**.

Young people across North India (specifically Uttar Pradesh, Delhi, and Haryana) navigate evolving aspirations around education, careers, and independence. However, choices around a young woman's mobility, access to technology, and career paths are heavily shaped by family decision-makers and community expectations - "woh chaar log."

FMZB addresses this reality by creating an intimate, collaborative dialogue space. Rather than framing conservative families and progressive youth in a debate mode, the show uses empathy, relatable situations, and structured talking prompts to unpack lived realities, address legitimate safety/social concerns, and find common ground.

**Why Season 3 "Zameeni Baatein"?** Building on previous iterations, Season 3 introduces the word **"Zameeni"** to ground the conversations directly in grassroots realities. We want to bring authentic on-ground stories, local nuances, and lived experiences from our intervention areas to the forefront of mainstream digital media.

### 2. Conceptual Format & Reference Inspirations:

The production house is expected to build upon proven, highly engaging talk show formats while tailoring the setup for social impact storytelling:

- **Format References:**

    - **Movers & Shakers:** Using a charismatic, grounded host who makes heavy or taboo topics accessible, engaging, and digestible through warmth and relatable conversational beats.
    - **Son of Abish / Table for Everyone:** A modern, dynamic setup combining lightheartedness, audience connection, games/talking cards, and structured multi-guest interactions.
      **Reference Video:** https://www.youtube.com/watch?v=cO1QeGj9BFk
- **Episode Panel Dynamic (4-Person Panel):** Each episode will feature a balanced 4-way conversation:
    - **The Lead Host / Anchor:** A popular, grounded celebrity or influencer. (Like Pankaj Tripathi)
    - **An Industry Expert / Vocal Feminist / Thought Leader:** An academic, activist, media leader, or prominent vocal voice from any field.
    - **Two Breakthrough Youth Participants / Community Members:** Young women, peers, or family members from Breakthrough's intervention areas sharing their real, on-ground experiences.

**3. Anchor/Host and Guest Sourcing:**

A core deliverable for the selected media agency/vendor is to scout, pitch, negotiate, and onboard the Lead Host/Anchor as well as all 8 Expert Guests for Season 3.

- **Legacy Context:**
    - **Season 1:** Hosted by writer/comedian Varun Grover. (Link: https://www.youtube.com/watch?v=dokn1ErNNL0 & https://www.youtube.com/watch?v=IacOs7jkx5A )
    - **Season 2:** Hosted by film critic/presenter Sucharita Tyagi. (Link: https://www.youtube.com/playlist?list=PL6glGqhz71plBGHtoB2IDuSXWbLRosEJr)
- **Season 3 Host Profile Requirement:** For Season 3, we are seeking a host with a strong, authentic grassroots connection; someone whose persona resonates with both small-town India and digital audiences (e.g., public figures like Pankaj Tripathi). The host must possess high empathy, conversational warmth, bring in their own lived experiences, and have the ability to listen deeply and facilitate dialogue between grassroots youth and industry experts.
- **Expert Guest Sourcing (8 Guests):** The agency will curate, pitch, and secure 8 diverse industry experts, vocal feminists, thought leaders, academics, or media personalities (one per episode) whose work aligns with themes of mobility, agency, career choices, and gender representation.

**4. Season Scope & Technical Specifications**

- **Master Deliverables:** 8 Master Episodes
- **Episode Duration:** 40-55 minutes per episode
- **Language:** Conversational Hindi, integrating local North Indian feel and dialects

- **Target Audience:** Youth, family decision-makers, community leaders in North India, and the broader digital media ecosystem on YouTube & Instagram
- **Set Design & Episodic Innovation (Open Vendor Pitch):** We are leaving the spatial layout and show architecture open for creative proposal. The agency is invited to pitch innovative production setups (e.g., natural open spaces, warm living spaces, open-horizon sets, or multi-angle lounge configurations) alongside fresh ideas for episodic structure, segment pacing, and interactive formats (such as games, talking cards, or creative icebreakers). Proposals should detail how both the physical setup and camera manoeuvres will capture authentic reactions, listening moments, and intergenerational dynamics.

**5. Detailed Scope of Work (SOW)**

**Phase A: Show Architecture, Creative Development & Talent Onboarding**

- **Episodic Structure & Show Flow:** Develop a cohesive season bible detailing the episode-by-episode content arc, show flow, segment pacing, and visual/editorial treatment across all 8 episodes.
- **Talent Sourcing:** Pitch, scout, negotiate, and secure the Lead Host/Anchor and 8 Expert Guests based on agreed profile briefs and episode themes.
- **Participant Coordination:** Work closely with the Breakthrough ground team to coordinate and manage all logistics, travel, stay, and shooting schedules for the 16 Breakthrough youth/community participants coming from intervention areas.
- **Set & Visual Design:** Propose creative set design concepts, look-and-feel mood boards, and multi-camera/lighting plans to maximise visual storytelling.
- **Interactive & Engaging Elements (Open to Creative Ideas):** Propose and co-create fresh, engaging formats; such as interactive games, physical talking cards, rapid-fire segments, or creative conversation starters with the Breakthrough team to break the ice and keep discussions lively, relatable, and organic.
- **Production Planning:** Manage pre-production logistics, technical recces, and shooting schedules (e.g., 2–3 shoot blocks over 3-4 production days).

**Phase B: Production & Filming Execution**

- Lead complete multi-camera 4K setup with a full crew (Director, Assistant Director, DOP, Multi-cam Operators, Sound Engineer, Gaffer, Art Director, Floor Manager, Line Producer).
- High-spec multi-track audio capture for 4–5 individual participants per episode.
- Manage overall shoot logistics, crew catering, participant hospitality, and on-set facilitation support to ensure a comfortable, empathetic filming environment for grassroots youth participants.

**Phase C: Post-Production & Assets Delivery**

- Master editing for 8 long-form episodes (40–55 mins), including sound mixing, color grading, titles, lower thirds/supers, and intro animation.

- Conceptualise, design, and execute a cohesive digital campaign rollout plan tailored for Breakthrough's Instagram, YouTube, and LinkedIn channels. This includes planning platform-specific hooks, episodic rollout calendars, and producing all static and video campaign creatives to drive discovery, engagement, and shareability.
- Packaging short-form micro-content assets (Reels/Shorts) featuring key emotional beats, prompt highlights, and takeaways.
- Subtitling in both English (SRT) and Hindi closed captions.

**6. Deliverables Checklist**

- **Master Episodes:** 8 Master Files (1080p & 4K, 40–55 mins each)
- **Subtitles:** 8 SRT files + burned-in versions in both English and Hindi
- **Social Media Campaign & Creatives:** End-to-end rollout strategy and platform-adapted creative assets (static carousels, quote cards, episode announcement posters, teaser graphics, and video cutdowns) tailored for Breakthrough's Instagram, YouTube, and LinkedIn handles
- **Short-Form Content:** 5-7 High-impact vertical Reels/Shorts per episode
- **Promotional Packaging:** 1 Season Promo (60 sec) + 8 Episodic Promos (30 sec each)
- **Graphics Package:** Show intro sequence, supers, graphic overlays, title cards, and social media thumbnail templates
- **Raw Footage Handover:** High-resolution BTS stills and multi-track audio/video raw project files

**7. Agency Selection & Pre-Qualification Criteria (Preferred Benchmarks)**

To ensure high production value, editorial sensitivity, and smooth celebrity management, Breakthrough is looking for established production houses and creative media agencies that strongly align with the following benchmarks. (While not rigid disqualifiers for exceptional boutique studios, proposals will be heavily weighted against these criteria):

- **Proven Non-Fiction & Talk Show Track Record:** Demonstrated experience conceptualising and producing multi-camera talk shows, video podcasts, panel discussions, or long-form human-interest digital series.
- **Celebrity & High-Profile Talent Management:** Prior experience scouting, pitching, negotiating with, and managing A-list/celebrity talent (Bollywood actors, prominent comedians, authors, or national thought leaders) on set and through contracts.
- **Multi-Cam & Audio Production Capability:** Proven technical mastery in handling 4+ person roundtable conversations with cinema-grade multi-cam setups and clean multi-track live audio.
- **Social-First Content & Campaign Thinking:** Strong in-house or partner capability to turn long-form shows into high-performing social media campaigns across YouTube, Instagram, and LinkedIn.
- **Storytelling & Grassroots Sensitivity:** Portfolio evidence of handling sensitive social, gender, or human-interest themes with warmth, authenticity, and ethical care, avoiding sensationalism or stiff corporate tones.

- **Experienced Core Leadership:** A dedicated senior crew (Showrunner/Creative Director, Series Director, DOP, and Lead Editor) with verifiable credits on comparable digital or broadcast IPs.

**8. Vendor Submission Guidelines**

Proposing agencies must submit technical and financial proposal separately”

1. **Technical & Creative Pitch:**
    - **Show Format & Episodic Structure:** Detailed proposal on how the show will be structured content-wise and visually, including episode flow, segment breakdowns, original ideas for interactive games/conversation starters, set design, camera angles, visual treatment, and overall mood board for Season 3.
    - **Social Media Campaign Concept:** Proposed rollout plan and sample visual directions for static and video creatives across Instagram, YouTube, and LinkedIn.
    - **Talent Sourcing Strategy:** Proposed outreach workflow, and shortlisted options for onboarding the Lead Host/Anchor and 8 Expert Guests.
    - **Relevant Portfolio & Celebrity Credits:** Links to past talk shows, podcasts, or non-fiction series, along with a brief list of notable celebrities/public figures managed in prior productions.
    - **Key Crew Profiles:** Experience and CVs of key leads (Showrunner, Director, Lead Editor, DOP, Executive Producer).
2. **Financial Proposal:**
    - Lead Anchor & Expert Guest honorariums
    - Pre-production, Show Development & Set Design
    - Equipment & Tech Rental (4K Multi-cam, Sound, Lights)
    - Crew & Direction Fees (Director, AD, DOP, Line Producer, Sound Engineer, etc.)
    - Post-production (Master edits, Sound Mastering, Color Grading, Supers/Graphics, Short-form Reels)
    - Social Media Campaign Design & Static/Video Creative Production
    - On-set catering, crew/guest travel, participant logistics, and other production expenses.

(Note: Lead Anchor fee will be contracted separately by Breakthrough based on the agency's talent scouting and negotiation support)