**SOLIDARITY AND ACTION AGAINST THE HIV INFECTION IN INDIA (SAATHII)**

**REQUEST FOR PROPOSAL (RFP)**

**Development of Audio-Visual (AV) Presentations for LMS-Based Self-Learning**

**RFP Reference No**: SAATHII/GFATM PR HIV/RFP - Audio-Visual Self Learning/1126/723

**Date of Issue of RFP**: 23rd Nov 2026

| Particulars | Technical Proposal | Financial Proposal / Details |
|---|---|---|
| **Deadline for Submission of Queries** | 27 November 2026, on or before 23:00 Hrs | 27 November 2026, on or before 23:00 Hrs |
| **Date of Response to Queries** | 1 December 2026, on or before 23:00 Hrs | 1 December 2026, on or before 23:00 Hrs |
| **Proposal Submission Deadline** | 10 December 2026, on or before 23:59 Hrs. | 10 December 2026, on or before 23:59 Hrs. |
| **Password Protection** | Not Required | Mandatory |
| **Password Sharing** | Not Applicable | The password must not be shared along with the proposal. SAATHII will request the password only from technically qualified bidders. |
| **Submission Email** | **rfp-audio-visual@saathii.org** | **rfp-audio-visual@saathii.org** |

**Contact for Clarification:** **Email: rfp-audio-visual@saathii.org. Landline:011-41007035**

**Note: Please attached the two separate proposals (Technical and Financial) in the same email.**

## 1. About SAATHII

Solidarity and Action Against the HIV Infection in India (SAATHII), a registered non-profit organisation, was founded with a vision for universal access to healthcare, justice and social welfare for socio-economically marginalised women and children, communities impacted by the HIV/AIDS and TB epidemics, and groups marginalised on account of their sexuality and/or gender identity in India. Headquartered in Chennai, with nine branch offices across the country, SAATHII works towards universal access through information dissemination, networking, operational research, advocacy, training and other technical assistance.

SAATHII has been selected as one of the Principal Recipients (PRs) of the Global Fund's HIV programmes for 2024–27. The project's overarching goal is to contribute to the national goal of ending AIDS by 2030. SAATHII will assist the National AIDS Control Programme (NACP) in meeting the UNAIDS 95-95-95 targets.

## 2. About Kshamta Kendra

During the current phase of Global Fund funding (2024–27), in collaboration with the National AIDS Control Organisation (NACO) and respective State AIDS Control Societies (SACS), SAATHII has established 19 Kshamta Kendras (KKs) across India. These capacity-building hubs train the prevention cadre under NACP, including staff of Core Group Targeted Intervention (TI) projects and Link Workers Scheme (LWS) projects. Core Group TI projects cater to FSW, MSM, PWID and Hijra/Transgender persons, while LWS projects cater to at-risk populations in rural areas.

## 3. Invitation and Objective

Under its HIV programme, SAATHII invites password-protected technical and financial proposals from eligible agencies, individual consultants and freelancers for the development of audio-visual training materials for LMS-based self-learning. The objective is to convert 18 existing PowerPoint presentations into AV learning videos in English and adapt the approved videos into 11 Indian languages, retaining the original approved content, design, sequence and storyline.

## 4. Scope of Work

- Conversion of 18 English PowerPoint presentations, averaging 15 slides each, into audio-visual training videos while retaining the original content, design, sequence and storyline.
- Integrating professional AI-generated virtual presenters (Indian male or female).
- Once the English versions of all 18 audio-visual presentations are finalised and approved, they will be adapted into 11 Indian languages: Malayalam, Tamil, Kannada, Telugu, Odia, Bengali, Marathi, Hindi, Assamese, Gujarati and Punjabi. The process will involve generating AI-based voice-overs in each of these languages while retaining the approved English presentation content and format.
- Incorporating appropriate slide animations and transitions.
- Ensuring synchronization between narration, slides and animations.
- Professional video editing and audio mixing
- Conducting quality checks and incorporating feedback before final delivery

## 5. Deliverables

| Deliverable | Quantity |
|---|---|
| English AV videos (18 AV presentations) | 18 |
| Indian language versions (18 AV presentations × 11 languages) | 198 |
| Total expected AV videos (18+198) | 216 |

- Completed audio-visual training videos of approximately 15–20 minutes per presentation.
- Full HD (1920 × 1080), MP4 format.
- Language-specific narration in 12 languages – English, Malayalam, Tamil, Kannada, Telugu, Odisha, Bengali, Marathi, Hindi, Assamese, Gujarati, Punjabi.
- Editable source files and project assets.
- Final videos incorporating feedback and approved by the organisation.

## 6. Technical Proposal and Scoring criteria

**Technical Proposal (70 marks):** The bidder must submit a detailed technical proposal addressing all the evaluation criteria listed in the table below, duly supported by relevant documents for assessment by the Procurement Committee.

Bidders will have to score a minimum score of 60% (42 marks out of 70) in the technical evaluation to qualify for the financial evaluation.

The password for the financial proposal will be requested only from bidders who qualify in the technical evaluation.

| Criterion and evidence required | Max. marks |
|---|---|
| **A. Relevant experience (verifiable)** | **20** |
| Years of operation / professional experience in audio-visual or e-learning production<br>*Evidence: Registration certificate, profile, CV (for individuals)* | 3 |
| Training / e-learning / educational video projects completed in the last 5 years<br>*Evidence: Project list with client names, plus video links, work orders or completion certificates* | 4 |
| Projects converting PowerPoint presentations or storylines into audio-visual learning material<br>*Evidence: Video links with the source presentation or client confirmation* | 3 |
| Projects delivered using AI virtual presenters / avatars<br>*Evidence: Video links naming the tool used* | 3 |
| Number of Indian languages in which audio-visual content has previously been delivered<br>*Evidence: Video links per language* | 4 |
| Training content developed for government programmes, public health or development-sector clients<br>*Evidence: Client names with work orders or completion certificates* | 3 |
| **B. Team and technical resources** | **10** |
| Experience of the proposed project lead in audio-visual/digital learning production<br>*Evidence: CV of the project lead* | 3 |
| Proposed team covers the required roles<br>*Evidence: Named team members with CVs* | 4 |
| Software and AI tools for avatar generation, multilingual AI voice-over and video editing<br>*Evidence: List of tools with proof of commercial licence or subscription* | 3 |
| **C. Methodology and timeline (checklist)** | **10** |
| Methodology and quality assurance<br>*Evidence: Technical proposal* | 5 |
| Work plan and timeline<br>*Evidence: Week-wise work plan* | 5 |
| **D. Production quality: test task (see below*)** | **30** |
| AI presenter realism, positioning and lip-sync | 6 |
| Indian-language voice-over quality, including pronunciation of technical terms | 6 |
| English narration: clarity, pacing and pronunciation | 5 |
| Animation, transitions and synchronisation with narration | 5 |
| Fidelity to the original slide content, design and sequence | 4 |
| Technical output: Full HD resolution, audio levels, rendering quality | 4 |
| **Total technical score** | **70** |

*** Test task section D in the above table**

**The Link for downloading the sample PPT and storyline (script) in English and Hindi**

**Link: https://drive.google.com/drive/u/0/folders/1PVnmOYnzez7w88SS8IxLT7iX0fVd3iCI**

Section D will be scored on a common test task completed by every applicant. Please click the link provided to download the PPT and the script in English and Hindi. Applicants must submit the following along with their proposal:

(a) An English audio-visual clip of the four slides with an AI virtual presenter, narration, animations and transitions, in Full HD (1920 × 1080) MP4.

(b) The same clip with AI voice-over in Hindi.

(c) The name of the AI avatar, voice-over and editing tools used.

The test task will be reviewed by a panel of at least three evaluators, including a native speaker of the test language. Each evaluator rates each dimension independently using the scale below, and the average of the evaluators' ratings is used. Where evaluators' ratings for a dimension differ by more than 2 points, the panel will discuss and record the reason before finalising. The test task material remains the property of SAATHII and will not be used for any other purpose.

## 7. Financial Proposal and Scoring criteria

The financial proposal shall be submitted separately as a password-protected file, in INR, using the template provided below for this assignment.

| Sl. | Description | Unit | Qty. | Unit Cost (₹) | Total (₹) |
|---|---|---|---|---|---|
| 1 | **AI-enabled Production:** AI-enabled production of one set of audio-visual English presentations (total 18 sessions and each session is for about 15–20-minutes) including AI presenters, AI-generated English voice-overs, lip-sync, presenter positioning, video rendering and editing. | Per AV Presentation | 18 AV Presentations | | |
| 2 | **Multilingual Production:** Adaptation of 18 audio-visual presentations in 11 Indian languages (Generating AI-based voice-overs in each of the 11 Indian languages) (Cost per language x 11 Indian languages) | Per AV Presentation | 198 (18 AV Presentations per language x 11 Languages) | | |
| 3 | Any other charges | | | | |
| | Subtotal | | | | |
| | GST, as applicable | | | | |
| | Grand Total | | | | |

**Financial Proposal (30 marks)**

The proposal with the lowest total cost among technically qualified proposals will receive 30 marks. Other proposals will be scored as:

**Financial score = 30 × (lowest total cost ÷ total cost of the proposal being evaluated)**

Total cost for comparison is the total estimated cost in the financial proposal format, including all recurring software and licensing charges, and excluding GST.

### 8. Final Selection

The bidder securing the highest combined score i.e. Rank 1, calculated by adding the technical score (out of 70) and the financial score (out of 30), shall be recommended by the Procurement Committee for award of the assignment.

**Note:** In the event that the Rank 1 bidder declines or is unable to accept the assignment, SAATHII reserves the right to approach the Rank 2 bidder, followed by the Rank 3 bidder, as applicable, and offer the assignment, subject to the bidder's acceptance and fulfilment of the applicable terms and conditions.

## Terms and Conditions:

**Agencies and individuals are responsible to read and adhere to the following terms and conditions.**
**SAATHII owns the right to reject the proposals, whichever is received without ensuring its terms and conditions.**

- Your financial proposal must be password protected and should be addressed to “Procurement Department-SAATHII”.
- The password must not be shared along with the proposal. SAATHII will request the password only from technically qualified bidders.
- Your proposal should be prepared on your letter-head (for agencies).
- Submit a copy of your GST, PAN, and MSME Certificate (whichever is applicable), with your proposal.
- If you do not register under MSME, please give a declaration on email or your letter-head that you are not registered in MSME.
- Validity of quoted rate on your proposal should be minimum of 3 months.
- All payments under this RFP to be BTC basis for agency and traction to be done through NEFT.
- Please mention the Payment terms and conditions. SAATHII do not deals in 100% advance, the agency/individuals should be agreeing to provide adequate credit.
- Tax will be deducted on service charges as per the rate in force.
- Incomplete proposals, or, proposals received after the due date will not be considered for review or subject to the approval of the Purchase Committee of SAATHII.
- SAATHII reserves the right to accept or reject any or all proposals, cancel or close the RFP process, or seek clarification, in accordance with its procurement procedures.
- All the invoicing and contract will be done in the name of ‘**SAATHII**, which is a registered entity in India.