CENTRE FOR CATALYZING CHANGE (C3)

REQUEST FOR PROPOSAL

(RFP)

Design and Implementation of a Community Radio Campaign on Gender Awareness and Prevention of Gender-Based Violence in Six Districts of Rajasthan

RFP Reference No.	PNR-PF146.05.02.02-2026-27-098
Date of Issue	18-11-2026
Submission Deadline	25-11-2026, 5:00 PM IST
Issuing Organization	Centre for Catalyzing Change (C3)
Assignment Type	Community radio broadcasting and on-ground narrowcasting campaign
Implementation Geography	6 Districts (Alwar, Kota, Rajsmand, Udaipur, Prartapgarh, Dungarpur), Rajasthan

1. Invitation to Agencies

The Centre for Catalyzing Change (C3) invites proposals from qualified organizations to design and implement a community radio campaign on gender awareness and the prevention of, and response to, gender-based violence (GBV) across six districts of Rajasthan.

The selected agency will combine broadcasting through community radio stations with on-ground narrowcasting, co-creating locally relevant gender and GBV messaging with women's collectives supported by the State Rural Livelihood Mission (SRLM), PRI leaders, youth groups, and men's groups. The campaign is expected to reach over 3,00,000 individuals, strengthen community awareness of, and linkages to, GBV referral services and women's rights and entitlements, and build the capacity of grassroots women leaders and local officials to use the medium of community radio to generate awareness on gender issues. Organizations with proven expertise in community radio and association with a network of community radio stations in Rajasthan, behaviour change communication, and gender-transformative programming are invited to submit their technical and financial proposals in accordance with this Request for Proposal (RFP).

2. Introduction & Organizational Context

Centre for Catalyzing Change (C3) is a not for profit organization that improves the lives of women and girls in India. Through local partnerships and programs, C3's proven approach to development gives women, young girls and boys the tools they need to improve their lives, as well as that of their families and communities.

In Rajasthan, C3 partners with the Rajasthan State Rural Livelihood Mission (Rajeevika) to strengthen women's collectives and community-level systems that can prevent and respond to violence against women and girls. Community radio offers a trusted, local-language medium that can reach communities, including those with limited access to mainstream media, and can amplify community voices. When combined with on-ground narrowcasting through community groups, it can shift awareness, attitudes, and help-seeking around GBV.

3. Project Goals and Objectives

3.1 Goal

To raise community awareness on gender and GBV issues, and to strengthen knowledge of and access to GBV referral and response services, as well as women and girls' rights and entitlements, through community radio broadcasting and on-ground narrowcasting across six districts of Rajasthan.

3.2 Objectives

- Co-create locally relevant gender and GBV messaging with SRLM women's groups, youth groups, and men's groups in the geography of each community radio station that overlaps with C3's project geographies.
- Reach over 3,00,000 individuals in the 6 target districts through community radio broadcasting, and approximately 10-20% of the intended audience through on-ground narrowcasting in Gender Resource Centres (GRCs) located in select blocks in the 6 districts, as well as with community women's groups belonging to SRLM's SHG/VO/CLF federations.
- Work with community radio stations and their representatives in the 6 identified districts to produce and disseminate **24 episodes** on gender and GBV, contextually relevant and aligned with C3's campaign objectives.

- Strengthen community awareness of GBV referral and response pathways, particularly the community-run Gender Resource Centres and their linkages with formal response services, so as to facilitate linkages of women and girls with integrated services.
- To ensure sustainability, build the capacity of grassroots women leaders and toher local stakeholders to use the medium of community radio to generate awareness on gender issue
- Assess the reach and impact of the campaign in measurable ways.
- Develop a Toolkit on the use of community radio for gender awareness and GBV prevention and response.
- Develop and disseminate social media posts and communication collaterals related to the campaign.

4. Scope of Work / Terms of Reference

The scope below is indicative and not exhaustive. Agencies are expected to propose a methodology that addresses all of the following components:

4.1 Planning, Co-Creation and Messaging

- With support of C3, collaborate with existing SRLM women's groups, elected women representatives in Panchayats and other PRI members, local officials, as well as community youth groups, and men's groups in the geography of each community radio station in blocks where C3 also works, to co-create gender and GBV messaging that reflects local context, language, and issues.
- Develop a messaging plan and finalize it in consultation with C3.
- Develop a robust implementation (rollout) plan for each district, including the messaging plan, and execute the plan as agreed.
- Propose the number of primary audiences to be reached through broadcasting and narrowcasting, with the basis for these estimates.
- Conduct co-creation meetings and consultations with community stakeholders.

4.2 Community Radio Broadcasting

- Identify and partner with community radio stations covering the six intervention districts.
- Be responsible for working with community radio representatives in the production and appropriate dissemination of 24 episodes aligned with the campaign objectives.
- Ensure community radio representatives are sensitized on gender and social inclusion issues and on language principles aligned with C3's values on gender.
- Submit all scripts to C3 for review and approval prior to production and broadcast.

4.3 On-Ground Narrowcasting

Narrowcasting refers to the dissemination of information to a narrow, defined audience rather than to the broader public at large. The agency will:

- Organize narrowcasting sessions (e.g., group listening sessions of the episodes developed, community meetings, and interactive activities) with SRLM women's groups, PRI members, youth groups, men's groups, and other community members.
- Reach at least 10% of the intended audience through narrowcasting.

- Share proposed spots/locations with C3 for final approval once the recce is completed.

4.4 Campaign Launch, Approvals and Outreach

- Work with C3 to secure all relevant legal and administrative approvals from local authorities.
- Produce all relevant campaign collaterals.
- Hire the required workforce and arrange other logistical requirements, such as vehicles.
- Launch and roll out the campaign within the agreed timeframe
- Develop and disseminate social media posts and other communication collaterals on the campaign, once approved by C3.

4.5 Gender and GBV Response and Referral Linkages

- Raise awareness of rights and entitlements available to women and girls and the GBV referral pathways and response services available in each district, anchored around the work of the Gender Resource Centres and the role of grassroots women leaders.
- Facilitate linking survivors of GBV to referral and response services, following a survivor-centred and confidential approach.
- Document stories of community action, and of enhanced awareness and knowledge on gender and GBV and the referral pathways/responses to GBV.

4.6 Monitoring, Reporting and Impact Assessment

- Submit reports to C3 every fortnight in a pre-approved format, along with fortnightly analysis of findings.
- Submit monitoring and supervision reports.
- Carry out an assessment of the impact of the campaign and present a report on the same.
- Submit a detailed final report with all supporting documents upon completion of the project.

4.7 Knowledge Products

- Prepare a toolkit on the use of community radio for advancing gender awareness and GBV prevention and response.
- Produce a 2-minute campaign video and a four-page campaign brief describing the entire campaign.

4.8 Roles and Responsibilities

Agency Responsibilities

- Plan, co-create, and implement the campaign in consultation with C3, meeting the targets as agreed.
- Recruit, train, and supervise the field team and community radio representatives.
- Work with C3 to secure all necessary approvals, manage logistics, and ensure compliance with safeguarding and other requirements of C3.
- Prepare and submit all reports and deliverables listed in Section 6.

C3 Will Provide the Following Support

- Relevant technical materials and key data points required to design and develop the campaign, if required.

- Gender and GBV-related sensitization and capacity strengthening, with Do No Harm Framework (DNHF) guidance.
- Introductions to other project partners to coordinate and smooth the rollout of the campaign in intervention geographies.
- Technical support as and when required.

5. Technical & Methodological Expectations

Considering the operational realities of rural Rajasthan, agencies must propose practical, participatory, and locally grounded approaches that address the following:

- **Community Co-Creation:** Use participatory methods to co-create content with SRLM women's groups, other grassroots women leaders such as elected women representatives, youth groups, and men's groups so that messaging is locally relevant, credible, and owned by the community.
- **Localization:** Ensure all radio content and collaterals are in simple Hindi and relevant local languages/dialects, using formats suited to the audience (e.g., dramas, talk shows, testimonies, phone-ins).
- **Gender-Transformative and Inclusive Content:** Ensure content challenges harmful gender norms, avoids stereotypes and victim-blaming, and is inclusive across caste, tribe, religion, age, and disability.
- **Do No Harm and Safeguarding:** Establish clear protocols for participant safety, confidentiality, consent, and survivor-centred referrals for any disclosures of violence arising during the campaign.
- **Systems Linkages:** Engage relevant government departments and service providers (e.g., One Stop Centres, DLSA, police, FLWs, health department, helplines, Panchayati Raj Institutions) to strengthen referral pathways.
- **Sustainability:** Build the capacity of community groups and local institutions so that gender and GBV programming through communication methodologies like community radio can continue beyond the project period.

6. Key Deliverables & Outcomes

The selected agency will be responsible for delivering the following key outputs:

- **Reach through Broadcasting:** Over 3,00,000 individuals reached through community radio broadcasting across the six intervention districts.
- **Reach through Narrowcasting:** At least 10% of the intended audience reached through on-ground narrowcasting.
- **Rollout and Messaging Plan:** A robust rollout plan for each district, including the messaging plan.
- **Scripts and Episodes:** All scripts submitted for review and approval in a pre-approved timeline, and 24 episodes produced and broadcast.
- **Approvals:** All relevant approvals secured from local authorities, with support from C3.
- **Campaign Implementation:** The final campaign implemented within the timeframe, including collaterals, workforce and logistics, launch with government officials, approved spots/locations, and approved social media posts.

- **Fortnightly Reports and Analysis:** Fortnightly progress reports and analysis of findings, in a pre-approved format.
- **Monitoring and Supervision Reports:** Periodic reports on field monitoring and supervision.
- **Impact Assessment Report:** An assessment analysing the impact of the campaign, based on appropriately developed indicators of change.
- **Toolkit:** A toolkit on the use of community radio for gender awareness and GBV prevention and response.
- **Final Report:** A final report with all supporting documents, newspaper clippings, and photographs.
- **Campaign Video and Brief:** A 2-minute video and a four-page campaign brief describing the entire campaign.
- **Collaterals:** Copies of all collaterals produced.
- Any other innovative components to enhance impact of the communication campaign

Agencies should propose realistic, measurable, and evidence-based outcomes with clearly defined indicators (e.g., number of individuals reached through broadcasting and narrowcasting, number of episodes broadcast, number of community women leaders trained, change in awareness of GBV and referral pathways measured through pre/post assessment, number of survivors linked to referral services). Any outcomes that cannot be assessed within the project period should be explicitly identified and appropriately justified.

7. Agency Eligibility Criteria

To be considered, vendors (or vendor consortia/partnerships) must be able to demonstrate:

- Registration as a legal entity in India (Section 8 company or private limited company) with at least three years of operating history. We do not accept proposals from NGO's and Organisations which are registered under FCRA.
- Demonstrated prior experience in at least one of: community radio programming, behaviour change communication campaigns, or gender/GBV awareness and prevention programming.
- Existing partnerships with, or the ability to engage, community radio stations covering the target districts.
- Field capacity to operate across multiple districts of Rajasthan, including locally recruited field staff where required.
- A safeguarding policy, or willingness to adopt C3's safeguarding requirements.
- A sound financial management and statutory compliance track record, evidenced through audited financial statements for the last two years.

Consortia and partnerships (e.g., a communications/content lead paired with an organization providing field implementation and community radio partnerships) are welcome and should clearly describe the division of responsibility between partners.

8. Proposal Submission & Evaluation Criteria

Interested organizations are requested to submit their technical and financial proposals as separate files. Full submission instructions, including the deadline and designated e-mail address, are set out in Section 11.

8.1 Technical Proposal

The technical proposal must include:

- Understanding of the assignment and the problem it addresses.
- Organizational profile and relevant experience, including at least two references to comparable prior assignments.
- Proposed campaign concept, co-creation approach, content formats, and broadcasting and narrowcasting strategy, including the rationale for the approach.
- Proposed community radio stations and coverage of the six districts, with estimated reach and its basis.
- Team composition and CVs of key personnel, clearly identifying who is responsible for content quality and who is responsible for programme management.
- Monitoring, reporting, and impact assessment approach.
- Work plan and timeline, mapped to the milestones in Section 10.
- Safeguarding, Do No Harm, and GBV referral protocol.
- A clear statement of scope limitations including what the proposed budget and timeline can and cannot deliver.

8.2 Financial Proposal

The Financial Proposal shall include:

- A detailed, itemized budget covering all cost components, including personnel, content development and production, community radio airtime and partnerships, capacity building, narrowcasting activities, collaterals, launch events, travel and vehicles, monitoring and impact assessment, knowledge products, contingency, and organizational overheads.
- A clear justification for each budget line, specifying the basis of cost estimation (e.g., unit costs, daily rates, person-days, and quantities) and the underlying assumptions related to project scope (e.g., districts, stations, episodes, and number of participants).
- Organizational overheads must be presented as a separate budget line and shall not exceed [10]% of the total project cost.

8.3 Format

- Technical proposal: maximum [15] pages, excluding CVs and annexures.
- Financial proposal: submitted as a separate document/sheet.
- Proposals must remain valid for [90] days from the submission deadline.

9. Evaluation Criteria

Proposals will be evaluated in two stages. Technical proposals will be scored first; only vendors scoring at least 70 out of 100 on the technical evaluation will have their financial proposals opened and scored. The final ranking will combine technical and financial scores using a 70:30 weighting.

Technical Evaluation Criteria	Weight	Max. Score
Organizational experience and track record in community radio, behaviour change communication, and gender/GBV programming	20%	20

Technical Evaluation Criteria	Weight	Max. Score
Soundness and creativity of the proposed campaign concept, co-creation approach, and broadcasting and narrowcasting strategy	30%	30
Qualifications and relevant experience of proposed key personnel	20%	20
Implementation plan, reach estimates, timeline realism, and community radio partnerships across six districts	15%	15
Monitoring, impact assessment, and sustainability approach	10%	10
Safeguarding, Do No Harm, and referral protocol	5%	5
Technical Score Subtotal	**100%**	**100**

Financial proposals from technically qualified vendors will be scored on a value-for-money basis — the lowest responsive, compliant cost receives the highest financial score, with other compliant bids scored proportionally against it — weighted at 30% of the final combined score.

10. Indicative Project Timeline

The project is slated to commence upon vendor selection and contract finalization. Total duration and exact milestones will be confirmed during contract negotiation; an indicative phasing is set out below [durations to be finalized]:

Phase	Key Activities & Deliverables
Phase 1	Inception meeting; signing of formal agreement; identification of community radio stations; risk assessment and DNHF; co-creation meetings with community groups; submission of rollout and messaging plan for each district.
Phase 2	Gender sensitization of teams by C3; capacity building of community radio representatives; script development and approval; production of collaterals; securing approvals from local authorities; recce and approval of spots/locations.
Phase 3	Campaign launch with government officials; broadcast of 24 episodes; on-ground narrowcasting; social media outreach; GBV referral linkages; weekly reporting and analysis; monitoring and supervision.
Phase 4	Impact assessment; toolkit development; 2-minute video and four-page campaign brief; submission of final report with supporting documents and copies of all collaterals.

11. Submission Instructions

- Submit to: procurement@c3india.org
- Subject line: “Proposal for Community Radio Campaign on GBV – [Agency Name]”
- Deadline: [25-11-2026], 5:00 PM IST. Proposals received after this deadline will not be considered.

- Queries: Written questions only, submitted by [23-11-2026] to the e-mail address above. Responses will be circulated to all agencies who have expressed interest, to keep the process fair and transparent.
- Contact for this assignment: State Head – Centre for Catalyzing Change (C3), Jaipur, Rajasthan.

12. General Terms & Conditions

- This RFP does not commit C3 to award a contract. C3 reserves the right to accept or reject any or all proposals, or to cancel this process at any stage, without assigning a reason.
- C3 is not liable for any costs incurred by an agency in preparing or submitting a proposal, including presentation costs.
- All information shared by C3 in connection with this RFP, and all proposal content submitted by the agency, will be treated as confidential by both parties.
- The selected agency will be required to comply with C3's safeguarding policy and the Prevention of Sexual Harassment (POSH) Act, 2013, and to ensure all field staff are appropriately screened.
- The selected agency will be required to agree a data-protection and consent protocol consistent with the Digital Personal Data Protection Act, 2023, prior to any fieldwork involving participant or community data.
- All scripts, content, collaterals, and social media posts must be approved by C3 before broadcast or publication.
- The agency must disclose any actual or potential conflict of interest in its proposal.
- The final scope, budget, and duration will be confirmed with the selected agency during contract negotiation and may vary from the indicative parameters in this RFP.
- Intellectual Property: All scripts, episodes, audio-visual content, collaterals, toolkits, data, and reporting artefacts generated during this assignment shall remain the sole intellectual property of C3.
- Personnel Continuity: The vendor must guarantee that the proposed technical leads will be personally available and accountable for the full duration of the assignment, without unilateral substitutions.