Request for proposal

Integrated Strategic, Community and Digital Communications Support for the My Data Our Health (MDOH) Campaign

PATH

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Request for proposal number: **RFP#2026-IN-05**

For: Integrated Strategic, Community and Digital Communications Support for the My Data Our Health (MDOH) Campaign

1. Request for proposal schedule

Activity	Date and time
Request for proposal (RFP) released	30th October 2026
Confirmation of interest in submitting a proposal	6th November 2026
Deadline for fact-finding questions	9th November 2026
PATH to respond to fact-finding questions	11th November 2026
Deadline for submission of proposal in response to the RFP	15th November 2026
Outcome communication	Will be informed upon process finalization

Note: PATH reserves the right to modify dates at its discretion. Any changes will be communicated to those who confirmed their intent to submit a proposal.

2. PATH statement of business

PATH is a global nonprofit dedicated to achieving health equity. With more than 40 years of experience forging multisector partnerships, and with expertise in science, economics, technology, advocacy, and dozens of other specialties, PATH develops and scales up innovative solutions to the world's most pressing health challenges. Visit www.path.org to learn more.

3. Contracting requirements

3.1. The contracting authority shall be PATH or one of its affiliates, either directly or on behalf of operations countries or programs.

3.2. Commercial contracting terms and conditions will be negotiated with the successful supplier at the end of the selection process.

3.3. By submitting a proposal, the supplier confirms their agreement to abide by the RFP terms and PATH policies, including the PATH Code of Ethics and general practices promoting sustainability, fair trading, health and safety, records management, anti-fraud and corruption, and environmental responsibility.

3.4. The estimated duration of the contract is 6 months.

4. Solicitation terms and conditions

4.1. **Notice of nonbinding solicitation:** PATH reserves the right to reject any or all bids received in response to this solicitation and is not obligated to accept any proposal.

4.2. **Confidentiality:** Suppliers must treat all information provided by PATH as part of this solicitation as confidential. Unauthorized disclosure of such information may result in PATH seeking appropriate remedies under applicable law.

4.3. **Conflict of interest disclosure:** Suppliers bidding on PATH business (herein referenced as "bidders") must disclose any actual or potential conflicts of interest to the contact(s) listed in the RFP. Conflicts of interest may exist if a personal relationship with a PATH staff member constitutes a significant financial interest, a board membership, other employment, or ownership or rights in intellectual property that conflict with the supplier's obligations to PATH. Both suppliers and PATH are safeguarded when actual or perceived conflicts of interest are disclosed. When necessary, PATH will develop a management plan to mitigate potential risks associated with disclosed conflicts of interest.

4.4. **Acceptance:** A bidder's submission of a proposal constitutes acceptance of all terms and conditions set forth in the RFP. However, PATH's acceptance of a proposal does not imply acceptance of its terms and conditions. PATH reserves the right to negotiate the final terms and conditions, as well as the substance of the RFP finalists' proposals. Additionally, PATH may choose to accept partial components of a proposal if appropriate.

4.5. **Right to final negotiations:** PATH reserves the right to negotiate the final costs and scope of work and to limit or include third parties in such negotiations at its sole discretion.

4.6. **Third-party limitations:** PATH does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit PATH in any way without express written consent.

4.7. **Proposal validity:** Proposals submitted under this RFP must remain valid for at least 90 days from the submission deadline. The validity period must also be explicitly stated in the proposal.

4.8. **Limitation of liability:** The terms and conditions outlined in this RFP do not exclude or limit the liability of PATH or the supplier in cases of fraud or other circumstances that result in liability under applicable law.

4.9. **Tender costs and liability:** Bidders are responsible for obtaining all necessary information to prepare their proposal and for covering all costs and expenses incurred during the preparation process. Subject to the "Limitation of liability" section (Section 4.8), bidders acknowledge that by participating in this RFP—including the submission of their proposal—they are not entitled to claim from PATH any costs, expenses, or liabilities incurred during the tender process, regardless of the outcome of their proposal.

4.10. **PATH's variation or termination rights**: PATH reserves the right to modify or terminate this RFP process with written notice to all suppliers who have submitted proposals. The solicitation process is intended to proceed in accordance with the provisions outlined in this RFP. However, PATH reserves the right to terminate, amend, or modify the process, including time scales or deadlines, with notice to all suppliers who have submitted proposals. Subject to section 4.8, "Limitation of liability," PATH shall not be held liable for any losses, costs, or expenses resulting from its termination, amendment, or modification to this RFP.

4.11. **Joint venture, consortium, or subcontractors:** The lead supplier submitting a proposal in response to this RFP assumes full responsibility for ensuring compliance with RFP requirements among all members of the joint venture or consortium, including their advisers, subcontractors, and staff.

4.12. **Payment and invoicing:** PATH will process correctly addressed and undisputed invoices within 30 days. Suppliers must ensure that comparable payment terms apply to their downstream parties. **Advance payment is not preferred**. If an advance payment is proposed and deviates from industry- or country-standard practices, it must be clearly outlined in the financial proposal submitted to PATH.

5. Instructions for submission

5.1. **PATH contacts:** All communications regarding this solicitation must be directed to the contacts listed below. Contacting third parties involved in the project, the review panel, or any other party will be considered a conflict of interest and may result in disqualification of the proposal. All required documents must be submitted to the listed contacts by the submission deadline:

Technical and Financial proposal should be Addressed to: Procurement Officer at rfpindia@path.org

INSTRUCTIONS FOR SUBMITTING THE PROPOSAL:

FORMAT OF THE PROPOSAL:

The Bidder should submit the proposal in English. The response to the proposal should be set out in two main parts:

• Part A – Technical Proposal

• Part B – Financial Proposal

Part A (Technical Proposal) and Part B (Financial Proposal) must be documented and saved

separately and efforts to be made for submission in a single email to enable evaluation of Technical

Proposal and Financial Proposal independently. Part B (Financial Proposal) MUST BE PASSWORD PROTECTED separately. Please do not include any price information/password to access the Proposal in Part A (Technical Proposal) and/or in any communication (until and unless requested by PATH).

The subject line of all emails regarding the proposal should read: **RFP#2026-IN-05-Company's name**

5.2. **Confirmation of interest:** Send a statement acknowledging receipt of this solicitation and your intent to respond (or not) no later than the date specified in the schedule in Section 1. Send the confirmation to the contacts listed in Section 5.1 above.

5.3. **Proposal technical content:** Bidders are advised to provide only the information required. Proposals must be clear, concise, unambiguous, and directly address the stated requirements.

5.4. **Selection of shortlist:** PATH reserves the right to select a shortlist from the bids received. PATH may also interview and discuss specific details with shortlisted candidates.

5.5. **Deliberate alteration** of a PATH requirement as part of your proposal will invalidate the proposal; and for evaluation purposes, the proposal may be deemed to be unresponsive .

6. Scope of work/specifications and deliverables

6.1. Scope of work:

PATH is the national coordinator for Transform Health India coalition and is working to strengthen communication, engagement and advocacy around digital health in India. Its communications strategy calls for coordinated, audience-centred communication engaging government stakeholders, digital health institutions, youth, civil society, students, women and marginalized communities, and the broader public.

Transform Health's My Data Our Health (MDOH) Campaign is adapted by PATH and further curated to build citizen awareness, understanding and trust in ABDM, ABHA, ABDM-enabled health records and health data rights and governance, while fostering youth and civil society leadership. The campaign will be implemented in Rajasthan primarily with support from the Government of Rajasthan as well as civil society and ecosystem partners.

The MDOH strategy identifies a gap in the community between the rapid expansion of digital health infrastructure and citizens' understanding of ABHA, personal health records, consent-based data sharing, privacy safeguards and avenues for raising concerns. PATH is therefore supporting communication and advocacy in these areas by translating technical concepts related to ABDM, ABHA, personal health records, consent, privacy, and health data rights into simple, relatable, and actionable messages.

PATH has identified and will work with local NGO partners with strong on-the-ground networks to implement these messages and raise awareness through different IEC formats. The NGO partners would also be responsible for community mobilization and citizen engagement. Additionally, to communicate the impact of the program and wider engagement, PATH will also run simultaneous digital campaigns/posts on Transform Health India's social media channels such as LinkedIn, Instagram, YouTube, etc.

PATH seeks to onboard a qualified communications agency to provide integrated strategic, creative, community and digital communications support for the six-month My Data Our Health (MDOH) Campaign in Rajasthan. The agency will translate technical health-data and digital-health concepts into clear, relatable and actionable communications; support citizen engagement and local NGO partners through communication strategies, IEC materials and community-activation toolkits; and manage Transform Health India's social media, including content development, digital campaigns, amplification and engagement. The agency will also support Hindi translation and language adaptation, documentation, report design and other knowledge dissemination requirements.

The agency will translate the campaign strategy and technical content into an integrated community/offline and digital/online campaign that increases awareness, understanding and trust around ABHA, ABDM-enabled health records and health-data rights, while enabling NGO partners to deliver consistent community engagement and extending campaign reach through digital channels. The agency will work closely with PATH and relevant stakeholders to ensure that communication is technically accurate, audience-centred, culturally appropriate, accessible and practical.

Roles and Responsibilities

7. Fact-finding questions

7.1. Fact-finding questions must be sent to the contacts listed in Section 5.1 by the date specified in the RFP schedule (Section 1). Questions submitted after this deadline will not be accommodated.

7.2. Fact-finding questions should reference specific sections of the RFP and, where possible, be aggregated rather than sent individually.

7.3. To uphold transparency principles, all fact-finding questions and PATH's responses will be shared with all bidders who confirmed their intent to bid. Questions will be anonymized and answered if PATH reasonably determines that responding does not disadvantage any potential supplier and does not involve commercially confidential information. Commercially confidential questions will be handled in accordance with PATH's policy on information and data.

7.4. PATH may request additional information from a bidder at any time before the award. The bidder must provide the requested information within the specified time frame. Failure to provide supplementary information to PATH in a timely manner may result in the rejection of the proposal or disqualification from the procurement process.

8. Qualifications, evaluation criteria, and selection

8.1. **Supplier qualifications:** In relation to the scope, suppliers must provide information on their overall qualifications, including:

- A profile of relevant corporate qualifications.
- A profile of relevant experience and examples of related work.
- Qualifications of key members of the proposed project team (attach CVs/resumes and provide details of backup or standby teams).
- The number of years the company has been in business.
- The company's annual revenue.
- If the company has multiple locations, qualifications must be indicated for the specific site responding to this RFP.

Suppliers that fail to meet reasonable qualifications will not be shortlisted or technically evaluated.

8.2. **Selection and evaluation criteria:** Proposals must follow the template provided and address all specified requirements.

- Stage 1: Proposals will be reviewed for completeness, including timely submission, technical proposal, financial proposal, and all required information. Only complete proposals will proceed to Stage 2. Proposals submitted late, incomplete, or with omissions may be rejected at this stage and automatically disqualified from further review.
- Stage 2: Proposals that pass Stage 1 will undergo detailed evaluation based on the methodology outlined below. Information provided as part of the qualification process may be verified during this stage of the evaluation.

8.3. **Evaluation criteria:** Proposals will be assessed to determine the most economically advantageous option using the criteria and weightings in Table 1. Assessments will be based strictly on the proposal submitted.

Table 1. Proposal evaluation criteria and weighting.

Evaluation criteria	Weight (%)
Social value, sustainability, community impact (including small business subcontracting)	10%
Experience (three similar projects in the past 36 months)	20%
Experts (proposed personnel, including CVs/resumes highlighting experience and signed confirmation of availability)	20%
Methodology/approach to implementation	20%
Financial approach	30%

Evaluation criteria	Weight (%)
Total	**100%**

Only those agencies that obtain a minimum score of **50 out of 70 marks** in the Technical Evaluation shall be considered technically qualified.

Agencies scoring below this threshold shall be disqualified from further evaluation, and their Financial Proposals shall not be considered.

The final evaluation and selection shall be based on the combined Technical and Financial scores, as per the evaluation criteria specified in this RFP.

8.4. **Scoring model:** Proposals subjected to technical or detailed evaluation will be scored using the model outlined in Table 2 for all technical components. The financial proposal will be evaluated separately, as highlighted in Section 8.4.1.

Table 2. Proposal scoring model.

Assessment	Score	Summary	Interpretation
Excellent	5	Provides strong evidence of relevant knowledge, skills, and experience to meet the scope, along with demonstrated innovation in delivering the scope more effectively.	In addition to addressing the majority of bullet points under each criterion heading, the proposal demonstrates a deep understanding of the project. All solutions offered are directly linked to project requirements, showing how they will be delivered and their impact on other areas and stakeholders.
Good	4	Offers sufficient evidence of adequate knowledge, skills, and experience to meet the scope, potentially demonstrating some innovation, though it may be less robust. Meets all requirements with minimal gaps.	Indicates that the bidder has addressed most bullet points under each criterion heading in detail. The evidence provided shows not only what will be delivered but also offers some detail on how this will be achieved. Bidders should clearly relate their proposals to the aims of the project and be specific in how their proposed solutions will achieve the desired outcomes.
Acceptable	3	Presents reasonable evidence of relevant knowledge, skills, and experience for the scope, meeting requirements in most areas, though not all.	Addresses most bullet points under each criterion heading but lacks clarity or detail on how the proposed solutions will be achieved. While evidence is provided, generic statements are not specifically aligned with the project's aims or objectives. Significant omissions of key information under each criterion heading may result in a score of 3.

Assessment	Score	Summary	Interpretation
Minor reservations	2	Provides some evidence of relevant knowledge, skills, and experience for the scope, meeting requirements in certain areas but with significant omissions.	Indicates that the bidder has not provided sufficient evidence on how they will address several bullet points under the evaluation criteria headings. The tender is partly sketchy, with little or no detail on how the project requirements will be met. The evidence provided is weak or inappropriate and does not clearly relate to the desired outcomes.
Serious reservations	1	Shows limited evidence of relevant knowledge, skills, and experience for the scope.	Indicates major weaknesses or gaps in the information provided. The bidder demonstrates a poor understanding, raising significant doubts about their suitability for the project.
Unacceptable	0	Lacks any evidence of relevant knowledge, skills, or experience for the scope.	This applies if no response is given, the response is unacceptable, or it does not meet the required criteria.

8.5. assumptions, qualifications, or indexation other than what is stated in the financial proposal. A maximum score of 30 (financial points allocated in the evaluation criteria) will be awarded to the proposal with the lowest “overall cost.” Other proposals will be scored using the following formula: (lowest overall cost / overall cost being evaluated) * x (rounded to one decimal place) = financial score.

8.6. **Moderation and application of weightings:** The evaluation panel will moderate criteria with substantial score divergences and agree on a final score (as opposed to averaging scores). The scores for each award criterion will be combined to give a percentage score out of 100.

8.7. **The recommended winning supplier:** The recommended award winner will be the proposal with the highest percentage score out of 100, combining both technical and financial scores, using the evaluation methodology outlined above.

8.8. **Feedback:** All bidders will receive feedback. At a minimum, each supplier will be informed of their score and provided with a summary of key strengths and areas for improvement.

Annex A. Supplier's proposal format/questionnaire

In response to the evaluation criteria questions, the proposal should demonstrate the following:

Evaluation criteria		Proposal outline
Social value	SV 01	Explain how your business supports the social aspects of the region or country where it operates. (5 points). [Maximum half page].
		Proposal:
	SV 02	Describe how you plan to incorporate small and disadvantaged businesses. (5 points). [Maximum 1 page].
		Proposal:
Experience	EXP 01 EXP 02 EXP 03	Summarize three similar projects undertaken in the past 36 months. (20 points). • Cite three projects done in the last 36 months that are similar in scope, complexity, and cost to the current work you are proposing. • Include a completion certificate detailing the exact scope, dates within which the work was done, and the success rate for each project. • Include the name of the organization, the key contact, their office, and the email address for each project. PATH may contact the cited organization as part of the selection process or due diligence without seeking further permission. • Identify major internal and external resources specific to this scope.
		Proposal:
Expert personnel	PER 01 PER 02	Experts (proposed personnel, including CVs/resumes highlighting experience and a sign-off confirming their availability). (20 points). • List the personnel you intend to use for implementing the scope, clearly stating the role of each expert, the number of days assigned, etc. • Attach a one-page CV/resume for each expert, including a sign-off confirming their availability. • Discuss project management and the roles of the project team.
		Proposal:

Evaluation criteria		Proposal outline
Methodology/ approach	MA 01 MA 02	Methodology/approach to implementation. (20 points). • Explain how you plan to implement the scope and any innovations you will introduce. • Provide a timeline for meeting the deliverables. • Identify potential obstacles and your plan to overcome them. • Provide any comments on the scope or terms of reference.
		Proposal:

Abbreviations: EXP, experience; MA, methodology/approach; PER, expert personnel; SV, social value.

Annex B. Financial proposal

The financial proposal must comply with the following guidelines. Sample templates are provided on the next page.

Itemized costs

Provide itemized costs for the complete scope of this project based on the scope of work and deliverables outlined in Section 6. The final scope of work may be subject to negotiation; however, bidder selection will be based on the original scope of work. Bids must include itemized costs for key elements of the scope of work, as follows:

- Percentage participation of key staff in the total level of effort.
- Roles and rates for key staff.
- Estimated total level of effort and associated costs.
- Reimbursable costs (e.g., transportation/flights, accommodations, internet, agency costs, agency fees, subcontracted resources, administrative costs, supplies, and taxes).

Suggested templates for preparation of the financial proposal

Consultancy fees

Name of expert	**Role in the project**	**Day rate (INR Rupees)**	**No. of days**	**Total cost (INR Rupees)**
Expert y				
Expert z				
Expert w				
Expert q				
Total A				

Reimbursable expenses

Item	**Unit cost (INR Rupees)**	**Quantity**	**Total cost (INR Rupees)**
Transportation/flights			
Accommodations			
Internet			
Taxes*			
Total B			

*Taxes should be zero if none apply and/or if there are relevant exemptions.

Grand total = Total A + Total B.