

REQUEST FOR PROPOSAL (RFP)

Production of Explainer Videos for The Antara Foundation Interventions

Issued by: The Antara Foundation

1. Invitation to Submit Proposal

The Antara Foundation (TAF) invites proposals from experienced animation studios, creative agencies, and video production partners to develop four high-quality explainer videos covering TAF's key program interventions in maternal, newborn, child health, and nutrition (MNCHN).

Three of the four films will be animation-based. One film (Barriers and Community Engagement Models) will be shot in the field. Agencies should propose and quote accordingly.

The selected agency will manage the full production lifecycle—from concept development and scriptwriting through animation or filming, voice-over, sound design, music, editing, and final delivery—in close collaboration with TAF.

2. Background and Context

The Antara Foundation is a public health organization working to improve maternal, newborn, and child health outcomes in India. TAF operates across multiple districts in Madhya Pradesh and other states, implementing interventions spanning facility strengthening, frontline worker capacity building, community engagement, and digital health.

TAF is now commissioning a series of explainer videos to communicate the depth, sophistication, and impact of its program interventions to donors, government partners, global health audiences, and other stakeholders. These videos will serve as powerful storytelling tools for fundraising presentations, stakeholder meetings, conferences, and digital campaigns.

TAF is seeking a creative partner — not just a production vendor — that can bring both strategic thinking and high production quality to this assignment.

3. Objectives of the Assignment

- Develop engaging, high-quality explainer videos for each of TAF's four program interventions, in close collaboration with the TAF team.
- Translate complex program logic into accessible, emotionally resonant visual stories for sophisticated donor and government audiences.
- Position TAF as a thought leader in public health innovation, without resorting to typical NGO communication tropes.
- Build a visual language and production style that can be extended to future intervention videos.
- Create versatile content that works across presentation formats, screen sizes, and both Indian and international audiences.

4. Scope of Work

The selected agency will be expected to undertake the following activities:

- Review the intervention briefs provided by TAF and participate in an initial briefing and concept discussion.
- Develop scripts for each video in close collaboration with the TAF communications and program teams.
- Propose a visual treatment, creative approach, and production style for each film, with rationale.
- For animation-based films: develop storyboards, character and environment design, motion graphics, and final animation.
- For the field-based film: plan and execute a field shoot, including logistics, filming, and post-production.
- Arrange and record professional English voice-over for all films, subject to TAF approval.
- Add suitable background music, sound effects, audio mixing, and other post-production elements.
- Incorporate TAF feedback across agreed revision rounds.
- Deliver final mastered videos and agreed editable or source assets.

5. Film List and Production Format

The four films are listed below. Scripts will be developed as part of this assignment in collaboration with TAF. Durations are indicative of upper limits.

S. No.	Intervention	Production Format	Indicative Duration
1	Aaradhya Jeevan (Nurse Mentoring and Facility Enhancement)	2D Animation	Up to 4.5 minutes
2	AAA Platform	2D Animation	Up to 4.5 minutes
3	Digital Public Health Program (DPHP)	2D Animation	Up to 4.5 minutes
4	Barriers and Community Engagement Models	Live-action field shoot	Up to 5 minutes

Agencies must provide separate quotes for animation-based films and field-based films. Annexure A provides a brief description of each intervention.

6. Inputs to Be Provided by The Antara Foundation

- Detailed intervention briefs for all four films.
- Relevant program information, terminology, data, and reference materials.
- Access to field locations, health workers, and communities for the live-action shoot (Film 4), subject to coordination and consent protocols.
- Branding guidelines, logos, and any available reference assets.
- Feedback and approvals at defined review stages.
- Visual references and style guidance as outlined in this brief.

7. Technical and Creative Specifications

Parameter	Requirement
Number of films	4

Language	English voice-over
Production format	2D animation (Films 1, 2, 3); Live-action field shoot (Film 4)
Purpose	Donor engagement, stakeholder presentations, government advocacy, digital campaigns
Output format	MP4
Resolution	Full HD, 1920 x 1080
Aspect ratio	16:9
Voice-over	Professional English, human voice-over arranged by the agency
Visual approach	High-end, modern, sophisticated — not typical NGO style. See Section 9 for references.

8. Quality Expectations

- High production quality with a premium, polished feel suitable for donor and government audiences.
- For animation: consistent character design, backgrounds, typography, color palette, and visual treatment across all three animated films.
- For the field shoot: cinematic, thoughtful filming that is authentic without being exploitative or poverty-focused.
- Clear, professional narration and audio mixing suitable for conference rooms, presentations, and digital viewing.
- Effective use of visual metaphors, motion graphics, data visualization, and storytelling to make complex ideas accessible.
- Inclusive, respectful, and context-sensitive representation of frontline workers, communities, and the public health system.
- Videos must work equally well for Indian audiences familiar with the ground context, and international audiences who may need more contextual framing.

9. Creative Direction and Style References

Tone and Feel

Sophisticated yet grounded. Hopeful yet realistic. Professional yet human. We want videos that feel high-end and polished, deeply connected to rural India, and emotionally intelligent — touching the heart without being manipulative or poverty-focused.

Production Style

We are open to a VOX-style explainer approach, fully animated treatment, or a strategic hybrid of both. The agency should propose what works best for each intervention and provide rationale. Possible elements include 2D animation, motion graphics, live-action B-roll, voice-over narration, interview snippets, illustrated characters, and kinetic typography.

Style References

Will be shared after project commencement.

10. Questions for the Agency to Address in the Proposal

- What creative treatment do you recommend for each intervention, and why?
- How will you balance a premium feel with authentic representation of rural India?
- How will you visually represent abstract concepts such as systems strengthening or community coordination?
- What strategies will you use to keep viewers engaged across 4-4.5 minutes?
- How will you ensure the videos work for both Indian and international audiences?
- What elements can be templated across the four videos to build a consistent visual identity for TAF?
- For Film 4: how do you plan to approach the field shoot, including logistics, community sensitization, and consent?

11. Review, Approval and Revisions

- The agency must propose a clear review workflow, including script approval before production begins.
- Up to two rounds of revisions per film must be included in the financial proposal.
- No film will be considered final until written approval is provided by TAF.
- Any substantial changes beyond the agreed scope will be discussed and approved separately.

12. Expected Deliverables

- Four final videos delivered in MP4 format, Full HD (1920 x 1080, 16:9).
- Approved scripts for all four films.
- Final voice-over recordings and mixed audio embedded in the videos.
- Final artwork, animation assets, and editable or source files where agreed.
- For the field shoot: raw footage shared with TAF along with the final edited film.
- All final files shared via Google Drive or an equivalent secure file-sharing platform.

13. Timeline and Production Plan

The agency must submit a proposed production schedule covering all stages: intervention brief review, concept development, script writing, storyboarding or shoot planning, production, review cycles, revisions, and final delivery. The proposed timeline should identify milestones and dependencies for each film. The production schedule may be refined jointly after selection.

14. Proposal Submission Requirements

Interested agencies are requested to submit a technical and financial proposal containing the following, latest by 5th October 2026, to: procurement@antarafoundation.org

- Agency profile and relevant experience in animation, documentary or field-based film, public health, development, or related sectors.
- Portfolio with links to at least three comparable projects.
- Proposed creative approach and recommended treatment for each of the four films.
- Proposed production methodology, scriptwriting process, and quality assurance approach.
- Team structure, key personnel, and roles.
- Detailed work plan and estimated delivery timeline.
- At least one relevant sample of animation or field-based video content.
- Detailed financial quotation in the format set out in Section 15.
- Any assumptions, exclusions, or additional requirements.

15. Financial Proposal Format

Please provide a transparent, itemized quotation using the following structure. Animation-based films (1, 2, 3) and the field-based films (4) should be quoted separately.

S. No.	Description	Amount (INR)	Remarks
1	Film cost — Animation-based films (to be shown separately for each of Films 1, 2, and 3)		Mention whether voice-over, music, SFX, and revisions are included
2	Total cost for Animation Films (1, 2, 3)		
3	Film cost — Field-based film (Film 4), including shoot, editing, and post-production		Mention whether voice-over, music, SFX, and revisions are included
4	Voice-over and audio production		If charged separately
5	Additional or optional costs, if any		Clearly specify details
6	Add: GST		
7	Grand Total		

The quotation must also include payment terms and a milestone-wise payment schedule, the quotation validity period, the expected timeline for completion, and any conditions or costs not included in the quotation.

16. Evaluation Considerations

Proposals may be assessed based on the following:

- Relevant experience and quality of portfolio, particularly in high-production-value animation and field-based documentary.
- Understanding of the communication objective and intended audience.
- Strength and originality of the proposed creative and production approach.
- Quality of animation, storytelling, sound, and visual communication as demonstrated in the portfolio.
- Availability and experience of the proposed team.
- Timelines and ability to meet review and delivery requirements.
- Commercial reasonableness, transparency, and completeness of the quotation.

TAF may seek clarifications, request a sample or style frame, or conduct a discussion with shortlisted agencies before final selection.

17. Ownership, Confidentiality and Usage Rights

- All final films, approved creative outputs, and related commissioned assets will be the sole property of TAF, subject to the final agreement.
- Full rights for usage, reproduction, adaptation, translation, modification, and distribution of the final deliverables will rest with TAF.
- The agency shall not share, publish, sell, or use the commissioned materials for external purposes without prior written permission from TAF.
- The agency must maintain confidentiality regarding scripts, program information, and any non-public material shared during the assignment.

18. Other Notes

- TAF reserves the right to accept or reject any bid without assigning reasons.
- Canvassing or collusion in any form is strictly prohibited and will lead to automatic disqualification and blacklisting.
- A formal service agreement will be carried out by TAF with the selected agency.

19. Contact and Clarifications

For questions, clarifications, or submission-related communication, please contact:

By Email: **procurement@antarafoundation.org**

By Phone: **9711388061/ 98106 09631**

Annexure A: Brief Descriptions of the Four Interventions

1. Aaradhya Jeevan (Nurse Mentoring and Facility Enhancement)

What it is:

Aaradhya Jeevan is a facility-based intervention designed to make labor rooms in public health facilities stronger, faster, and more prepared to handle delivery complications.

How it works:

The intervention focuses on three critical areas: ensuring labor rooms have essential equipment and supplies; strengthening standard operating procedures for normal deliveries and complication management; and building nurses' and staff's capacity to respond confidently in critical moments. It covers labor rooms, maternal and child health OPD services, and Newborn Stabilization Units (NBSU).

Key message:

Readiness is not chance — it is built. And when it is built right, every mother and newborn has an equal start to a healthy life.

2. AAA Platform

What it is:

The AAA Platform brings together ASHAs, ANMs, Anganwadi workers, and Active Community Members at the village level to strengthen coordination, data sharing, and joint planning for maternal and child health.

How it works:

Through structured monthly meetings, these four groups collaborate to create village health maps, identify high-risk pregnant women and children early, coordinate care delivery, and ensure no one falls through the cracks. A Community Health Officer from the sub-health center guides these meetings.

Key message:

When the system and the community work together, no mother or child is left behind.

3. Digital Public Health Program (DPHP)

What it is:

DPHP is TAF's suite of AI-powered digital tools designed to strengthen the public health system at every level, from frontline health workers in the field to district officials making program decisions.

How it works:

The program brings together four tools: ANMOL Didi, a WhatsApp-based AI companion for health workers; Muihse Poocho, a personalized health information tool for mothers; Anugami, a digital caseworker that connects existing government health systems; and Anupurn, an intelligent orchestration layer that ties all three tools together.

Key message:

A public health system's strength lies in the people who run it. DPHP ensures they never lack the support they need.

4. Barriers and Community Engagement Models

What it is:

This intervention focuses on understanding and addressing the demand side of maternal and child health — the reasons why women and families may not seek or receive care, even when services exist.

How it works:

We will share more details on the design and approach with the selected agency before production.

Key message:



Improving care is not only about strengthening systems. It is equally about understanding the communities those systems serve, and meeting them where they are.

Note: This film will be shot in the field rather than produced as animation. Agencies should plan and quote accordingly.