

CENTRE FOR CATALYZING CHANGE (C3)

REQUEST FOR PROPOSAL

(RFP)

Design and Delivery of Street Play (Nukkad Natak), Puppet Theatre, and Theatre-Based Workshops on Gender Equity in Selected Districts of Rajasthan

RFP Reference No.	PNR-PF146.05.02.01-2026-27-091
Date of Issue	18.09.2026
Submission Deadline	27 September 2026, 5:00 PM IST
Issuing Organization	Centre for Catalyzing Change (C3)
Implementation Geography	4 Districts (Alwar, Dausa, Kota, Rajsamand), Rajasthan

1. Invitation to Agencies

The Centre for Catalyzing Change (C3) invites proposals from qualified organizations to design and deliver street play (Nukkad Natak) performances, puppet theatre, and theatre-based workshops on gender equity across selected districts of Rajasthan.

The selected agency will use participatory theatre, including street plays, puppetry, and hands-on workshops, as a community engagement medium to carry messages on gender equity, positive masculinities, and community safety to villages and Gram Panchayats, while building a local cadre able to sustain theatre-based communication beyond the assignment period. Organizations with proven expertise in street theatre, puppet theatre, Behaviour Change Communication (BCC), and community mobilization are invited to submit their technical and financial proposals in accordance with this Request for Proposal (RFP).

2. Introduction & Organizational Context

The Centre for Catalyzing Change (C3) is a leading national non-profit organization dedicated to empowering women and adolescent girls through innovative, evidence-based programmes. For over 30 years, C3 has worked to advance education, health, safety, life skills, and economic opportunities by strengthening systems and influencing public policy.

In Rajasthan, C3 partners with the Rajasthan State Rural Livelihood Mission to carry gender-equity messaging directly into communities through accessible, participatory formats, complementing the initiative's curriculum and training-based interventions with men, boys, and young women.

3. Project Goals and Objectives

3.1 Goal

To use street play, puppet theatre, and theatre-based workshops as an engaging, participatory medium to build community awareness on gender equity, positive masculinities, and safety in selected districts of Rajasthan, while building local capacity to sustain such community engagement beyond the assignment.

3.2 Objectives

- Design and deliver street play (Nukkad Natak) performances on gender equity, contextualized to villages and Gram Panchayats across the target districts.
- Deliver puppet theatre performances as a complementary medium, particularly suited to engaging children and younger audiences.
- Conduct a 2-day theatre-based workshop in each target district to build a local cadre of community facilitators skilled in participatory theatre techniques.
- Document performance reach, audience engagement, and key learnings to inform future community engagement strategy.

4. Scope of Work / Services Required

Agencies are expected to propose a methodology that addresses all of the following components:

4.1 Street Play (Nukkad Natak) Performances

- Development of street play scripts and content on gender equity, positive masculinities, and community safety, contextualized to Rajasthan and reviewed by C3 prior to roll-out.
- Delivery of street play performances across villages and Gram Panchayats in each of the 4 target districts, as per a mutually agreed coverage plan.

4.2 Puppet Theatre

- Delivery of puppet theatre performances on gender-equity themes at select locations identified in consultation with C3, particularly where audiences include a significant proportion of children and adolescents.

4.3 Theatre-Based Workshop (2 Days)

- Design and delivery of a 2-day (full-day), hands-on workshop per target district to train local youth, community volunteers, or facilitators in street theatre and puppetry techniques for gender-equity messaging.
- Development of a simple facilitator/participant toolkit so that trained community members can continue to use theatre as a communication tool after the assignment ends.

4.4 Roles and Responsibilities

Agency Responsibilities

- Develop and finalize scripts, messaging content, and workshop design in consultation with C3.
- Mobilize and manage the theatre troupe(s) and facilitation team, and secure any local permissions required for performances.
- Deliver street play and puppet theatre performances and the theatre-based workshop as per the agreed plan across the target districts.
- Document each performance/workshop (location, audience reach and composition, photographs/videos with consent) and submit performance-wise and consolidated reports.

5. Technical & Methodological Expectations

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

- **Contextualized Messaging:** Ensure scripts and workshop content are grounded in local idiom, culture, and language (Hindi, with local dialect support where relevant), and aligned with Shakti Manch's broader gender-equity messaging.
 - **Community Mobilization:** Coordinate with Gram Panchayats, SRLM field cadre, and local influencers to secure venues, permissions, and audience turnout.
 - **Safeguarding and Consent:** Establish protocols for audience and participant safety, and obtain appropriate consent before photographing or filming performances, particularly where children are present.
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- **Quality Assurance:** Build in a pre-performance script/content review and approval step with C3, and a simple feedback mechanism to capture audience response after performances.

6. Key Deliverables & Outcomes

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

- **Street Play Performances:** Nukkad Natak performances on gender equity delivered across villages/Gram Panchayats in each of the 4 target districts.
- **Puppet Theatre Performances:** Puppet theatre performances delivered at select locations as agreed with C3.
- **Theatre-Based Workshops:** One 2-day theatre-based workshop conducted per target district, with a trained local cadre of community facilitators.
- **Documentation and Reporting:** Performance-wise documentation (location, audience reach and composition, photographs/videos) and a consolidated completion report with key learnings and recommendations.

Agencies should propose realistic, measurable, and evidence-based outcomes with clearly defined indicators (e.g., number of performances and workshops delivered, estimated audience reach, number of community facilitators trained). 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 (Organisation – which is **not** registered under FCRA, Section 8 company or private limited company) with at least three years of operating history.
- Demonstrated prior experience in at least one of: street theatre/Nukkad Natak, puppet theatre, or Behaviour Change Communication (BCC) and community mobilization.
- Field capacity to mobilize and manage theatre troupe(s) across multiple districts of Rajasthan, including locally recruited artists/facilitators where required.
- A safeguarding policy, or willingness to adopt C3's safeguarding requirements, particularly given that performances may be conducted before audiences that include children.
- 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 theatre/content lead paired with an organization providing field mobilization) 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 from comparable prior assignments (e.g., past street theatre, puppet theatre, or BCC campaigns) and, where available, samples or synopses of past scripts/performances.
- Proposed script/message development approach, performance methodology, and workshop design, including the rationale for the approach.
- Team/troupe composition and CVs of key personnel, clearly identifying who is responsible for content/artistic quality and who is responsible for programme management.
- Proposed district/village coverage and mobilization approach.
- Work plan and timeline, mapped to the milestones in Section 10.
- Safeguarding and consent protocol.

8.2 Financial Proposal

The Financial Proposal shall include:

- A detailed, itemized budget covering all cost components, including artist/troupe fees, script and content development, travel and logistics, materials and props, workshop delivery, documentation and reporting, contingency, and organizational overheads.
- A clear justification for each budget line, specifying the basis of cost estimation (e.g., cost per performance, per-workshop cost, per diem/travel norms) and the underlying assumptions related to project scope (e.g., number of districts, performances, and workshops).
- Organizational overheads must be presented as a separate budget line and shall not exceed 10% of the total project cost.

For budgeting reference only, indicative market benchmark rates for comparable services are set out below; agencies are free to propose their own costing based on their methodology and team composition:

Service	Indicative Benchmark Rate
Community Street Theatre (Nukkad Natak)	₹10,000 per show
Puppet Theatre	₹15,000 per show
Theatre-Based Workshop (2 full days)	₹60,000 per district

8.3 Format

- Technical proposal: maximum [15] pages, excluding CVs and annexures.
- Financial proposal: submitted as a separate document/sheet.

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 street theatre/puppet theatre/BCC programming	20%	20
Soundness and creative quality of proposed script/message development and performance methodology	25%	25
Qualifications and relevant experience of proposed theatre team/troupe and key personnel	20%	20
Implementation and mobilization plan (village/Gram Panchayat coverage, outreach approach)	15%	15
Workshop design and sustainability plan (local facilitator cadre)	15%	15
Safeguarding and consent 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; script and content development; C3 review and approval of scripts/messaging.
Phase 2	Mobilization; roll-out of street play and puppet theatre performances across villages/Gram Panchayats in target districts.
Phase 3	Delivery of the 2-day theatre-based workshop in each target district; training of local community facilitators.
Phase 4	Documentation of performance and workshop reach; submission of consolidated completion report with recommendations and project completion documentation.

11. Submission Instructions

- Submit to: procurement@c3india.org
- Subject line: "Proposal for Street Theatre – [Agency Name]"
- Deadline: 27th September 2026, 5:00 PM IST. Proposals received after this deadline will not be considered.
- Queries: Written questions only, submitted by 22nd September 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 artists, facilitators, and field staff are appropriately screened.
 - The selected agency will be required to agree a consent protocol consistent with the Digital Personal Data Protection Act, 2023, before photographing, filming, or otherwise recording performances or workshop participants.
 - 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, content, recordings, materials, and reporting artefacts generated during this assignment shall remain the sole intellectual property of C3.
 - Personnel Continuity: The vendor must guarantee that the proposed key personnel/troupe leads will be personally available and accountable for the full duration of the assignment, without unilateral substitutions.
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