

Request for Proposal (RFP)

Bids are invited for: Engagement of Agency for *Design & Development of SBCC Materials —MANSI 2.0*

Ref: AIFT/RFP/DL/2026-27/23

I. Summary of Deadlines:

Release of Request for Proposal	2nd September 2026
Pre-bid Meeting (Online) Date	7th September 2026 (13:00 Hrs)
Pre-Bid Link for Registration:	https://forms.gle/7QeVgrrACyF6MFoz9
Bid Submission Closing Date	11th September 2026 (23:59 Hrs. IST) <i>Please submit proposals in the following respective Google Forms -</i> 1. Technical: https://forms.gle/2q6SJQLZrNiqUSqM9 2. Financial: https://forms.gle/9wHWah736CiM8mZT6
Technical Bid Opening	14th September 2026
Financial Bid Opening	15th September 2026
Finalization of Contract	TBD <i>(to be intimated to the awardee only)</i>

Please note that The American India Foundation Trust (THE AMERICAN INDIA FOUNDATION TRUST (AIFT) reserves the right to modify this schedule as needed. All prospective bidders who have confirmed interest by the due date as above, will be notified of any changes simultaneously by email. This bid is not open for NGOs, Trust and Section 8 Companies.

II. AIFT Statement of Business:

The American India Foundation Trust is registered as a public charitable trust in India, and is committed to catalyzing social and economic change in India through high-impact interventions in education, livelihoods, and Health. Working closely with local communities, AIFT partners to develop and test innovative solutions with the government to create and scale sustainable impact.

III. Scope of Work/ Specification/ Configuration and key Deliverables:

1. Purpose

This Scope of Work (SOW) sets out the deliverables, activities, and timeline for the design and development of Social and Behaviour Change Communication (SBCC) materials — interactive games, posters, and a video — to support the Perinatal Mental Health (PNMH) pilot being implemented by The American India Foundation Trust. This document is

extracted from the full Request for Proposal (RFP) for use by the procurement team and prospective vendors as a standalone reference for contracting purposes.

2. Background

Perinatal mental health remains an under-recognized public health concern. Front-line workers (FLWs) — including ASHAs, ANMs, Anganwadi workers, and community mobilisers — are often the first point of contact with pregnant and postpartum women but frequently lack simple, engaging tools to initiate conversations on this sensitive subject. This assignment will develop SBCC materials that FLWs can use to build awareness, reduce stigma, and encourage help-seeking related to perinatal mental health within the community.

3. Objective

To design, develop, and deliver a set of contextually appropriate, field-ready SBCC materials that support the PNMH pilot's community awareness goals.

4. Scope of Work

4.1 SBCC Tool(s)

- Design 2 low-cost, easy-to-use interactive tools that can be facilitated by an FLW with limited training.
- Content should build awareness of common perinatal mental health signs/symptoms, dispel myths, and encourage help-seeking, without requiring participants to self-disclose personal experiences (in Hindi).
- Materials should be durable, portable, and suitable for repeated field use (recommended: laminated cards/boards).
- Include a simple facilitator's guide with instructions and key talking points.

4.2 Posters

- Design a set of 6 posters covering key themes (e.g., recognizing distress, self-care practices, myths vs facts, where to seek help, role of family support).
- Visual-first design suitable for low-literacy audiences; minimal text. Each poster to be developed in two language versions — Hindi and English.
- Print-ready files (A2/A3 size, as advised) plus digital-friendly versions (for WhatsApp/screen use by FLWs).

4.3 Awareness Video

- Develop two short videos (recommended 3–5 minutes) on perinatal mental health awareness, suitable for community screening and mobile viewing. Video to be developed in Hindi (voiceover/dialogue), with optional English subtitles.
- Content to include: recognizing signs of perinatal mental health difficulties, reducing stigma, encouraging family and community support, and signposting where to seek help.
- Format: live-action, animation, or a mix — vendor to propose approach with rationale as part of the technical proposal.
- Deliver in formats suitable for both large-screen community screening and mobile/WhatsApp sharing, with Hindi audio and optional English subtitles.

4.4 Field Testing and Finalization

- Pre-test draft materials with a small sample of the target community and front-line workers in the pilot geography.
- Incorporate feedback and share a revision log along with final materials.

4.5 Orientation Support

- Support The American India Foundation Trust in orienting a batch of front-line workers on how to use the materials (in person or via a short video/user guide, as agreed).

5. Target Audience

- Primary: Pregnant and postpartum women (perinatal period) in the pilot community.
- Secondary/User of materials: Front-line workers (ASHAs, ANMs, Anganwadi workers, community mobilisers) who will facilitate use of the games, display posters, and screen the video.
- Tertiary: Family members and the wider community, through poster display and video screenings.

6. Key Deliverables

Deliverable	Details
SBCC Tool(s)	2 interactive tools with facilitator's guide (in Hindi); print-ready and field-durable formats
Posters	6 posters, in Hindi and English versions each; print-ready (A2/A3) and digital versions (can be used to make flip chart).
Awareness Video	2 videos (3–5 min) in Hindi, master file + compressed mobile version, with English subtitles
Pre-test / Field Validation Report	Summary of pre-testing process, feedback received, and revisions made
User Guide / Orientation Material	Short guide or video for front-line worker orientation on using the materials
Source Files	Editable source files (design and video project files) handed over to The American India Foundation Trust

7. Indicative Timeline

The assignment is expected to be completed within 8–16 weeks (2–4 months) from the date of contract award. Vendors may propose an adjusted timeline within this overall window as part of their technical proposal.

Phase	Indicative Duration
Inception, concept notes & storyboards/mock-ups	Weeks 1–3
Development of draft materials (games, posters, video)	Weeks 3–8
Field pre-testing with community & front-line workers	Weeks 8–10
Revisions and finalization	Weeks 10–13
Handover, orientation support & closure	Weeks 13–16

8. Deliverable Ownership

- All intellectual property, source files, and final materials developed under this assignment shall be the sole property of The American India Foundation Trust.
- Content developed must be reviewed and approved by The American India Foundation Trust prior to finalization, printing, or production.
- All materials must be culturally appropriate, non-stigmatizing, and sensitive to the mental health theme.
- Any changes to timeline or scope must be mutually agreed upon in writing.

IV. Bidding Process:

Bidders are advised to study the RFP Documents carefully. Any bid shall be deemed to have been submitted after careful study and examination of all instructions, eligibility criterion, terms and conditions and required scope of work/ technical specifications Bids not complying with all the given aspects in this RFP Document or submission of a bid not substantially responsive to the RFP Document in every respect will be submitted at bidder's risk and may result in the rejection of the bid.

V. Bid Submission:

Bidders are advised to submit bid online in Google forms link as listed at Page 1 of the RFP document

Technical bid and financial bid are to be submitted separately in the separate link.

Following points are to be kept in mind while submitting the bids-

1. All bids must contain the complete address of the firm, including contact number/ email ID of the person who is authorized to submit the bid under their signatures.
2. All bids must be signed on all pages by the bidder. Unsigned bids will not be entertained/ accepted.
3. Bids not submitted as per the specified format and nomenclature or ambiguous in nature are liable to be rejected.
4. Password protected PDFs need to be uploaded on the google form link, where after the formal closure of the RFP submission timeline, AIFT will seek the passwords officially.
5. The interested bidders may submit their bid to AIFT on or before the time mentioned in this RFP Documents. Any bid received by AIFT after the prescribed deadline for submission of bids may be rejected and no further correspondence in this regard will be entertained.
6. Financial bid should be prepared as per **Annexure II** given in the RFP Documents. The same is to be uploaded in google forms too.
7. Bidders shall indicate their rates in clear/ visible figures as well as in words. In case of a mismatch, the rates written in words will prevail.
8. At any time prior to the last date for submission of bids, AIFT, may, for any reason, whether at its own discretion or in response to a clarification requested by a prospective bidder, modify the RFP Documents by an amendment and publish the revised version of the RFP.
9. In case terms and conditions as given in the RFP Documents are not acceptable to any bidder, they should clearly specify the deviations in their bids.
10. No conditional Bid will be entertained and may be rejected.
11. The successful bidder will be expected to provide all the necessary support for delivery of services, warranty and required support during the period of the association.
12. Bids complete in all respects along with supporting documents, must be submitted as per the RFP. No physical document is to be submitted by the bidders.

VI. Proposal Requirements - Financial:

The Financial proposal/ quotation should contain prices of all services and Items, and transportation etc wherever applicable. with all the terms & conditions inclusive of payment terms. Password protected PDFs need to be uploaded on the google form link, where after the formal closure of the RFP submission timeline, AIFT will seek the passwords officially..

VII. Proposal Requirements - Technical:

The technical proposal should cover at least below areas:

A. Applicant eligibility requirement(s):

- The bidder organization should be registered as a legal entity for doing business in India.
- The applicant must have demonstrated ability to provide expert advice and should have at least 3 years of experience in design and development of Social and Behaviour Change Communication (SBCC) materials.
- The bidder must have demonstrated experience in the design and development of Social and Behaviour Change Communication (SBCC) materials — interactive games, posters, and a video — to support the Perinatal Mental Health (PNMH).
- Preference will be given to agencies with prior experience of working with Government departments, development partners, NGOs, or international organizations in implementing digital health or mental health programmes.

B. Technical Requirements:

The bidder should provide information in English language on overall qualifications, including:

1. Profile of organization
2. Past experience, clients handled and completed assignments.
3. Services and support available post-delivery of Services
4. Technical Proposal (maximum limit of 10-12 pages)
5. At least two references of clients (contact email id/ phone)
6. Views on the RFP requirements – Agreement and suggestions to the scope of work outlined in Section III (not more than 5 pages)
7. Profile of team members proposed for the project (not more than 2 pages)
8. Any other relevant information (not more than 1 page)
9. Only for-profit entities can apply. Nonprofit entities (NGO) are not eligible to apply under this bid.

C. Attachments/ Enclosures for Technical Bid:

Bid must be submitted in English language only and should contain:

1. Covering letter with reference to all enclosures or attachments.
2. Copy of registration documents/ certificate and most recent renewal as a legal entity.
3. License or permission if any for doing business with computers.
4. Copy of PAN & TAN.
5. Copy of GST Registration.
6. Copy of MSME registration certificate (if registered)
7. Copies of last three years ITR. (exempted for startup raised within last two year)
8. All Bid must contain the complete address of firm, including contact number/ email ID of the person who is authorized to submit the bid under their signatures.

9. Technical bid form as per Annexure I

D. Financial Bid

It is to be submitted separately as per **Annexure II**. No conditional price is to be quoted.

VIII. Proposal Evaluation Process:

A. Application evaluation process:

1. Application received by AIFT will be reviewed to determine completeness of application (based on application guidelines detailed above) and eligibility of applicants. Applications that do not meet eligibility requirements will be eliminated following this review and shall not be considered further.
2. All bids received by the closing date and time for bid submission will be evaluated, according to the conditions described in selection criteria below.

3. The final selection would be based on the technical evaluation of the bids followed by evaluation of financial proposals.
4. Successful bidder(s) will be notified in writing by email (or by telephone, in cases where the bidder cannot be reached by email).
5. The bidder must confirm acceptance in writing within the time specified in the email communication.

B. Evaluation criteria:

1. The bidders who substantially meet the “**Bid Requirements**” shall fall in the category of technically qualified bidder.
2. The unit prices quoted by such technically qualified bidders shall be evaluated and compared.
3. If, at any stage of the procurement process or during the execution of the contract, a bid is found to be non-compliant with the requirements of the RFP, contains any material misrepresentation, false declaration, concealment of facts, or misleading information, AIFT reserves the right to reject the bid, cancel the award, or terminate the contract, as applicable. In such cases, AIFT may, at its sole discretion and in accordance with the provisions of the RFP, consider awarding the contract to the next eligible and technically qualified bidder, or take any other action deemed appropriate in the interest of the procurement process.
4. Scoring Criteria for L1 Vendor

	Criteria	Evaluation Parameter	Max Score	Weightage
	Technical Bidding	Relevant Experience	35	70% (Bidders Technical Score/Highest Technical Score)*70%
		Capacity Assessment	35	
		Annexure 1- Assessment	30	
	Financial Bidding	Eligibility for Financial Evaluation	-	30% (Lowest Bid/ Bidders Quote)*30%

NOTE: AIFT reserves the right to reject bids that do not meet eligibility or bid submission requirements (as detailed above) without further notice to the bidders. Issuance of this RFP does not constitute a commitment on the part of AIFT nor does it commit AIFT to pay for the costs incurred in submission of bid. Further, AIFT reserves the right to reject any or all bids received and to negotiate separately with a bidder, if such action is considered to be in the best interest of AIFT.

IX. Instructions and Deadlines for Responding:

A. AIFT Contact:

Any communication must be sent to: PROCUREMENT@AIF.ORG while mentioning ref of bid as Ref: AIFT/RFP/DL/2026-27/23

B. Request for clarifications:

Requests for clarifications/ questions on this solicitation will be accepted via email at the mail Id listed above by due date given in Section – I. Clarifications will be provided to all prospective bidders who would have expressed their interest. Please note that responses will not be confidential except in cases where proprietary information is involved. Any enquiries after the specified date would not be entertained.

C. Due date and time of Bid Submission:

- As Detailed above.
- Submission of hard copies of the proposal is not required.
- The bid should only include information specific to accomplishing the “scope of work”. Additional information submitted outside of the proposal requirements will be reviewed at AIFT’s discretion only.

D. Selection of the Bidder:

AIFT reserves the right to negotiate the rates with selected suppliers from among the bids received. AIFT has the option to interview and discuss specific details with those bidders who have submitted their bids.

E. Receipt, Evaluation and Handling of Bids:

Once a bid is received before the due date and time, the AIFT will:

- Log the receipt of the bids and record the business information.
- Review all bids and disqualify any non-responsive ones (that fail to meet the terms set out in RFP Documents) and retain the business details on file with a note indicating disqualification.
- Evaluate all bids objectively in line with the criteria specified in the RFP Documents.

F. Conflict of Interest:

- The bidders must disclose in their bid details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest. This disclosure must extend to all personnel proposed to undertake the work.
- Where bidders identify any potential conflicts, they must state how they intend to avoid any impact arising from such conflicts. AIFT reserves the right to reject any bid which, in AIFT’s opinion, could potentially give rise to a conflict of interest.

G. General Disclosures:

1. Bidders must disclose:
 - i. If they are or have been the subject of any proceedings or other arrangements relating to bankruptcy, insolvency or the financial standing of the bidders including but not limited to the appointment of any officer such as a receiver in relation to the Bidder personal or business matters or an arrangement with creditors or of any other similar proceedings.
 - ii. If they have been convicted of, or are the subject of any proceedings, relating to:
2. A criminal or other offence involving the activities of the organization or found by any regulator or professional body to have committed professional misconduct.
3. Corruption including the offer or receipt of any inducement of any kind in relation to obtaining any contract with AIFT, or any other contracting body or authority.
4. Failure to fulfil any obligations on account of payment of any taxes.

X. Terms and Conditions:

A. Non-binding:

AIFT reserves the right to reject any and all bids received in response to this RFP and is in no way bound to accept any proposal.

B. Confidentiality:

All information provided by AIFT as part of this RFP must be treated as confidential. In the event that any information is inappropriately released, AIFT will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held strictly confidential, except as otherwise noted.

C. Communication:

All communications regarding this RFP shall be directed to appropriate parties at AIFT indicated in Section VII. A. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict

of interest and could result in disqualification of the proposal.

D. Acceptance:

Acceptance of a proposal does not imply acceptance of its terms and conditions. AIFT reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal if appropriate. Upon successful completion of the bidding process and selection of the vendor, a contract will be signed which will supersede any other document.

E. Right to final negotiation:

AIFT reserves the option to negotiate on the final costs and final scope of work, and also reserves the option to limit or include third parties at AIFT's sole and full discretion in such negotiations.

F. Third Party limitations:

AIFT does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This RFP does not authorize any third party to bind or commit AIFT in any way without our express written consent.

G. Quotation Validity:

Proposals submitted under this request shall be valid for 03 (three) months from the date the proposal is due. The validity period shall be stated in the proposal submitted to AIFT.

H. Force Majeure

Neither AIFT nor the successful bidder shall be liable for any failure or delay in performing its obligations under the Purchase Order, Work Order or Contract to the extent such failure or delay is caused by a Force Majeure event. For the purposes of this clause, "Force Majeure" means any event or circumstance beyond the reasonable control of the affected party which could not have been prevented through the exercise of reasonable diligence, including but not limited to acts of God, floods, earthquakes, cyclones, fire, epidemics, pandemics, war, invasion, armed conflict, acts of terrorism, civil unrest, riots, strikes or lockouts (excluding those involving the affected party's own employees), governmental actions, embargoes, or any other event of a similar nature. The affected party shall notify the other party in writing of the occurrence of the Force Majeure event as soon as reasonably practicable and, in any event, within 7(seven) days of becoming aware of such event, providing reasonable particulars of the event, its expected duration and the obligations affected. The affected party shall use all reasonable efforts to mitigate the effects of the Force Majeure event and resume performance at the earliest opportunity.

The obligations of the affected party shall remain suspended only for the period during which the Force Majeure event prevents performance and only to the extent affected by such event. If the Force Majeure event continues for more than 60(sixty) consecutive days, AIFT may, at its sole discretion, terminate the Purchase Order, Work Order or Contract, in whole or in part, by written notice to the successful bidder without incurring any liability. Upon such termination, the successful bidder shall immediately refund to AIFT any advance payment or other amount received for goods or services that have not been delivered, performed or accepted by AIFT as on the effective date of termination. The successful bidder shall also return any materials, documents, equipment or other property belonging to AIFT that are in its possession or control. Such refund shall be made within 15(fifteen) days from the date of termination, without any deduction, set-off or withholding.

The successful bidder shall not be entitled to any compensation, damages, loss of profit, or other claim arising out of or in connection with the suspension or termination due to a Force Majeure event, except for payment for goods or services duly delivered and accepted by AIFT prior to the occurrence of the Force Majeure event. The party claiming Force Majeure shall bear the burden of establishing the existence and impact of the Force Majeure event.

I. Delivery Proof:

Before and upon delivery of the equipment/materials/services, the Supplier must notify AIFT and deliver the following documents

- i. Original invoice along with two copies of the Supplier's invoice must be submitted. Invoices must be signed in original and duly stamped;
- ii. The original invoice submitted must be in the name of The American India Foundation Trust and the name

of the consignee must also be mentioned in it.

iii. Supplies relating to more than one purchase order shall not be included in one invoice

J. Termination:

AIFT may terminate the Purchase Order, Work Order or Contract, in whole or in part, by written notice to the successful bidder, with immediate effect or with such notice period as AIFT may determine, upon the occurrence of any of the following events:

- a. the successful bidder fails to deliver the goods or perform the services within the stipulated timelines or commits repeated delays;
- b. the successful bidder commits a material breach of the terms of the RFP, Purchase Order, Work Order or Contract and fails to remedy such breach within seven (7) days of receipt of written notice from AIFT, where the breach is capable of being remedied;
- c. the successful bidder furnishes any false, misleading or incorrect information or documents during the bidding process or during the execution of the contract;
- d. the successful bidder fails to comply with the technical specifications, quality standards, eligibility requirements or any other contractual obligations;
- e. the successful bidder becomes insolvent, enters into liquidation, is declared bankrupt, has a receiver or administrator appointed over its assets, or ceases to carry on business;
- f. the successful bidder engages in fraud, corruption, collusion, coercive practices, unethical conduct or any act that, in the opinion of AIFT, adversely affects the integrity of the procurement process or the interests or reputation of AIFT;
- g. Force Majeure event continues for more than sixty (60) consecutive days; or
- h. termination is otherwise considered necessary by AIFT in the interest of the Trust, the project, donor requirements or applicable law.

Upon termination:

1. the successful bidder shall immediately cease all work unless otherwise directed by AIFT;
2. the successful bidder shall, within 7 (seven) working days of termination, refund to AIFT all advance payments or other amounts received in respect of goods or services not delivered, performed or accepted by AIFT, without any deduction, set-off or withholding;
3. the successful bidder shall return to AIFT all documents, data, materials, equipment and other property belonging to AIFT in its possession or control;
4. AIFT shall be liable only for payment of goods or services duly delivered and accepted prior to the effective date of termination; and
5. termination shall be without prejudice to AIFT's right to recover damages, additional procurement costs, losses or any other remedies available under the contract or applicable law.

The rights of termination under this clause are in addition to, and not in substitution for, any other rights or remedies available to AIFT under the RFP, the Purchase Order, the Work Order, the Contract or applicable law.

K. Time is of the Essence

Time is of the essence in the performance of all obligations under this RFP and any Purchase Order, Work Order or Contract issued pursuant thereto. The successful bidder shall strictly adhere to all timelines, milestones, delivery schedules and other time requirements specified by AIFT. Any delay in performance shall constitute a material breach unless such delay is expressly condoned by AIFT in writing.

Failure to meet the prescribed timelines may, at AIFT's sole discretion, entitle AIFT to reject delayed deliveries, procure the goods or services from an alternate source at the risk and cost of the successful bidder, recover any additional costs or losses incurred, and/or terminate the Purchase Order, Work Order or Contract without prejudice to any other rights or remedies available under law or contract.

L. Data Protection:

The Agencies shall abide by all the applicable Data Protection Laws including but not limited to Digital Personal Data Protection Act 2023, IT Act 2000 etc.

**ANNEXURE – I
LETTER OF BID**

To,
The American India Foundation Trust
Ground, Plot no. 74, Okhla Phase III
New Delhi – 110020

Sub: Bid for *Design & Development of SBCC Materials* —MANSI 2.0

1. Dear Sir,

1. Having examined the RFP Documents and appendix thereto, we, the undersigned in conformity with the said document, offer to provide the said services as given in the RFP Documents and the terms of reference to be signed upon the award of contract
2. We undertake, if our bid is accepted for supply of services, we will supply the same within the time frame specified, starting from the date of receipt of issue of Work Order/ Purchase Order (WO/PO)/Service Agreement from AIFT.
3. We agree to execute a Purchase Order (PO) or Work Order (WO) or Service Agreement, in the format prescribed by AIFT, incorporating all applicable terms and conditions, including any modifications or additions required to reflect the award, within the time specified after receiving AIFT's notification of acceptance of our bid.
4. We would like to clearly state that we qualify for this work based on all the eligibility requirements indicated by you in the RFP Documents.
5. We hereby declare and certify that all information, statements and documents submitted by us in response to this RFP, are true, accurate, complete and not misleading.
6. We understand that if the details given in support of the claims made above are found to be wrong or untenable or unverifiable our bid may be rejected without any reference from us. We further clearly understand that AIFT is not obliged to inform us of the reasons for rejection of our bid.
7. It is certified that the information furnished herein and as per the document submitted is true and correct and nothing has been concealed or tampered with. We have gone through all the conditions of the bid and are liable to any punitive action for furnishing false information/ documents.

For and on behalf of
(mention name of you
firms)

Signature:
Name*:
Designation:
(Company Seal)
Dated this _____ day of <month name> 2026

* The person should be duly authorized to sign the bid for an on behalf of the firm/ company.

ANNEXURE – I (Cont..)
TECHNICAL BID

1	Name of the Supplier	
2	Address:	
3	Email ID	
4	Phone No.	
5	Incorporated as: (Company, State Registered Firm, Co-operative Society or Partnership Firm)	
6	Date of Incorporation	
7	Whether any Legal Arbitration/proceeding is instituted against the bidder or the bidder has lodged any claim in connection with works carried out by them (Yes/ No)	
8	If yes please provide details	
9	Whether the bidder complies with the requirement of Registration under the Contract Labor (Regulation and Abolition) Act (Yes/ No)	
10	Bidders Profile:	
10.1	Name of the top executive:	
10.2	Designation	
10.3	E-mail ID	
10.4	Mobile Number	
11	Staff Strength – Technical	
12	Staff Strength – Administrative	
13	Bidder's Turn Over (₹)	
13.1	FY 2021-22	
13.2	FY 2022-23	
13.3	FY 2023-24	
13.4	FY 2024-25	

**ANNEXURE – I.2
TECHNICAL BID**

Standard Assessment

Purpose: The agencies shall provide a technical proposal fulfilling below criteria.

Criteria
Understanding of the Assignment – Understanding of PNMH objectives, target audience, key behavioural/social issues, and SBCC requirements
Proposed Methodology & Approach – Clarity and practicality of the proposed approach for research, content development, design, validation, testing, and finalisation of materials
Creative Concept & Innovation – Quality and originality of proposed concepts for interactive games, posters, videos, and other SBCC materials; ability to make content engaging and user-friendly
Technical Quality of Deliverables – Demonstrated understanding of requirements related to visual design, storytelling, scripting, animation/video production, interactive content, language, accessibility, and technical specifications
Relevant Experience – Experience in developing SBCC/IEC materials, particularly in mental health, maternal health, perinatal health, public health, or related social-sector programmes
Team Composition & Expertise – Qualifications and relevant experience of the proposed team, including creative designers, content developers, video/animation experts, and subject-matter specialists
Work Plan & Timeline – Realistic and detailed work plan covering concept development, review rounds, testing, revisions, and final delivery
Monitoring, User Testing & Quality Assurance – Proposed mechanism for pre-testing materials with the target audience, incorporating feedback, and ensuring quality and accuracy
Portfolio/Samples of Previous Work – Quality and relevance of previous work demonstrating the agency's creative and technical capabilities

Documents in support of the above may be furnished with page numbers indicated in the index. Please use separate sheets wherever necessary.

For and on behalf of

(mention name of your FIRM/COMPANY/PROPRIETORSHIP etc)

Signature:

Name*:

Designation:

(Company Seal)

Dated this _____ day of _____ 2026

* Note all fields are mandatory.

All Bid must contain the complete address of firm, including contact number/ email ID of the person who is authorized to submit the bid under their signatures.

....Cont

**ANNEXURE – II
FINANCIAL BID**

Ref. No.:

Date:

Name of the Biding Agency:

Details of pricing:

Sl. No.	Particulars	Unit Price (₹)	GST (₹)	Total Unit Price (₹) Inclusive of GST	Remarks
(A)	(B)	(C)	(D)	(E) (C+D)	(F)
1					
2					
3					
4					
	Total (₹)				

Note(s):

1. The rates quoted should be as per industry standards.
2. Bids quoting zero or incredibly low rates compared to the industry prevalent rates will be rejected.
3. The rates finalized will not be changed throughout the period of empanelment/ extended empanelment.
4. The empaneled agencies will provide service all over India if required.
5. The Agreement will be signed yearly and renewed on the basis the performance and program requirement; at discretion of the AIFT.
6. The fee quoted above shall be final and binding and no escalation in fee is preferred

Additional Information by bidder (if any):

1.

Thanking you,

Yours Truly,

For and on behalf of (mention name of you
FIRM/COMPANY/PROPRIETORSHIP)

Signature:

Name*:

Designation:

Dated this ____day ____ Month, 2026

(Company Seal)