**Request for Proposal (RFP)**

Hiring of a Filmmaking Agency / Filmmaker / Video Editor
To Document, Edit, and Produce a Film on the "Take Charge Against TB – Phase 2" Project

**Organization:** TB Alert India
**Date of Issue:** 6th September 2025
**Proposal Due Date:** 15th September 2025

## 1. Organization Background

TB Alert India (TBAI), headquartered in Hyderabad, is a not-for-profit organization and a trusted partner of the **National TB Elimination Programme (NTEP)** for over two decades. We work to bridge gaps between communities and the healthcare system across eight states in India. TBAI **Focus Areas are** Person-centric TB care, Specialized services for children affected by TB, Integrated care for individuals with co-morbidities such as diabetes, HIV, and other lung-related infections.

TBAI collaborates with governments, community leaders, industries, frontline health workers, and associations to deliver impactful community-based interventions. In the last three years, we have directly reached over **1,00,000 beneficiaries** and indirectly impacted **9–10 lakh people** across our operational states

## 2. Background of the Assignment

Tuberculosis continues to be one of the deadliest infectious diseases, disproportionately affecting urban poor communities in India. Despite being preventable and curable, delayed diagnosis and stigma remain major barriers to TB elimination.

*The Take Charge Against TB* initiative, supported by Johnson & Johnson Care Community in collaboration with PATH and TB Alert India, aligns with the NTEP National Strategic Plan 2017–2025. The program aims to:

- Strengthen early identification of TB symptoms and community referrals for diagnosis.
- Combat stigma and discrimination by building the capacities of Community Health Workers (CHWs) and Frontline Health Workers (FLHWs).
- Empower vulnerable populations with knowledge and mobilize youth for TB awareness and health promotion.

Phase 1 successfully demonstrated a dual activation approach—upskilling health workers and engaging vulnerable communities. Building on this success, Phase 2 expands impact through three interlinked components:

1. Upskilling CHWs on TB - 3Cs through Digital Activation (Delhi, Maharashtra & Telangana)
2. CHW-led Activation of Vulnerable Populations (Maharashtra & Telangana)
3. Scaling TB-Free Urban Poor Communities through Corporate Engagement (Delhi, Maharashtra & Telangana)

Comprehensive video documentation will be carried out to showcase achievements, highlight human stories, and support advocacy and donor engagement.

## 3. Objectives of the Assignment

The selected agency/filmmaker will be responsible for:

- Documenting the implementation journey of all three components.
- Producing professional long-format and short-format videos, along with photographs.
- Developing compelling narratives to showcase impact, lessons, and human stories.
- Supporting advocacy with government, donors, corporates, and global health stakeholders through high-quality visual content.

## 4. Scope of Work, Key Deliverables and Timelines:

| Component | Scope of Work | Agency Deliverables | Agency Timelines |
|---|---|---|---|
| 1.Upskilling CHWs on TB 3Cs via Digital Activation (Delhi, Maharashtra & Telangana) | Deliver gamified digital training to 80,000 CHWs using WhatsApp inbound platforms and DoH e-learning portals. Activities to capture: Launch and scoping workshops, CHW platform testing, inbound messaging, trainings (Stage 1 & 2), handholding, CHW-led screenings, youth feedback, interviews. | - One main film (<10 minutes) covering the journey of complete Project including all three components combined.<br>- One short film (3 minutes) covering two specific components i.e. 1 and 2.<br>- One short film (1.5 minutes) covering complete component 3<br>- Minimum 5 photographs per event/activity under | - Week 1: Orientation & project brief.<br>- Event timeline: Video bytes, B-roll, photographs.<br>- Jan 2026: Character/speaker identification.<br>- Mar 2026: Script development, review, approval.<br>- Apr 2026: Storyboarding, review, approval. |

| | | | |
|---|---|---|---|
| | | each project.<br>- Raw footage, B-roll, and final edited versions. | - Jun 2026: Draft film, revisions, final delivery. |
| 2. CHW-Led Activation of Vulnerable Populations (Maharashtra & Telangana) | Empower 20,000 CHWs to deliver TB health promotion messaging via WhatsApp and volunteer mobilization. Activities to capture: Launch, workshops, youth platform testing, outbound messaging, trainings, volunteer mobilization (MyBharat portal), youth-led promotion, corporate mentoring, interviews. | *(Same deliverables as above)* | *(Same timelines as above)* |
| 3.Scaling TB-Free Urban Poor Communities with Corporate Philanthropy (Delhi, Maharashtra & Telangana) | Scale to 15,000 FLHWs across three states with corporate co-investment. Activities to capture: Launch, corporate workshops, trainings (digital/in-person), mentoring, community screenings, youth campaigns, volunteer activation, corporate coach sessions, interviews. | *(Same deliverables as above)* | *(Same timelines as above)* |

## 5. Proposal Submission Requirements

Interested agencies must submit:

1. **Technical Proposal** (approach, methodology, scope understanding).
2. **Portfolio & Experience** (relevant work in public health/social sector).
3. **Team Composition** (profiles of director, cinematographer, editor, etc.).

4. **Work Plan & Timeline.**
5. **Financial Proposal** (detailed cost sheet including HR, travel, and taxes).

## 6. Evaluation Criteria

**Technical Proposal (50%)**

- Understanding of scope & approach – 25 points
- Relevant experience & technical capability – 25 points
- Team expertise & language proficiency – 20 points
- Work plan & timelines – 15 points
- Innovation & storytelling quality – 15 points

**Financial Proposal (50%)**

- Legal status & GST registration – 20 points
- Turnover > INR 10 lakhs – 20 points
- Cost competitiveness – 20 points
- Timely delivery – 20 points
- Payment terms compliance – 10 points
- Price validity (≥1 month) – 10 points

*Note: Only technically qualified agencies will be considered for financial evaluation.*

## 7. Eligibility Criteria

- Registered firm with valid GST & PAN.
- Minimum 3 years of relevant filmmaking/video production experience.
- Turnover above INR 10 lakhs (FY 2023–24 or 2024–25).
- Strong portfolio of similar assignments.
- One bid per agency (multiple submissions will be disqualified).

## 8. Terms & Conditions

- TBAI reserves the right to accept/reject proposals or cancel the bidding process without any liability.
- Contracts may be terminated for unsatisfactory performance.
- All bids must comply with the instructions, terms, and conditions of this RFP.
- Only technically qualified agencies will proceed to financial evaluation.

## 9. Quotation Submission Guidelines

- **Format:** Submit Technical (Annexures 1 & 2) and Financial (Annexure 3) proposals separately.
- **Mode:**
    - *Soft Copy*: Submit via email in PDF format (financial proposal must be password-protected).
    - *Hard Copy*: Submit sealed envelopes marked "Technical Proposal" and "Financial Proposal" separately to:
      **TB Alert India, 301 Binjrajka Towers, Street No. 5, Nehru Nagar Colony, West Marredpally, Secunderabad, Telangana – 500026**
- Financial bid passwords will only be requested from technically qualified agencies.

## 10. Important Dates

| Activity | Date |
|---|---|
| RFP Release | 6th September 2025 |
| Cut-off for Vendor Questions | 10th September 2025 |
| Responses to Questions | 12th September 2025 |
| Proposal Submission Deadline | 15th September 2025 |
| Announcement of Selected Vendor | 18th September 2025 |

## 11. Contact for Queries

All clarifications and queries must be sent to:
Email: **tbaiadmin@tbalertindia.org** (before 10th Sept 2025, 5pm)

**Annexures**

- **Annexure 1:** Eligibility Criteria & Organization Details
- **Annexure 2:** Technical Proposal Format
- **Annexure 3:** Financial Proposal Format

## Scoring Criteria for Technical Proposal

| Evaluation Parameter | Max Score | Excellent (90-100%) | Good (70-89%) | Average (50-69%) | Low (Below 50%) |
|---|---|---|---|---|---|
| **1. Understanding of Scope & Approach** | 25 | Clear articulation of objectives, activities, and deliverables with a structured approach, innovation, and feasibility. **Max-min 25-23** | Good understanding, but minor gaps in approach or execution. **Max-min 22-18** | Basic understanding but lacks detail in implementation. **Max-min 17-13** | Poor understanding, vague or incorrect approach. **Max-min 12-0** |
| **2. Experience & Technical Capability** | 25 | 5+ years of relevant experience, high-quality portfolio, 4K video capability, strong post-production expertise. . **Max-min 25-23** | 3-5 years of experience, good documentary work, 4K capability but minor technical gaps. **Max-min 22-18** | 1-3 years of experience, some relevant work but lacks depth in execution. **Max-min 17-13** | Less than 1 year or no relevant experience, outdated equipment. **Max-min 12-0** |
| **3. Team Expertise & Language Proficiency** | 20 | Well-defined team structure with experienced members (director, cinematographer, editor, scriptwriter), multilingual skills (English, Hindi, Telugu, Marathi). **Max-min 20-18** | Team has relevant expertise but minor gaps in composition or language proficiency. **Max-min 17-14** | Some experienced members, but weak overall composition or lacks local language fluency. **Max-min 13-10** | No clarity on team roles or inexperienced members, no local language proficiency. **Max-min 7-10** |
| **4. Work Plan & Timelines** | 15 | Realistic, well-structured work plan with clear execution strategy and risk mitigation. | Feasible plan but minor gaps in scheduling or risk management. | Some scheduling challenges, unclear execution steps. | Unrealistic timelines, no structured execution plan. |

| Evaluation Parameter | Max Score | Excellent (90-100%) | Good (70-89%) | Average (50-69%) | Low (Below 50%) |
|---|---|---|---|---|---|
| | | **Max-min 15-14** | **Max-min 13-11** | **Max-min 10-8** | **Max-min 7-0** |
| **5. Innovation & Storytelling Quality** | 15 | Engaging narrative, strong storytelling, well-structured script with impactful messaging.<br>**Max-min 15-14** | Good storytelling but could be more creative or engaging.<br>**Max-min 13-11** | Basic script, lacks coherence or depth.<br>**Max-min 10-8** | No clear narrative, poor or no script structure.<br>**Max-min 7-0** |

**Final Score Categories:**

- **90-100% (Excellent):** Fully meets or exceeds expectations.
- **70-89% (Good):** Strong proposal with minor gaps.
- **50-69% (Average):** Adequate but needs improvement in key areas.
- **Below 50% (Low):** Does not meet expectations; lacks expertise or clarity

**Financial Evaluation**

| S.no. | Evaluation Criteria | Score Description | Means of Verification | Score |
|---|---|---|---|---|
| 1 | **Type of the firm and registration:** Bidding agency should be a legally registered | • Legally Registered Company/Firm/Partnership Firm : 20<br>• Single Proprietorship: 10 | • Registration document<br>• GST Certificate | 20 |

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| | firm with valid GST registration. | | | |
| 2 | **Turnover:** Average turnover above INR 10,00,000 for FY 2023-24 or FY 2024-25. | • Above INR 10 lakhs: 20<br>• Below INR 10 lakhs: 10 | • Audit Reports (Balance sheet for the FY 2023-24 or FY 2024-25) | 20 |
| 3 | **Cost competitiveness** | • Least quote (including all taxes):20<br>• More than 10% of the Lowest Bid: 10 | • Quotation duly filled, stamped giving response to all the information requested in Annex – 3 | 20 |
| 4 | **Time Lines** (Complete the assignment within time lines) | • Within the mentioned timeline:20<br>• Not meet mentioned timeline:10 | • Quotation highlighting timelines | 20 |
| 5 | **Payment term: 30% before work and 70% are after completion of the work** | • Agree to the payment term -10<br>• Doesn't agree to the payment term, proposing other term – 5 | • Quotation highlighting payment terms on release of advance | 10 |
| 6 | **Price Stability** | • Price valid for 1month or more: 10<br>• Price valid for below 1month: 5 | • Quotation highlighting Price Validity | 10 |

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|---|---|---|
| Financial Evaluation = | $\frac{\text{Lowest Quote (INR)}}{\text{Quote being scored (INR)}}$ | X 100 (Maximum score) |

Total score = 50% Technical score + 50% Financial score

**The total score:** The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100.

NOTE: Agencies which have qualified the technical bit will be eligible for opening of the financial bid. An agency should score at the least 40% score to be deemed eligible for opening the financial bid. Finally, the after combining both scores bidder should get 40% to be considered for evaluation.

**Quotation Submission Guidelines:**

- Bids should adhere to the specifications provided in Annexures 1,2 and 3.
- Price quotations must include all local taxes, GST, duties.
- The quotation should remain valid for one month from the award of the contract.
- Payment terms should specify any advance requirements and the terms for the remaining payments upon completion of the service.

Note: Financial documents **(Annex – 3)** will be opened after technical evaluation **(Annex – 1&2)** and the required documents are to be provided in hard and soft copy. The financial quotation should be submitted with Password and the password will be asked separately

## Application Process

Interested bidders/vendors are requested to submit their proposals in accordance with the following guidelines:

a. Technical Proposal (enclosed annexure 1) covering information about the organization, relevant experience of undertaking similar projects/assignments, compliance to eligible criteria should be submitted separately.
    i. Soft Copy Submission:
        1. Technical proposal (should be in PDF format with font-Arial 12)
        2. Subject line should include – Technical proposal for supply of filmmaker/video editor to document, edit and produce a film <<name of the agency/vendor>>
        3. Email: **procurement@tbalertindia.org.in**
        4. Supporting documents requested as annexures
    ii. Hard Copy Submission:
        1. Technical proposal
        2. Supporting Documents
        3. Send it to address: TB ALERT INDIA, 301, Binjrajka Towers, Street Number 5, Nehru Nagar Colony, West Marredpally, Secunderabad, Telangana 500026
        4. In a sealed envelope – marked "Technical proposal for filmmaker/video editor to document, edit and produce a film _ <<name of the agency/vendor>>" on the envelope

b. Financial Information (enclosed as annexure 2) covering costs should be submitted separately
    i. Soft copy submission:
        1. Financial Proposal (protected with a password). Please do not share the password. Password will be requested through an email after completion and qualify the technical evaluation
        2. Subject line should include –Financial proposal for filmmaker/video editor to document, edit and produce a film _ <<name of the agency/vendor>>
        3. Email: **procurement@tbalertindia.org.in**
    ii. Hard Copy Submission:
        1. Financial proposal
        2. Send it to address: TB ALERT INDIA, 301, Binjrajka Towers, Street Number 5, Nehru Nagar Colony, West Marredpally, Secunderabad, Telangana 500026
        3. In a sealed envelope – marked "Financial proposal for

filmmaker/video editor to document, edit and produce a film <<name of the agency/vendor>>" on the envelope.

4. Please send it as separate envelope in the technical proposal. Finance Envelope will be opened after completion and qualify the technical evaluation for only qualified bidders

## Other Information:

The information provided in this Request for Proposal (RFP) document is for informational purposes only and does not constitute a commitment, promise, or legal obligation on the part of TBAI. While every effort has been made to ensure the accuracy and completeness of the information herein, TBAI makes no warranties, express or implied, regarding the content of this document.

Prospective vendors are advised to conduct their own due diligence and seek clarification on any aspects of the RFP that may require additional information. TBAI reserves the right to modify, amend, or withdraw the RFP at any time without prior notice. All costs associated with the preparation and submission of proposals are the sole responsibility of the vendors.

This RFP does not obligate TBAI to award a contract or to compensate vendors for any costs incurred during the proposal submission process. By submitting a proposal, vendors acknowledge and accept the terms of this disclaimer.

TBAI shall not be liable for any loss, damage, or expense arising out of or in connection with the use of this RFP document or participation in the procurement process.

All quarries, mails seeking clarifications, intimations shall be made to the below email id tbaiadmin@tbalertindia.org on or before 10th September 2025

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## Annexure-1

### Technical Proposal

**1. Eligibility Criteria:**

| S No | Eligibility Criteria | Yes/No | Remarks |
|---|---|---|---|
| 1 | Is the Firm legal entity registered under Companies Act, 1956 or a partnership firm registered under Limited Liability Partnership Act, 2008. | | Mention the registration number |
| 2 | Is the firm registered with Goods and Service Tax Authorities (GST) and should be operating for last three years? | | Mention the GST number |
| 3 | Average turnover above INR 10,00,000 (in M*ar 24 or Mar 25)* | | |

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| 4 | Does the vendor have prior relevant experience of similar filmmaker/video editor to document, edit and produce a film | | |

**2. Organization Details**

| | | | | |
|---|---|---|---|---|
| 1. | Name of Organization | | | |
| 2. | Address of the Registered office | | | |
| 3. | Telephone | | | |
| 4. | Website | | | |
| 5. | Name of the Primary contact | | | |
| 6. | Designation | | | |
| 7. | Email | | | |
| 8. | Mobile Number | | | |
| 9. | Name of the Alternate contact | | | |
| 10. | Designation | | | |
| 11. | Email | | | |
| 12. | Mobile Number | | | |
| 13. | Date of Establishment | | | |
| 14. | Annual turnover for the last three financial years | S No | FY Year | Turnover |
| | | | | |
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3. Documents to be submitted

| S No | Document | Remarks | Page number | |
|---|---|---|---|---|
| 1 | Copy of certificate of incorporation issued by relevant authority. | | | |
| 2 | Copy of GST registration number | | | |
| 3 | Copy of PAN and TAN number | | | |
| 4 | Statutory Auditor's Certificate and financial statements for the Last three financial years/ Self-certification by the authorized signatory of the RFP mentioning the Annual Turnover for the last three years supported by financial statements or Annual Auditor Reports | | | |
| 5 | Copy of Contract/Work Order. | | | |

**Annexure-2**

**Technical Proposal (not more than 10-12 pages with Arial 10 font)**

| | |
|---|---|
| **1. Cover Letter** | Brief introduction of the agency/filmmaker.<br>Summary of expertise relevant to the project.<br>Confirmation of understanding of project requirements.<br>Contact details of the primary point of contact. |
| **2. Executive Summary** | Overview of the proposed approach and methodology.<br>Key strengths of the agency/filmmaker.<br>Summary of proposed deliverables. |
| **3. Understanding of Scope & Approach** *(Max Score: 25)* | Demonstration of understanding of the project's goals and expected impact.<br>Approach to capturing project implementation, activities, and key moments.<br>Plan for embedding within project activities without disrupting momentum.<br>Risk assessment and mitigation strategies. |
| **4. Experience & Technical Capability** *(Max Score: 25)* | Relevant experience in documentary filmmaking/public health storytelling.<br>Portfolio of similar projects (links to previous work).<br>Details of video recording equipment (minimum 4K resolution).<br>Post-production capabilities (editing, sound design, color grading, subtitling). |
| **5. Team Expertise & Language Proficiency** *(Max Score: 20)* | Profiles of key team members (Director, Cinematographer, Editor, Scriptwriter).<br>Experience of the team in similar projects.<br>Language proficiency in **English, Hindi, Telugu, and Marathi**. |
| **6. Work Plan & Timelines** *(Max Score: 15)* | Detailed work plan outlining shoot schedule for each location (**Delhi, Hyderabad, Pune**).<br>Breakdown of shoot days (4-5 per state, spaced out over project duration).<br>Timeline for post-production, review, and final submission.<br>Contingency plan for delays. |
| **7. Innovation & Storytelling Quality** *(Max Score: 15)* | Creative approach to crafting a compelling narrative.<br>Preliminary script ideas or treatment.<br>Integration of personal stories from frontline health workers, ASHAs, and youth volunteers.<br>Strategies for making the film engaging and impactful. |
| **8. Deliverables & Quality Control** | - One main film (<10 minutes) covering the journey of complete Project including all three components combined.<br>- One short film (3 minutes) covering two specific components i.e. 1 and 2.<br>- One short film (1.5 minutes) covering complete component 3<br>- Minimum 5 photographs per event/activity under each project.<br>- Raw footage, B-roll, and final edited versions. |
| **9. Annexures** | Portfolio links (YouTube/Vimeo, website).<br>CVs of key team members.<br>Client testimonials (if available). |

## Annexure 3

To,

Purchase Committee

TB Alert India

Flat No.301, H.No.10-2-191,

Binjrajka Residency,

West Marredpally,

Secunderabad

TELANGANA

We are submitting the below quotation after fully understanding the technical specifications and other terms and conditions related to the time frame and quality, as outlined in the Bid document.

| S.No | Particulars | Amount |
|---|---|---|
| 1 | All cost including -Delivering the product (this included Human Resources cost, travel and all other related expenses(without any costs to TBAI) | |
| | | |
| | | |
| | | |
| | Total Amount (Inclusive of all taxes) | |

| **Particulars** | **Requirements** | **Yes** | **No** | **If No, please specify requirements/offer** |
|---|---|---|---|---|
| Quotation Validity | 1 Month | | | |

- The Annexure 3 to be on your letter head format and PDF with a password

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