

Aga Khan Foundation (India)***Request for Proposal***

RFP Title	Designing of Animated MP4/GIF Illustrations in Hindi and Telugu under the 'Improving ECD Outcomes in India: AKDN-Vroom Strategic Partnership' programme.
Reference No	AKF INDIA/2025/SERVICE/004
Bid Validity	90 days
Date of Publishing	27 th June, 2025
Deadline for request for clarification	4 th July, 2025
Date of Written Response to bidders' queries	7 th July, 2025
Deadline for Submission	14 th July, 2025
Email ID for Submission	akfindia.helpdesk@akdn.org

1. Instructions

All proposals must be in writing, in the English language, and signed and dated by an authorized person of the bidder. Bidders must use the forms provided in the Annexures of this RFP.

2. Validity

The proposal validity period should be at least Ninety (90) days following the bid deadline. This should be clearly mentioned in both the technical and financial proposal.

3. Costs of preparing bid

No costs incurred by the bidder in preparing and submitting the bid shall be reimbursable. All such costs shall be borne by the bidder. If proposed experts are interviewed or called for a presentation, all costs shall be borne by the bidder.

4. Ownership of bid

The Aga Khan Foundation retains ownership of all bids received under this bid procedure. Consequently, bidders have no right to have their bid returned to them.

5. Alteration or withdrawal of bids

Bidders may alter or withdraw their bids by written notification prior to the stated deadline for submission of bids. No bids may be altered after this deadline. Withdrawals must be unconditional and will end all participation in the bid procedure.

1. Opening of bid

The bid will be opened by the Aga Khan Foundation within **30 days** from the deadline for the submission of the bid.

Any attempt by a bidder to influence the bid evaluation committee, which will comprise representatives of the Aga Khan Foundation and the Van Leer Foundation, in the process of examination, clarification, evaluation and comparison of bids, to obtain information on how the procedure is progressing or to influence the contracting authority in its decision concerning the award of the contract will result in immediate rejection of its bid.

2. Submission of bids

The bid has to be submitted in the prescribed format on or before 14th July, 2025, 6 P.M. to akfindia.helpdesk@akdn.org

- 2.1 **Technical and financial proposals should be submitted simultaneously, but through separate emails**, with the RFP reference and the clear description of the proposal (technical or financial) by the date and time stipulated in this document. If the emails and email attachments are not marked as instructed, AKF will assume no responsibility for the misplacement or premature opening of the proposals submitted.
- 2.2 Both email text bodies should indicate the name and address of the bidder and the description of the proposal (technical or financial). The technical email should not contain any pricing information, nor should the financial email contain any component of the technical proposal.
- 2.3 Technical proposals should be submitted in one (1) email accompanied by the forms prescribed in this RFP, clearly marked as “technical proposal”- in the email subject line and corresponding attachment should read: (RFP Reference No.) – (name of bidder) – TECHNICAL PROPOSAL
- 2.4 The technical proposal should not contain any details of the financial proposal / budget. **Any financial information contained in the technical proposal will invalidate the proposal.**
- 2.5 Financial proposals should be submitted in one (1) email with the email subject line as ‘FINANCIAL PROPOSAL’ and corresponding email attachment should read: (RFP Reference No.) – (name of bidder) – FINANCIAL PROPOSAL.
- 2.6 The **Financial Proposal should contain the budget in a password protected file (excel and/or pdf), which can be opened only with the password. The bidder should not mention any financial amount in the email text body, or the password.** Passwords should be made available only at a later date, when requested by AKF.
- 2.7 Proposals should be received by the date, time and means of submission stipulated in this RFP. Bidders are responsible for ensuring that AKF receives their proposal by the due date and time. Proposals received by AKF after the due date and time may be rejected. When receiving proposals by email (as is required for the RFP), the receipt time stamp shall be the date and time when the submission has been received in the dedicated AKF inbox. AKF shall not be responsible for any delays caused by network problems, etc. It is the sole responsibility of bidders to ensure that their proposal is received by AKF in the dedicated inbox on or before the prescribed RFP deadline

3. Request for Clarification

All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to akfindia.helpdesk@akdn.org by **4th July, 2025**. Responses will be provided to all interested organizations

by 7th July, 2025, through email. Aga Khan Foundation is under no obligation to consider or respond to questions that are not received in a timely manner.

4. Content of bids

Each bid must comprise a technical offer and a financial offer, each of which must be submitted separately.

Technical Offer

The Technical offer must include the following documents:

- a. Bid form (Annexure I)
- b. Technical proposal, as per the guidelines detailed under the terms of reference (Annexure II)

Financial Offer

The financial offer should be presented as per template (Annexure III) provided and if necessary, completed with a separate sheet for details.

5. Evaluation of bids

The criteria presented below has been tailored to the requirements of this RFP. Bidders should note that these criteria serve to:

- (a) identify the significant matters that bidders must address in their proposals and
- (b) set the standard against which all bidders will be evaluated.

All proposals will be evaluated by the bid evaluation committee, based on the extent to which proposals meet the selection criteria outlined below. To the extent that they are deemed necessary, negotiations may be conducted with the highest rated bidders. Evaluation percentage scores are also provided against each of the selection criteria. The number of points assigned indicates the relative importance of each factor.

In evaluating proposals, the evaluation committee will follow a Quality and Cost Based Selection, using a three-stage value selection procedure.

The most economically advantageous bid is established by weighing technical quality against price on an 80/20 basis.

Stage I - Technical Evaluation

Each technical proposal shall be evaluated on:

S. no.	Technical Assessment	Weightage
1.	Organization/illustrators profile and profile of team to be staffed on this task	25
2.	Demonstrated experience of designing cartoon based Animated MP4 and GIF files, preferably with ECD related experience in responsive care and parenting messages.	20
3.	Understanding of the scope of work and approach for completing the assignment.	40
4.	Implementation plan and timeline of activities (as per the need of the assignment))	15
	Total	100

Stage II - Financial Evaluation

Upon completion of the technical evaluation, the financial offers of those bids only which were not eliminated during the technical evaluation will be considered.

Stage III - Shortlisting

Based on total scores at the end of Stage Two, the bid evaluation committee may shortlist up to three bidders for a virtual presentation as the third stage of the evaluation. The presentation shall discuss and/or clarify the technical and cost proposals of shortlisted bidders. The bid evaluation committee expects that at a minimum, the named bidder's Project Leader shall be in attendance. Once the presentations are completed, the bid evaluation committee shall re-score the proposals of the shortlisted agencies/ team of experts and select the firm with the highest total score.

6. Signature of the contract

- 6.1 The successful bidder will be informed in writing that its bid has been accepted (notification of award). Before the contracting authority signs the contract with the successful bidder, the successful bidder may be required to provide documentary proof or statement required under the law of the country in which the company (or each of the companies in case of a consortium) is established.
- 6.2 If the successful bidder fails to provide, upon request by the contracting authority, the documentary proof or statement or the evidence of the financial and economic standing and the technical and professional capacity within 7 calendar days following the notification of award or if the successful bidder is found to have provided false information, the award will be considered null and void. In such a case, the contracting authority may award the bid to the next lowest bidder or cancel the bid procedure.
- 6.3 Within 7 days of receipt of the contract signed by the contracting authority, the selected bidder must sign and date the contract and return it to the contracting authority. On signing the contract, the successful bidder will become the contractor and the contract will enter into force.

7. Confidentiality

The entire evaluation procedure, from the drawing up of the shortlist to the signature of the contract, is confidential. The evaluation committee's decisions are collective, and its deliberations are held in closed session. The members of the evaluation committee are bound to maintain secrecy. The evaluation reports and written records are for official use only and may be communicated to neither the bidders nor to any party other than the contracting authority.

8. Ethical clauses/corrupt practices

- 8.1 Any attempt by a bidder to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or the contracting authority during the process of examining, clarifying, evaluating and comparing bidders will lead to the rejection of its bid and may result in administrative penalties.
- 8.2 The bidder must not be affected by any potential conflict of interest and shall have no link with other

bidders or parties involved in the project.

- 8.3 The evaluation committee reserves the right to suspend or cancel project financing if corrupt practices of any kind are discovered at any stage of the award process or during the implementation of a contract and if the contracting authority fails to take all appropriate measures to remedy the situation. For the purpose of this provision, "corrupt practices" are the offer of a bribe, gift, gratuity or commission to any person as an inducement or reward for performing or refraining from any act relating to the award of a contract or implementation of a contract already concluded with the contracting authority.
- 8.4 Bidders will be rejected, or contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified or commissions paid to a company which has every appearance of being a front company.
- 8.5 Failure to comply with one or more of the ethical clauses may result in the exclusion of the bidder or contractor from other commission contracts and in penalties.

9. Cancellation of the bid procedure

In the event of cancellation of the bid procedure, bidders will be notified of the cancellation by the contracting authority.

Cancellation may occur where:

- the bid procedure has been unsuccessful, i.e., no qualitatively or financially worthwhile bid has been received or there is no response at all;
- the economic or technical data of the project has been fundamentally altered.
- exceptional circumstances or *force majeure* render normal performance of the contract impossible.
- all technically compliant bids exceed the financial resources available.
- there have been irregularities in the procedure, where these have prevented fair competition.

In no event shall the contracting authority be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a bid even if the contracting authority has been advised of the possibility of damages. The publication of a procurement notice does not commit the contracting authority to implement the programme or project announced.

Annexure I - Bid Form**Bidder's Details**

1.	Name of the Agency/ team of experts	
2.	Name and Designation of Authorized Signatory	
3.	Communication Address	
4.	Office Phone No, Mobile No:	
5.	E-Mail ID of key contact person	
6.	GST registration Number:	
7.	PAN Number	

Details of Bidder's representative

8.	Name of the Contact Person:	
9.	Designation:	
10.	Phone No:	
11.	E-Mail ID:	

Continuation of Annexure I

DECLARATION

I, _____, Resident of _____, Proprietor / Director / Authorized Signatory of the Company / Firm, mentioned above, is competent to sign this declaration and execute this bid document.

I / We hereby certify that I / we have read the entire terms and conditions of the bid documents, including all documents like annexures etc., which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

The rates quoted by me / us are valid and binding upon me for the entire period of contract and period of extension.

The information / documents furnished along with the above application are true and authentic to the best of my knowledge and belief. I / we are aware of the fact that furnishing of any false information / fabricated document would lead to rejection of my / our bid at any stage besides liabilities towards prosecution under appropriate law.

The corrigendum(s) issued from time to time by your department/organization too have all been taken into consideration, while submitting this declaration letter.

I / we hereby unconditionally accept the bid conditions of above-mentioned bid document(s) in its totality. In case any provision of this bid is found violated, then your organization shall without prejudice to any other right or remedy be at liberty to reject this bid.

Authorized Signatory (Signature In full): _____

Name and title of Signatory: _____

Stamp of the Company: _____

Terms of Reference: Design of Animated MP4, GIF, and JPG Illustrations in Hindi and Telugu under the 'Improving ECD Outcomes in India: AKDN-Vroom Strategic Partnership' Programme.

Background: The Aga Khan Foundation is a leading global development organisation working to tackle the root causes of poverty. For more than 50 years, we have helped create strong community institutions that support sustainable, locally-driven initiatives to improve the lives of millions of people. By combining local knowledge with global best practices, we strive to bring about transformative and long-lasting improvements to quality of life. AKF started its operations in India in 1978, and today implements programmes in both rural and urban areas across five states - Bihar, Delhi, Maharashtra, Telangana and Uttar Pradesh. Our programmes aim to ensure infants have the best possible start in life; families are healthy and well-nourished; children and young people can access quality learning opportunities and grow to fulfil their potential; and adults can develop future -facing skills so they can gain employment or start their own business. We believe women and girls should not be limited in their choices or opportunities and are dedicated to fostering inclusive communities in which all voices are heard and valued. As our climate changes, we are working with the communities we serve, and especially farmers, to adapt to its challenges and opportunities and contribute to a healthy planet. Working alongside the agencies of the Aga Khan Development Network and through partnerships with local communities, government agencies and programmes, we are building a future where we all thrive together.

Early childhood development and building the capacity of caregivers for responsive care and early stimulation is a priority focus area for the Foundation. As part of its ECD interventions, AKF supports the development of high quality and easily accessible communication material to support frontline ECD workers and caregivers with ECD and early stimulation messages that they can use in their daily caregiving activities with children. In Telangana, Delhi and Uttar Pradesh, AKF in partnership with the Bezos Family Foundation, is implementing a program on 'Improving ECD Outcomes in India: AKDN-Vroom Strategic Partnership.' This project aims to empower caregivers' by providing contextually relevant ECD tips and tools via different accessible modalities. These resources will support caregivers to create enjoyable everyday moments for their children to grow, develop, and learn, from birth to five years. The present Request for Proposals is towards developing suitable and contextually relevant illustrations based on existing caregiving messages.

Objective of assignment: AKF is seeking to onboard an agency/consultant who can work on a need basis for a period of three months after signing the contract, to carry out the following tasks:

1. The agency/consultant will design animated illustrations in MP4, GIF, and JPG formats that can be shared across various platforms such as WhatsApp, mobile applications, posters, etc. (A sample ECD animated MP4 is attached as an annexure for reference).
2. The MP4 and GIF formats will be required with and without voice-overs and background music.
3. Any music used must be properly licensed.
4. The animations should be contextually designed for the community and support improved understanding of early childhood development (ECD), responsive care, and early stimulation messages.

Scope of Work: The agency will be responsible for:

1. Designing animated illustrations conveying parenting messages, featuring 4 to 8 characters or objects, along with accompanying text. A minimum of 260 illustrations will be created, each developed separately in Hindi and Telugu.
2. Including professional Hindi and Telugu voice-overs for the animated illustrations.

3. Adding legally licensed background music to the animated illustrations.
4. Pilot testing the animated videos and incorporating revisions based on feedback from caregivers and frontline ECD workers.

Key Deliverables

1. Animated MP4 and GIF illustrations with Hindi and Telugu voice-overs and background music (with valid music licenses).
2. JPG format of each illustration in both Hindi and Telugu.
3. Separate audio files of the Hindi and Telugu voice-overs.

Timeline

The assignment will be spread over a duration of 6 months. Experience required: Agency should have at least 2-3 years of experience in designing illustrations and should have undertaken similar assignments.

Role of the Aga Khan Foundation

1. AKF will provide a thorough overview of the programme and the needs of the specific assignment.
2. AKF will share Hindi & Telegu caregiving messages and will provide a brief explanation of the context for development of animations.
3. AKF will share already developed animated illustrations (posters) of some messages.
4. AKF will review and provide feedback on the draft submissions by the agency/ consultant.

Annexure III - Financial Proposal

Detailed budget line item-wise costs under the broad cost heads of Personnel, Travel, Training, Printing and stationery, Communication, Data analysis, etc. should be given in the following template.

S. No.	Particulars	Unit	Time Unit	Unit Cost	Total (INR)	Rationale
Total						

Authorized Signatory (signature in full): _____

Name and Title of Signatory: _____

Company Rubber Stamp: _____

Please note that we will not be able to reimburse any per diem and expenditure supported by self-declaration