



HEALING MINDS. INSPIRING LIVES

+91-9552530557
contactus@sangath.in
www.sangath.in

REQUEST FOR PROPOSALS (RfP)

FOR SELECTION OF AN INDIVIDUAL CONTRACTOR/COMPANY

FOR AN INTERACTIVE CAMPUS AWARENESS-GENERATING ART
INSTALLATION FOR A STUDENT MENTAL HEALTH RESEARCH
PROGRAMME

Project: “The Invisible Backpack” as part of the Saathi Support programme

PROPOSALS DUE BY JUNE 29, 2026

BACKGROUND

Sangath is a leading non-profit organisation dedicated to transforming healthcare by focusing on mental health and public health initiatives. Our mission is to empower communities through world-class research, innovative healthcare solutions, and compassion-driven services.

“Saathi Support” is a peer support initiative implemented by Sangath at select universities in Delhi/NCR as part of the METROPOLIS research programme jointly conducted by Sangath, King’s College London (KCL), O.P. Jindal Global University, Youth for Mental Health Foundation (YMHF), and Brighton and Sussex Medical School (BSMS).

RFP OVERVIEW

Sangath is inviting proposals from experience designers (individuals or companies), artists, production companies, or interdisciplinary artists to conceptualise, design, and produce a large-scale interactive installation for university campuses aimed at generating awareness about available peer support.

The installation, titled “*The invisible backpack*” (working title), is aimed at increasing early help-seeking among university students through peer support. As part of the installation, we will launch a campus activation campaign using the metaphor of an “invisible backpack” to represent the unseen emotional burdens students carry (e.g., stress, loneliness, academic pressure, uncertainty).

The installation should:

- Increase awareness of emotional wellbeing and normalise seeking support

- Help students recognise shared emotional experiences
- Encourage reflection and peer connection
- Drive engagement with Saathi Support services via sign-up pathways
- Be modular, to be replicated across up to 12 campuses in Delhi/NCR

Behavioural goals of the intervention are:

- Students interact with the installation
- Students reflect and contribute anonymously
- Students access Saathi Support via QR / sign-up pathway

SCOPE OF WORK

The selected vendor will be responsible for end-to-end design and production, including:

Concept development

- Translate the “Invisible Backpack” metaphor into an interactive installation
- Develop design directions for review with the Sangath team
- Refine and finalise the concept and design based on feedback received

Installation design

- Central feature: large-scale “invisible backpack” structure, replicable across up to 12 colleges
- Integration of symbolic objects representing emotional burdens, as relevant
- Design of interactive elements for anonymous student contributions

Production and fabrication

- Material specification and fabrication of installation components
- Modular campus-ready design (preferred for replication across campuses)

Installation and de-installation

- On-site installation support
- Setup and breakdown plan which can be implemented by the Sangath team
- Maintenance guidance for a designated display period

Visual and spatial design

- High-visibility installation suitable for high-footfall campus locations
- Cohesive visual identity aligned with campaign metaphor
- Integration of Saathi Support QR/signposting (non-intrusive but clear)

DESIGN REQUIREMENTS & APPROACH

- Youth-friendly, non-clinical, emotionally safe tone
- High engagement and intuitive interaction (self-explanatory in <10 seconds)
- Durable for 1-month public campus deployment
- Safe materials (no sharp edges or hazardous components)
- Weather-adaptable (outdoor preferred but indoor fallback acceptable)
- Accessible design (inclusive height, reach, and interaction modes)
- Strong visual impact from distance

DELIVERABLES

1. Concept proposal (1–2 directions)
2. Final installation design package
3. Material + fabrication specifications
4. Interaction flow map (user journey)
5. Installation + de-installation plan
6. Maintenance guidance

TIMELINE

- RFP release: June 19, 2026
- Vendor interviews: July 9 and 10, 2026
- Award of contract: By July 20, 2026
- Installation on campus: By October 2026
- Campaign duration: Up to a 3-month display period

(Final timeline may be adjusted based on campus schedules and procurement processes.)

EVALUATION CRITERIA

Proposals will be assessed on the following:

- 25% concept strength
- 20% interaction design
- 15% design quality and campus visibility impact
- 20% feasibility of implementation
- 10% youth focus design
- 10% value for money

ELIGIBILITY

- At least 5 years of professional experience in art/exhibition or installation design, experience design, public engagement, social impact campaigns, or related activities.
- Experience delivering behaviour change, public engagement, social impact, education, or health communication projects.



HEALING MINDS. INSPIRING LIVES

+91-9552530557
contactus@sangath.in
www.sangath.in

- Experience managing projects across the full implementation lifecycle, including concept development, fabrication, and on-site deployment.
- Understanding and demonstrated experience using accessible and inclusive design principles.
- Based in, or able to operate within, Delhi/NCR.

SUBMISSION REQUIREMENTS

Applicants should submit:

1. Detailed proposal including timeline and execution plan
2. Cost proposal, including a breakdown of key components such as project management, concept and design, replicable lightweight installation, basic interactivity system, strong visual storytelling and signage system, and modular design for reuse
3. Company/individual portfolio
4. Proposed team members
5. Relevant experience (installations, experiential design, public engagement work)

Please submit proposals that include all of the submission requirements listed above to alka.singh@sangath.in by 29th June. Only shortlisted applicants will be contacted for the next steps.