

Request for Proposals (RfP) for animated filmmaker (individual/agency)

Proposals due by 18th May 2025

1) Overview

We are seeking an experienced and creative animator or video production agency to **produce a short animated video about a research study targeting university students in New Delhi.**

The video will combine animated visuals with a voiceover and may include live video of a researcher explaining key concepts. It must be youth-friendly, engaging, and communicate all key details needed for students to decide whether they wish to participate in the study.

The selected vendor will work closely with our research team to ensure the final video is accurate, culturally appropriate, and visually engaging.

2) 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.

[METROPOLIS](#) is a research project funded by the Wellcome Trust. Programme partners include King's College London (KCL) (UK), O.P. Jindal Global University (JGU) (India), Youth for Mental Health Foundation (YMHF) (India), and Brighton and Sussex Medical School (United Kingdom). The programme aims to advance understanding of the effectiveness and mechanisms of problem-solving (PS) and behavioural activation (BA) when delivered by peer counsellors as early interventions for young people with depression. Both PS and BA have the potential to be used as brief and effective standalone interventions, yet they have rarely been evaluated outside of multicomponent packages. We will investigate these active ingredients in India, which is home to 20% of the world's youth population, focusing on university students from disadvantaged groups in Delhi NCR.

3) Scope of Work

The selected vendor will be responsible for:

1. Concept development

- a. Collaborate with the project team to understand the research study's purpose, target audience (students), and key messaging.

- b. Propose a creative approach and visual style for a provided script that is aligned with the goals of the project.
2. **Storyboard creation**
 - a. Assist in refining the script (approximately 2-3 minutes in length).
 - b. Create a storyboard for review and approval.
3. **Animation production**
 - a. Design and animate a professional, engaging, and accessible video tailored to a student audience.
 - b. Incorporate a voiceover, background music, sound effects, and captions as appropriate.
 - c. Ensure content adheres to accessibility standards (e.g., contrast, readability, captioning).
 - d. Create an English and Hindi version of the video.
4. **Revisions and feedback**
 - a. Participate in rounds of feedback from the project team and revise accordingly.
5. **Final deliverables**
 - a. Deliver the final video in web- and social-media-friendly formats.
 - b. Provide source files and any related assets upon project completion.

4) Deliverables

- One final 3-minute animated video in Hindi and English in MP4 format, optimised for web and mobile.
- Editable source files
- Captions/subtitles in .srt format
- Three rounds of revisions based on feedback

5) Timeline to apply

- RfP issued: 9th May 2025
- Proposals due: 18th May 2025
- Shortlisted and interview call: 23rd May 2025
- Award of contract: 6th June 2025
- Draft storyboard due: 20th June 2025
- First draft video: 8th July 2025
- Final deliverables due: 25th July 2025

6) Budget range: Up to INR 2,50,000

7) Proposal eligibility and requirements

Eligibility

- Minimum 3 years of professional experience in video production
- Portfolio showing similar video production work
- Strong skills in animation, voiceover coordination, and editing

- Experience in creating outputs for online platforms
- Use their own high-quality audio-visual equipment
- Fluency with English and Hindi

Requirements from all applicants:

- Brief description of approach and style.
- Portfolio/examples of similar work.
- Timeline and availability.
- Total cost estimate, broken down by phases.
- Team bios (if applicable).
- References (optional but preferred).

8) Evaluation criteria

- Quality and creativity of previous work (20%)
- Alignment with project goals and audience (25%)
- Budget and cost-effectiveness (15%)
- Proposed timeline and ability to meet deadlines (10%)
- Technical expertise (30%)

9) Application instructions

- Send your signed and stamped proposal along with the complete budget, payment terms, and deliverable timeline to alka.singh@sangath.in by **18th May** with your
 - (1) CV and portfolio,
 - (2) A cover letter
 - (3) Budget.
- Please use the subject line: **"Proposal for METROPOLIS animated filmmaker"**

You can reach out to us at [<metropolis@sangath.in>](mailto:metropolis@sangath.in) for questions or clarifications regarding this proposal.