

## **REQUEST FOR PROPOSAL (RFP)**

### **For Engagement of a Creative & Digital Agency - Social Media & Community Awareness Campaign for Mass Drug Administration (MDA) – Lymphatic Filariasis Bihar & Jharkhand | February 2026**

#### **1. Background & Context**

Lymphatic Filariasis (LF), commonly known as Hathipaon or Elephantiasis, continues to be a major public health challenge in India, with Bihar and Jharkhand among the most affected endemic states. The disease causes lifelong disability, social stigma, and economic hardship, disproportionately impacting vulnerable and low-income populations.

Under the leadership of the National Centre for Vector Borne Diseases Control (NCVBDC), the National Programme for Elimination of Lymphatic Filariasis (NPELF) has gained renewed momentum. The shift to mission-mode Mass Drug Administration (MDA) has strengthened political and administrative ownership, improved drug availability, and expanded frontline delivery through ASHA workers as Drug Administrators (DAs).

Despite these advances, community acceptance and compliance remain critical bottlenecks. Persistent myths, fear of side effects, low risk perception, and inadequate awareness continue to limit MDA coverage. Addressing these behavioural and perception barriers through strong, credible, and locally resonant communication is essential to achieving elimination targets.

#### **2. Purpose of the RFP**

Piramal Foundation invites proposals from experienced creative and digital communication agencies to design and implement a high-impact, culturally appropriate, and evidence-informed social media campaign that supports LF–MDA implementation and improves community participation.

#### **3. Objectives of the Campaign**

The key objectives are to:

- Increase awareness about Lymphatic Filariasis and the importance of MDA
- Address myths, misconceptions, and fear related to MDA drugs and side effects
- Build trust in government-led MDA efforts and frontline workers (ASHA/DA)
- Encourage full compliance—consumption of MDA drugs by all eligible individuals
- Enhance visibility of the February 2026 MDA rounds in Bihar and Jharkhand

#### **4. Target Audience**

##### **4.1 Primary Audience**

Rural and urban communities in LF-endemic districts

##### **4.2 Secondary Audience**

Community influencers – MLA, MP, Political Leaders, PRI members, SHGs, teachers, religious leaders,  
Students & Youth  
Family decision-makers

##### **4.3 Tertiary Audience**

Frontline workers - ASHA, ASHA Facilitators, AWW, CHO & ANM  
Local administration and stakeholders

## **5. Geographic Scope**

5.1 Selected LF-endemic districts in Bihar and Jharkhand (to be finalized in consultation with stakeholders)

## **6. Scope of Work**

The selected agency will be responsible for the following:

### **6.1 Campaign Strategy & Creative Conceptualization**

- Develop a state- and district-sensitive digital communication strategy
- Propose a unifying campaign theme, tagline, and messaging framework
- Align content with national LF/MDA guidelines and approved IEC norms

The agency will be responsible for developing high-quality, culturally appropriate, and platform-optimized digital content to support the LF–MDA February 2026 campaign. The approximate deliverables include:

### **6.2 Short Campaign Film**

One 5–6 minute campaign film depicting the overall LF–MDA awareness campaign implementation across Bihar and Jharkhand

The film will:

- Showcase community mobilisation and participation during the MDA campaign
- Highlight the role of frontline workers, local administration, and community influencers
- Capture on-ground activities, beneficiary voices, and real-life contexts
- Reinforce key messages around trust, safety, and collective responsibility for LF elimination

The film will be suitable for use across social media platforms, review meetings, stakeholder presentations, and programme documentation, with versions adapted for digital dissemination.

### **6.3 Short Videos & Reels**

(e.g. DM, Political leader, Doctor voices, beneficiary testimonials, myth-busting messages)

20 short videos/reels (30–60 seconds each)

- 5 videos featuring doctors/medical experts
- 5 videos featuring DM, Political leader
- 5 beneficiary or community testimonials
- 5 myth-busting and reassurance videos on MDA safety and benefits

### **6.4 Infographics**

(Posters, carousels, infographics for social media and WhatsApp sharing)

25 static creatives, including:

- Posters for key MDA messages and call-to-action
- Carousel posts explaining LF, MDA process, and eligibility
- Infographics on do's & don'ts and MDA timelines

## **6.5 Animated Explainer Videos**

4 animated explainers (60–90 seconds each) covering:

- What is Lymphatic Filariasis (LF)?
- Why Mass Drug Administration (MDA) is safe and necessary
- Management of minor side effects and when to seek care

## **6.6 Local Language Adaptations**

All approved content to be adapted into local languages, including:

- Hindi (mandatory)
- Santhal and other relevant regional dialects (as per district selection)

Adaptations to include language translation, cultural contextualization, and voice-overs/subtitles, as required.

## **6.7 Influencer & Community Voice Integration**

Identify and integrate:

- Local influencers and credible voices
- Doctors, frontline workers, PRI representatives

Facilitate short endorsement videos and messages from local administration (e.g. DM, CS, DVBCO, DCM JEEVIKABDO, BPRO, BEO) influential person

## **6.8 Campaign Content Creation Timeline (15th January to 28th February 2026)**

- Pre-MDA awareness phase (15th January 2026 till 9th February 2026)  
Intensified messaging during MDA days (10th February 2026 till 28th February 2026)

## **7. Deliverables**

- Creative samples and content calendar
- Approved digital creatives (infographics & poster etc) and videos (shot film & reels)

## **8. Duration of Assignment**

- From 15th January till 28th February

## **9. Eligibility Criteria**

Agencies should have:

- Minimum 3–5 years of experience in digital/social media campaigns
- Proven experience in public health, government, or development sector campaigns
- Demonstrated capacity to work in Hindi and regional contexts
- Strong creative, production, and analytics capabilities

## **10. Proposal Submission Requirements**

### **10.1 Technical Proposal**

- Understanding of the assignment
- Sample work (preferably health or behaviour change campaigns)
- Team structure and key personnel

- Work plan and timeline

## **10.2 Financial Proposal**

- Detailed budget with cost break-up
- Content production, media management, and monitoring costs
- Applicable taxes

## **11. Evaluation Criteria**

- Proposals will be evaluated based on:
- Understanding of public health communication and MDA context
- Creativity and relevance of proposed approach
- Past experience and portfolio
- Cost-effectiveness and value for money

## **12. Management & Coordination**

The agency will work under the guidance of Piramal Foundation, in close coordination with:

- State and district health authorities
- NCVBDC-aligned communication priorities

## **13. Confidentiality & Intellectual Property**

All campaign materials developed under this assignment will remain the property of Piramal Foundation / Programme partners and may be used for programme purposes with due attribution.

## **14. Submission of Proposal**

Interested agencies may submit their company profile, proof of experience, team details, along with a technical presentation and financial bids against the tasks listed above, SCOPE OF WORK to Anand Kashyap at [akashyap@piramalswasthya.org](mailto:akashyap@piramalswasthya.org) by 5 Jan 2026.  
Should you have any queries, please contact: Anand Kashyap at +91-94308 65010