Seven Sisters Development Assistance (SeSTA)

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EXPRESSION OF INTEREST (EOI): Invitation for Submission of Proposals from Eligible Vendors / Experts / Agencies for Designing and Conducting Educational Puppet Shows in Schools and community's field on Social Issues and Child Protection

Reference No.:
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1. INVITATION FOR EXPRESSION OF INTEREST

SeSTA invites Expressions of Interest (EOI) from eligible and experienced vendors, professional puppet artists, theatre groups, cultural organizations, creative agencies, NGOs and independent experts for designing, developing and conducting **educational and awareness-based puppet shows in schools and community fields** to address critical social issues affecting children, adolescents, young people and women.

The proposed initiative aims to use puppet shows as an innovative, interactive and child-friendly communication medium to create awareness among school students about the adverse effects of drug and substance abuse, child marriage, school dropout, child protection concerns in schools and other relevant social issues such as effects of alcoholism, diet diversity using gendered lens/roles, child marriage, domestic violence with community in villages as well.

The selected agency/vendor will be responsible for developing school age-appropriate scripts, designing and preparing puppets, conducting live performances in identified schools, facilitating interactive discussions with students and communicating appropriate prevention, reporting and redressal mechanisms as well as for general community members in villages.

The initiative intends to combine entertainment with education to encourage students and community members to understand social challenges, make informed decisions, develop positive attitudes and seek support from appropriate authorities and support systems whenever required.

Interested and eligible agencies/vendors are requested to submit their technical and financial proposals in accordance with the requirements and guidelines outlined in this EOI.

2. BACKGROUND AND RATIONALE

Children, adolescents and women face several social challenges that adversely affect their education, health, safety, development and future opportunities. Issues such as drug and substance abuse, early marriage, school dropout, peer pressure, violence, exploitation and other forms of child and women vulnerability require collective efforts from schools, families, communities and relevant institutions.

Traditional awareness programmes often rely on lectures and formal presentations, which may not always generate sufficient interest or active participation among students.

Puppet shows provide an engaging and participatory learning approach through storytelling, characters, dialogue, humour, music and real-life situations. They enable children to understand sensitive social issues in a simple, relatable and non-threatening manner.

Through this initiative, SeSTA intends to engage professional artists and agencies to develop meaningful puppet-based educational interventions that will:

- Create awareness about important social issues affecting children, adolescents and women.
- Explain the causes, consequences and long-term effects of harmful social practices.
- Promote positive behaviour, responsible decision-making and peer support.
- Encourage school attendance, retention and continuation of education.
- Strengthen women and children's awareness of their rights, safety and protection and domestic violence with women.
- Inform students about available support systems, reporting channels and redressal mechanisms.
- Encourage collective responsibility among students, teachers, parents and communities to address social issues.
- Aware on effects of alcoholism and promote diet diversity using gendered lens/roles.

3. OBJECTIVES OF THE ASSIGNMENT

The specific objectives of the assignment are:

1. To create awareness among school students about the causes, consequences and prevention of drug and substance abuse and women on effects of alcoholism, diet diversity using gendered lens/roles, child marriage, domestic violence with community in villages.
2. To sensitise children, adolescents and their families about the harmful effects of child marriage and the importance of delaying marriage.
3. To highlight the causes and consequences of school dropout and motivate children to continue their education.
4. To promote awareness about child rights, child protection, personal safety and protection from exploitation and abuse.
5. To encourage students to develop life skills, confidence, critical thinking and the ability to resist negative peer pressure.
6. To inform students about appropriate institutional mechanisms, government services and authorities available for reporting and addressing social issues.
7. To encourage students to become responsible peer leaders and positive change agents within their schools and communities.
8. To promote collaboration among schools, teachers, School Management Committees (SMCs), parents, community institutions and relevant government departments.

4. THEMATIC AREAS AND EXPECTED CONTENT

Each social issue should have a separate story and script rather than combining all issues into one performance.

The selected agency/vendor will be required to develop puppet shows covering the following thematic areas in **SCHOOLS:**

4.1 Drug and Substance Abuse and Alcoholism

4.2 Child Marriage

4.3 School Dropout and Importance of Education

4.4 Child Rights, Safety and Protection

The selected agency/vendor will be required to develop puppet shows covering the following thematic areas in **Community Places:**

4.5. Effects of alcoholism,

4.6. Diet diversity using gendered lens/roles,

4.7. Child marriage,

4.8. Domestic violence

5. SCOPE OF WORK AND RESPONSIBILITIES OF THE SELECTED AGENCY

The selected agency/vendor/expert shall undertake the following activities:

5.1 Concept Development and Script Preparation

- Develop a concept note and thematic framework for each proposed puppet show.
- Prepare original, engaging and age-appropriate scripts based on the identified social issues.
- Use locally understandable language, cultural references, relatable characters and real-life situations.
- Incorporate storytelling, dialogue, humour, songs, folk elements and audience interaction wherever appropriate.
- Ensure that the content is sensitive, non-discriminatory, gender-responsive and culturally appropriate.
- Include clear messages on prevention, available support systems and reporting mechanisms.
- Submit all scripts and proposed content to SeSTA for review and approval before implementation.

5.2 Puppet Design and Production

- Design and prepare suitable puppets, costumes, props, backdrops and other necessary materials.
- Use creative and attractive characters that can connect with school-going children.
- Ensure that puppets and supporting materials are durable, safe and suitable for repeated performances.
- Develop an appropriate puppet stage or portable performance setup.
- Arrange all technical equipment, including sound systems, microphones, music and lighting, wherever required.

5.3 Conducting Puppet Shows in Schools and community places

- Conduct live puppet shows in identified schools and community places as per the approved schedule.

- Ensure that each performance is interactive, participatory and engaging.
- Adapt the presentation according to the age group and understanding level of students and community members.
- Facilitate short discussions, questions and answers and interactive activities after each performance.
- Encourage students and community members to share their views and identify possible solutions to the issues presented.
- Ensure that the performance communicates practical actions that children can take to protect themselves and support others.

5.4 Awareness on Reporting and Redressal Mechanisms

A key component of every puppet show must be to explain where and how children and women can seek help when facing or witnessing the identified social issues. The agency shall communicate relevant and verified support mechanisms.

5.5 Post-Performance Interaction

- Conduct a brief interactive session after each performance.
- Encourage students and community members to discuss the issues and identify possible preventive actions.
- Explain where to seek help in case of a personal or peer-related concern.
- Facilitate age-appropriate question-and-answer sessions.
- Avoid asking students to disclose personal experiences publicly.
- Refer any disclosures or protection concerns to the designated school focal person and appropriate child protection authority through the approved safeguarding protocol.

5.6 Documentation and Reporting

The selected agency shall maintain and submit proper documentation, including:

- Consolidated completion report upon completion of the assignment.

6. EXPECTED DELIVERABLES

The selected agency shall deliver the following outputs:

Sl. No.	Deliverable	Expected output
1	Concept note	Overall concept, methodology and implementation approach.
2	Thematic scripts	Separate scripts covering the approved social issues.
3	Puppet development	Puppets, costumes, props and performance materials.
4	Performance setup	Portable stage, sound system and other technical arrangements.
5	Live performances	Conducting approved puppet shows in identified schools.
6	Student interaction	Question-and-answer and post-performance awareness sessions.
7	Awareness materials	Information on prevention, reporting and redressal mechanisms.
8	Documentation	School-wise attendance/reach, photographs, feedback and performance records.
9	Final report	Consolidated activity report with outputs, learning and recommendations.

The exact number of schools, performances, students covered and duration of each performance shall be finalised in consultation with SeSTA.

7. TARGET AUDIENCE

The primary target audience may include:

- Women and community members
- Students from upper primary, secondary and higher secondary schools.
- Adolescent girls and boys.
- School teachers and Head Teachers.
- School Management Committee (SMC) members.
- Other relevant stakeholders, wherever required.

The content and language should be adapted according to the age and comprehension levels of the participating students and community members.

8. ELIGIBILITY CRITERIA

Interested applicants must fulfil the following minimum eligibility requirements:

1. The applicant may be a registered organisation, agency, NGO, cultural group, theatre group, puppet artist, production house or individual expert with relevant experience.
2. The applicant should have demonstrated experience in conducting puppet shows, street plays, theatre performances, cultural programmes, educational entertainment or social awareness campaigns.
3. Preference will be given to agencies or individual experts having prior experience working with women, children, adolescents, schools or community-based development programmes.
4. The applicant should have the capacity to develop original scripts and conduct live performances in school settings.
5. The applicant should have adequate human resources, including puppet artists, performers, scriptwriters, coordinators and technical personnel, as applicable.
6. The applicant should be capable of conducting performances in Assamese and/or other locally relevant languages, as required.
7. The applicant must demonstrate understanding of women rights, child rights, child protection, gender sensitivity and safeguarding principles.
8. The applicant must agree to comply with all applicable child protection and safeguarding requirements during the assignment.
9. The applicant should be willing to travel to identified schools and community locations as per the approved implementation plan.

SeSTA reserves the right to seek additional documents or clarifications to verify the eligibility and experience of applicants.

9. CHILD SAFEGUARDING AND ETHICAL REQUIREMENTS

Since the assignment involves direct interaction with children and adolescents, the selected agency must strictly adhere to child safeguarding standards.

The following requirements shall be mandatory:

- All performances must be respectful, non-discriminatory and appropriate for the age group.
- No content shall glorify drug use, violence, child marriage, abuse or any form of exploitation.
- Children must not be exposed to graphic, frightening or inappropriate depictions.
- No child shall be forced to share personal experiences or disclose sensitive information during public interaction.

- The agency shall ensure that performers and staff maintain appropriate professional boundaries with children.
- No photographs, videos or personal information of children shall be collected or publicly shared without appropriate institutional consent and compliance with applicable safeguarding requirements.
- Any disclosure of abuse, exploitation or immediate risk must be handled sensitively and reported through the designated child protection and referral mechanism.
- The agency must comply with the POCSO Act and other applicable child protection laws and policies.

10. SUBMISSION OF EXPRESSION OF INTEREST

Interested agencies/vendors/experts are requested to submit their proposals containing the:

A. Technical Proposal (Annexure-I)

B. Financial Proposal (Annexure-II)

11. EVALUATION AND SELECTION PROCESS

The proposals received within the stipulated deadline will be evaluated by a designated selection committee constituted by SeSTA.

The selection process may include the following stages:

Stage 1: Preliminary Screening

Proposals will be screened based on:

- Completeness of the application.
- Submission of required documents.
- Fulfilment of minimum eligibility criteria.
- Relevant organisational or professional experience.

Stage 2: Technical Evaluation

Eligible applicants will be assessed on the following indicative parameters:

Sl. No.	**Evaluation criteria**	**Maximum marks**
1	Relevant experience in puppet shows, theatre and cultural performances	20
2	Experience in social awareness, women rights, child rights and school-based programmes	15
3	Quality and creativity of proposed concept and sample script	20
4	Understanding of social issues and their prevention and redressal mechanisms	15
5	Quality of proposed puppet design, presentation and interactive methodology	10
6	Experience and capacity of proposed team	10
7	Local language proficiency and ability to work in rural school and community settings	10
	Total	**100**

Stage 3: Financial Evaluation

The financial proposals of technically qualified applicants will be examined for cost reasonableness, transparency and value for money.

Selection will not necessarily be based on the lowest financial quotation. SeSTA reserves the right to select the applicant offering the best overall technical quality, relevant experience, implementation capacity and financial suitability.

12. DURATION AND IMPLEMENTATION PERIOD

The assignment is expected to be implemented during **20th Nov., 2026 to 20th December, 2026** in the identified community places and schools in Mayong, Morigaon and Rangjuli, Goalpara.

The detailed implementation schedule, number of performances, school coverage and performance duration shall be finalised with the selected agency in consultation with SeSTA.

13. LOCATIONS FOR PUPPET SHOWS AND NUMBER OF EVENTS:

a) The selected agencies/vendors/experts shall implement the puppet shows under Mayong block, Morigaon and Rangjuli block, Goalpara.
b) The Number of Events in Mayong: 6 (School-3 & Community Events-3)
c) The Number of Events in Rangjuli: 6 (School-3 & Community Events-3)

14. PAYMENT TERMS

Payment shall be released against satisfactory completion of agreed deliverables and submission of required supporting documents.

The indicative payment structure may be as follows:

- **First instalment:** As per mutually agreed terms after approval of the concept note, scripts and production plan.
- **Second instalment:** Upon completion of the agreed performances and submission of interim documentation.
- **Final instalment:** Upon submission and acceptance of the final consolidated report and all agreed deliverables.

The final payment terms and instalment schedule shall be mutually agreed upon and incorporated into the work order/agreement.

15. GENERAL TERMS AND CONDITIONS

1. The total value of the work is **Rs. 3,00,000/- (Rupees three lakhs only).**
2. Submission of an EOI does not guarantee selection or award of the assignment.
3. SeSTA reserves the right to accept or reject any or all applications without assigning any reason.
4. SeSTA may request additional information, documents or clarification from applicants during the evaluation process.
5. The selected agency shall not subcontract or transfer the assignment to another party without prior written approval from SeSTA.
6. All scripts, educational content and other materials developed specifically under this assignment shall be subject to agreed intellectual property and usage rights, including SeSTA's right to use them for programme-related educational purposes.
7. The selected agency shall maintain confidentiality regarding all information received during the assignment.
8. All activities shall be conducted in coordination with SeSTA, concerned schools and relevant stakeholders.

9. The selected agency shall ensure timely completion of the assignment as per the approved schedule.
10. Any deviation from the approved content, implementation plan or budget must receive prior approval from SeSTA.
11. SeSTA reserves the right to cancel or modify the assignment based on programme requirements.
12. The selected agency must ensure that all performances comply with applicable laws, child safeguarding policies and institutional guidelines.
13. Make the quality of the script, understanding of social issues and clarity of redressal mechanisms more important than the artistic performance alone. The ultimate purpose is to ensure that students not only enjoy the puppet show but also understand how to prevent these issues, protect themselves and others, and access appropriate support systems.
14. Each social issue should have a separate story and script rather than combining all issues into one performance.
15. Minimum of 4 puppet shows shall have to be played in each event.
16. Performance fee must inclusive of artists' fee, puppet making, customization, and props, screen set up, mic / sound system and rehearsal expenses.
17. Budget quotation must include travel expense for the team to and fro to performance venues.
18. The financial proposal should clearly specify whether travel, accommodation, transportation, materials and applicable taxes are included in the quoted amount.
19. Applicants should quote realistic and transparent rates. Any additional cost must be clearly specified.

20. Formulation will be used to determine the combined final evaluation score of both the technical and financial proposal. Proposal will finally be ranked according to their combined technical (Tb) and financial (Cb) Scores as follows:
    Bb=(0.6*Tb+(0.4)*(Cmin/Cb)*100, Where
    Bb=Overal Combined score of bidders under consideration (calculated up to two decimal points).
    Tb=Technical score of the bidder under consideration.
    Cb=Financial bid value of the bidder under consideration.
    Cmin=Lowest financial bid value among the financial proposal under consideration.

ANNEXURE – I

FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL

1. General Information

Particulars	**Details**
Name of Agency/Organisation/Individual	
Type of Organisation (if applicable)	
Registration Number (if applicable)	
Year of Establishment (if applicable)	
Registered Address (if applicable)	
Name of Contact Person	
Designation	
Mobile Number	
Email Address	
Website/Social Media/Portfolio Link	

2. Relevant Experience

Sl. No.	**Name of Assignment/Project**	**Client/Organisation**	**Nature of Work**	**Year**	**Duration**

3. Proposed Team Composition

Sl. No.	**Name of Team Member**	**Designation/Role**	**Relevant Experience**

4. Proposed Thematic Coverage

Sl. No.	**Theme**	**Language**	**Script Duration**
1	Drug and Substance Abuse		
2	Child Marriage		
3	School Dropout		
4	Child Rights and Protection		
5	Effects of alcoholism,		
6	Diet diversity using gendered lens/roles,		
7	Child marriage		
8	Domestic violence		

5. Supporting Documents

- Registration certificate, if applicable.
- Organisation/agency profile.
- Previous work portfolio/Order.
- Photographs/videos of previous performances.
- Team details and CVs.
- Any other relevant documents.

ANNEXURE – II

FORMAT FOR FINANCIAL PROPOSAL

Name of Applicant: _____

Address: _____

Sl. No.	Cost Component	Unit	Quantity	Rate (₹)	Amount (₹)
1	Script and content development				
2	Puppet design and production				
3	Costumes and props				
4	Artists and performers				
5	Sound and technical arrangements				
6	Transportation and logistics				
7	Post-performance interaction				
8	Documentation and reporting				
9	Other costs (specify)				
	Subtotal				
	Taxes, if applicable				
	Grand Total				

Declaration: We hereby declare that the information provided in this proposal is true and correct to the best of our knowledge. We agree to abide by the terms and conditions mentioned in the EOI.

Name of Authorised Person: _____

Designation: _____

Signature: _____

Date: _____

Seal (if applicable): _____