

Request for Quotation

Printing of “Itni Bhi Kya Jaldi Hai 2.0 Campaign” Materials

About Population Foundation of India

Founded in 1970 by the late JRD Tata, Population Foundation of India is a leading NGO in the fields of population dynamics, gender equity, and sexual and reproductive health (SRH). It addresses population issues within the context of empowering women, men, and young people, enabling them to make informed decisions about their fertility, health, and well-being. The organization's approaches include strategic engagement with policymakers, media, and other key stakeholders; knowledge generation and dissemination; leveraging technology; scaling up pilot projects; and social and behavior change communication. Population Foundation of India also collaborates closely with and provides technical support to both national and state governments, as well as other NGOs. For more details please refer website of the organisation is <https://populationfoundation.in/>

Background and Scope of Work

In April 2023, Population Foundation of India (PFI) commenced implementation of UMEED, a three-year community-based project on family planning in all 121 villages of Jarwal block of Bahraich district. At completion of its two year, the project in Jarwal has enrolled 2000+ new FP clients, recruited and trained 304 FP Champions from the community, trained over 239 ASHAs/Sangini and ANMs in monthly cluster meetings, facilitated health checkups for over 7619 women, children and adolescents through Health Melas organized in collaboration with the government and implemented a large-scale Age at Marriage Campaign involving all key government departments and all 121 village communities.

Now, Starting February 1st, 2024, under UMEED Expansion project, Population Foundation of India is scaling up family planning operations covering 50% blocks across seven districts i.e. Balrampur, Gonda, Sitapur, Barabanki, Unnao, Bahraich and Shravasti districts are under the Umeed 2.0. In all, this scale up initiative will cover 50 blocks, more than 6159 villages and impact the lives of nearly 1.25 crore people in the reproductive age group (15-49 years). All project interventions are focus on strengthening the existing public health system rather than creating parallel structures which are expensive to scale up and are not sustainable. This will minimize costs, help achieve economies of scale and the benefits will continue beyond the project funding.

In continuation, PFI has developed a set of IEC materials under the proposed **“Itni Bhi Kya Jaldi Hai 2.0” campaign**. These materials include four themes (Age at Marriage (I), Delaying 1st Child (II), Inter-birth Spacing (III), EC pill (IV)) posters and handbills centered around four key themes, designed to support awareness and engagement of community and stakeholder as well during the campaign rollout. The campaign is planned to be implemented across 50 blocks in 7 districts within the Umeed project. The SBCC materials' messaging has been conceptualized and designed in a way that links these topics with the larger campaign around, **‘Itni Bhi Kya Jaldi Hai’ 2.0** under Umeed 2.0 project.

Population Foundation of India is seeking to engage an agency for printing of developed & designed versions in multicolours materials for the campaign “Itni Bhi Kya Jaldi Hai 2.0” campaign to support the Umeed expansion project in UP.

The agency is expected to have experience to printing of developed & designed versions of multicolours communication material. The scope of this assignment includes:

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Sl no	Material details	Quantity	Specification
1	Posters- All four themes	932 sets (3728 posters)	A-2 size, (170 gsm Art Paper, Multicolour Printing with Thermal Lamination & branding, Backside 2 inch Double Type in Top, centre, Bottom of high quality)
2	Poster - <u>Age at Marriage</u> theme only	369-posters	A-2 size, (170 gsm Art Paper, Multicolour Printing with Thermal Lamination & branding, Backside 2 inch Double Type in Top, centre, Bottom of high quality)
3	Hand Bills- All four themes	28350 sets (113400 Hand Bills)	8H X 6W inch size in portrait, 60gsm paper, full colour Printing, single side

Project deliverables

Intended printed comprising of for printing of Itni Bhi Kya Jaldi Hai 2.0 Campaign IEC materials comprising four themes (Age at Marriage (I), Delaying 1st Child (II), Inter-birth Spacing (III), EC pill (IV) posters and hand bills deliverables contain the following set of products and activities:

- A printable sample of the Itni Bhi Kya Jaldi Hai 2.0 Campaign IEC materials comprising four themes (Age at Marriage (I), Delaying 1st Child (II), Inter-birth Spacing (III), EC pill (IV) posters and hand bills to be shared with PFI Lucknow office for proof reading and approval for final printing.
- In the case of posters, wherever a set is mentioned, delivery of all four posters (I, II, III & IV) as a complete set is required. However, for individual posters, sets are not required
- Open files of all content created as part of the project to be share with PFI (in soft copies)
- Delivery of final product as per approved specifications and sample.

Timelines of deliverables

- The sample to be delivered within 5 days of receiving the formal work order.
- The shortlisted agencies to deliver 50% quantities within 7 days of getting approval on the sample.
- Rest 50% to be delivered within next 7 days after above.
- All deliveries to be done at **Population Foundation of India's Lucknow office.**

Other Points for considerations are:

- The soft copies of content will be given by PFI

- All content (designs, templates etc) should be shared with Population Foundation of India for feedback and approval before production/printing.
- No printing to be released without final approval from PFI.
- Partner agency should adhere to strict timelines of the assignment.

Documents to be submitted along with quotation

- Submit the financial proposal along with company profile and team profile in one file.
- Financial proposal must contain breakup of the costs items wise.

Quotation should be sent in one email to louis.augustine@populationfoundation.in

Interested agencies may obtain further information or get clarification about RFQ from Population Foundation of India's State office by writing to louis.augustine@populationfoundation.in and with copy to shilpa.nair@populationfoundation.in

It shall be Bidder's responsibility to ensure that your quotation reaches us on or before the given timelines. quotations received after the submission deadline for whatever the reason maybe, may not be considered for evaluation. Any delay in bidder's response shall not be used as a reason for extending the deadline for submission, unless PFI determines that such an extension is necessary and communicates a new deadline to the proposers.

General Information about RFQ and Timelines

Sl#	Description	Information
1	RFQ Issued by	Population Foundation of India, Lucknow
2	Project	To printing communication materials (As listed above)
3	Response to RFQ to be sent to	louis.augustine@populationfoundation.in shilpa.nair@populationfoundation.in
4	Date of RFQ	28 May ,2025
5	Date of sending and responding queries	31 May ,2025
6	Last date for submitting the final quotations	3 June ,2025
7	Final date of Delivery	20-working days (from the date of signing of the contract)

In the quotations received from the shortlisted agencies, the designated committee at Population Foundation of India, Lucknow shall review all quotations for each item for printing and will decide accordingly.