

## **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 with Improve the health and wellbeing of women, adolescent girls and communities through access and provision of family planning and sexual and reproductive health services. At completion of its two years, the project in Jarwal has enrolled 2000+ FP clients, recruited and trained 304 FP Champions from the community, trained over 239 ASHAs/Sangini, ANMs and CHOs in monthly cluster meetings, facilitated health checkups for over 7619 individuals received FP counseling and health services from Swasthya 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.

As part of its ongoing commitment to promoting informed choices and reproductive health, PFI is actively leading awareness campaigns focused on critical issues such as early marriage, teenage pregnancy, the full range of contraceptive options—including new methods and emergency contraception (ECP)—and male involvement in family planning. In this context, PFI launched the “**Itni Bhi Kya Jaldi Hai 2.0**” campaign under the **Ek Yudh, Bal Vivah Ke Virudh** initiative in November 2023. The campaign was officially inaugurated by the District Magistrate of Bahraich. Spanning across all villages, block offices, and schools within the block, the campaign saw enthusiastic participation from community members, frontline health workers (FLWs), and block officials—who not only engaged with the message but also took ownership in driving the campaign’s success.

Building on the outcomes and sustained commitment of PFI, the “**Itni Bhi Kya Jaldi Hai 2.0**” campaign is being proposed once again—this time with a renewed focus on developing a strategic Social and Behavior Change Communication (SBCC) package to drive more effective engagement on key issues. The campaign aims to deepen community understanding around early marriage, reproductive health, and contraception, while also actively involving men in critical conversations on masculinity, son preference, and their supportive role in family planning and delaying age at marriage. These materials include four themes (Age at Marriage (I), Delaying 1st Child (II), Inter-birth Spacing (III), EC pill (IV)) posters, stickers 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 9 blocks of Bahraich districts.

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 Jarwal 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	<b>Posters-</b> All four themes	584 sets (2336 posters)	A-2 size, (170 gsm Art Paper, Multicolours Printing with Thermal Lamination & branding, Backside 2 inch Double Type in Top, centre, Bottom of high quality)
2	<b>Poster –</b> <u>Age at Marriage</u> theme only	81-posters	A-2 size, (170 gsm Art Paper, Multicolours Printing with Thermal Lamination & branding, Backside 2 inch Double Type in Top, centre, Bottom of high quality)
3	<b>Stickers-</b> <u>Age at Marriage</u> theme only	81 Stickers	Stickers (A4 size portrait) 170gsm Art Paper, Multicolours Printing with Thermal Lamination & branding Backside full page gumming with high quality
4	<b>Stickers-</b> All four themes	2500 sets (10000 Stickers)	Stickers (A4 size portrait) 170gsm Art Paper, Multicolours Printing with Thermal Lamination & branding Backside full page gumming with high quality
5	<b>Hand Bills-</b> All four themes	7035 sets (28140 Hand Bills)	8h x 6w inch size in portrait, 60gsm paper, 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](mailto: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](mailto:louis.augustine@populationfoundation.in) and with copy to [shilpa.nair@populationfoundation.in](mailto: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 <b>(As listed above)</b>
3	Response to RFQ to be sent to	<a href="mailto:louis.augustine@populationfoundation.in">louis.augustine@populationfoundation.in</a> <a href="mailto:shilpa.nair@populationfoundation.in">shilpa.nair@populationfoundation.in</a>
4	Date of RFQ	28 May ,2025
5	Date of sending and responding queries	31 May ,2025
6	<b>Last date for submitting the final quotations</b>	3 June ,2025
7	<b>Final date of Delivery</b>	<b>20-working days (from the date of signing of the contract)</b>

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.