

## **Request for Quotations**

**Printing of family planning kit comprising of a 15 one pagers handout, flipbook, jute bag and a set of four themes posters as SHC kit on FP, Uttar Pradesh.**

### **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 first year, the project in Jarwal has enrolled 914 new FP clients, recruited and trained 287 FP Champions from the community, trained over 300 ASHAs/Sangini and ANMs in monthly cluster meetings, facilitated health checkups for over 3000 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 six districts i.e .Balrampur, Gonda, Sitapur, Barabanki, Unnao, Bahraich and Shravasti. In all, this scale up initiative is 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.

Population Foundation of India is seeking to engage an agency for printing of family planning kit comprising of a 15 one pagers handout, flipbook, jute bag and a set of four themes posters to support total 875 Sub Health Centres under Umeed 2.0 project in UP (Ayushman Arogya Mandir) level FP and SRH services.

The agency is expected to have experience in printing and production of quality IEC and communication materials, such as handouts, flipbooks, carry bags, posters etc. to support public health initiatives.

The scope of this assignment includes:

- 1- 15 one pagers handouts -(875 sets)-Printing**
  - (Each set to have a 15 pages' front & back with makes it 30 pages and 2 cover pages, Size A4, 300 gsm art paper both side 4 colors printing) with wire binding.
- 2- Jute bags -(875 sets) -Making & branding**

- (Open size 14 inches' x 14 inches with zip, an internal pocket 7x7 inches, 4 colour printing of branding on bag).
- 3- Flipbook-(875 sets)-Printing**
  - (17 leaves which makes it 34 pages 300 gsm art card, both side thermal lamination, both side colourful branding printing, A4 size with wire banding.)
- 4- Posters -(875 sets) 4 themes (875 posters each themes)-Printing**
  - (A-2 size, (25x18 inch multicolours vinyl printing with branding, laminated posters with three side adhesive on back side)

#### **Deliverables:**

1. 15 one pagers handout, flipbook,
2. jute bag and
3. four themes posters
4. A printable sample of the above family planning kit comprising of a 15 one pagers handout, flipbook, jute bag and a set of four themes posters to be shared with PFI Lucknow office for proof reading and approval for final printing.
5. Open files of all content created as part of the project to be share with PFI (in soft copies)

#### **Timelines of deliverables**

- The sample to be delivered within 5 days of receiving the formal work order.
- 50% quantities within 7 days of getting approval on the sample.
- Balance 50% to be delivered within next 10 days.
- All deliveries to be done at Population Foundation of India Lucknow office.

#### **Other Points for considerations are:**

- All content (designs, templates etc) should be the same and no change to be done without consent and approval of Population Foundation of India 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 quotation along with company profile and team profile in one file.
- Financial quotation must contain breakup of the costs items including all taxes.

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 proposal 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 family planning service kit for SHC <b>(As mentioned 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	8 <sup>th</sup> May,2025
5	Date of sending and responding queries	13 <sup>th</sup> May ,2025
6	<b>Last date for submitting the final quotations</b>	17 <sup>th</sup> May,2025
7	<b>Final date of Delivery</b>	<b>21-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.

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