Request for Quotation

Printing of "Outreach material for 'SnehAI Voicebot Outreach' on-ground activity" 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 organization is https://populationfoundation.in/

Background and Scope of Work

Population Foundation of India (PFI) has recently received a grant for expanding and promoting knowledge and information around family planning and sexual reproductive health and wellbeing in Bihar and UP.

PFI aims to achieve the objective to deliver practical, innovative and effective solutions to healthy and prosperous community by conducting on-ground activities and direct engagement with schools, colleges and government institutions working with adolescents and youth leveraging the contents and concepts available on its existing AI-powered voicebot & chatbot SnehAI. This project will focus on directly interacting with its intended users about how they can get age appropriate and reliable information around their SRH and wellbeing from SnehAI.

The "SnehAI Voicebot Outreach " aims to raise awareness and facilitating access to credible information on using technology to get reliable information for adolescents. The SnehAI Voicebot is embedded on website and the chatbot can be accessed through whatsapp and messenger as well. This initiative will implement on ground activities and discussions with adolescents and youth to orient them how they can leverage SnehAI for getting health and wellbeing information on a day to day basis.

It is proposed to conduct an on-ground intervention plan with adolescents and youth from Uttar Pradesh and Bihar. The intervention will comprise of 2hrs workshop including interactive activity for students, discussion with educators who works directly with the adolescents, sharing the creatives on SnehAI with students and sharing the artificial intelligence voicebot SnehAI with participants. To facilitate this outreach various outreach material is required which will create awareness among the adolescents & youth for SRH. The detailed requirement of the outreach material is mentioned below as scope of work.

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

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Sl no	Material details	Quantity	Specification
1	Posters	90 sheets	24 inches X18 inches - Matt Finish - 300GSM - Back Gumming
2	Laptop Stickers	2000 Sheets	A5 sheet- Glossy paper - 90GSM - Vinyl with die cut
3	Bookmark	2000 pieces	5 inches X 1.5 inches - Matt finish - 300 GSM – front & back print
4	Notepad	2000	14x22 cm -blank pages 50nos - branding on front and back cover
5	Pen	2000	Standard ball pen with PFI logo
6	Bag	2000	**Conference cloth shoulder bag** size 14" x 14 ¼" made from Superior white cloth printed in 4 Col both sides as per new Artwork, complete with White Straps for Handles and Velcro for closing.

Project deliverables

- All the artwork and printable files will be provided by PFI
- A printed sample of each item to be shared with Population Foundation of India for proof reading and approval for final printing.
- Open files of all the content created as part of the project to be shared with Population Foundation of India

Timelines of deliverables

- The sample to be delivered within 15 days of receiving the formal work order.
- The shortlisted agency to deliver 100% quantities of the final products within 4 weeks of getting the approval on a sample.
- All deliveries to be done at **Population Foundation of India's Delhi office.**

Other Points for considerations are:

- 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 a proposal along with company profile and team profile in one file.
- A separate Financial proposal must be submitted containing breakup of the cost's items wise.

Quotation should be sent in one email to priya.tiwari@populationfoundation.in

Interested agencies may obtain further information or get clarification about RFQ from Population Foundation of India's office by writing to priya.tiwari@populationfoundation.in and with copy to souvik.bandhapadhyay@populationfoundation.in

It shall be Bidder's responsibility to ensure that the 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, Delhi
2	Project	To printing communication materials **(As listed above)**
3	Response to RFQ to be sent to	priya.tiwari@populationfoundation.in
4	Date of RFQ	9th July 2025
5	Date of sending and responding queries	14 July ,2025
6	**Last date for submitting the final quotations**	16 July ,2025
7	**Final date of Delivery**	**45 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, Delhi shall review all quotations for each item for printing and will decide accordingly.