

## **Request for Proposal (RFP)**

### **Designing & copy editing of the IWWAGE report and three knowledge products**

#### **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, in collaboration with the Institute for What Works to Advance Gender Equality (IWWAGE), commissioned the research study 'Exploring Linkages Between Women's Empowerment, Workforce Participation, And Population Dynamics in the Indian Context: A Comprehensive Macro-Micro Analysis'. Rooted in a robust macro-micro analytical framework, the study integrates national and sub-national data analysis with qualitative fieldwork across rural, peri-urban, and urban areas in Uttar Pradesh, Bihar and Delhi. The detailed report and knowledge products (one policy brief and two infographics) are to be copy edited and designed. The hard copy (printed) of the report will be disseminated widely among key stakeholders, including policymakers, development practitioners, media, and civil society stakeholders. A soft copy of the report and knowledge products will be disseminated through online mediums.

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

##### **The scope of this assignment includes:**

- Copy editing of the report and policy brief in word format
- Design the IWWAGE report
- Design three knowledge products (1 policy brief of 4 pages and 2 infographics (Size A4))
- Illustrations or infographics to be developed, formatted, edited and inserted in the manual at the appropriate places, which should be relevant to the contents.
- Incorporation of inputs (3 rounds) in the draft designed document before finalizing the manual.

##### **Agency responsibilities**

- Provide creative design services, infographics, and copy editing.
- Ensure timely delivery within the agreed timeline.
- Maintain confidentiality of all shared data and content.
- Incorporate feedback from PFI within 3 revision rounds.

##### **PFI responsibilities**

- Provide final draft content of the report and knowledge products in editable format (Word/Excel).
- Provide brand guidelines (logo, fonts, colors, if applicable).
- Review and provide consolidated feedback within agreed timelines.
- Approve final design for production

### Project deliverables

- Print-ready and web versions of the documents (both in pdf formats)
- Open files of all documents in Ai or InDesign.
- PNG/Open files of the illustrations to be shared with Population Foundation of India

### Timelines of deliverables

- Week 1: Project kickoff, content handover, design briefing
- Week 2: Submission of copy-edited report in Word file
- Week 2: Submission of 2–3 design concept templates
- Week 3–4: First full draft of designed report, including infographics and charts
- Week 5: Review rounds and incorporation of client feedback
- Week 6: Submission of final report & knowledge products (print-ready and editable files)

### Other Points for considerations are:

- Partner agency should adhere to strict timelines of the assignment.

### Documents to be submitted along with quotation

- Submit a proposal along with company profile, past work of similar kind 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 [akshay.kumar@populationfoundation.in](mailto:akshay.kumar@populationfoundation.in)

Interested agencies may obtain further information or get clarification about RFP from Population Foundation of India's office by writing to [simran.varma@populationfoundation.in](mailto:simran.varma@populationfoundation.in) and with copy to [akshay.kumar@populationfoundation.in](mailto:akshay.kumar@populationfoundation.in)

It shall be agency's responsibility to ensure that the proposals reach us on or before the given timelines. Proposals received after the submission deadline for whatever the reason maybe, may not be considered for evaluation. Any delay in agency'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 RFP and Timelines

| S.No. | Description   | Information  |
|-------|---|--|
| 1     | RFP Issued by                                       | Population Foundation of India, Delhi  |
| 2     | Project   | Designing & copy editing of the IWWAGE report and three knowledge products (As listed above) |
| 3     | Response to RFP to be sent to                       | akshay.kumar@populationfoundation.in   |
| 4     | Date of RFP   | 26 <sup>th</sup> September, 2025   |
| 5     | Date of sending and responding queries              | 1 <sup>st</sup> October, 2025  |
| 6     | <b>Last date for submitting the final proposals</b> | 6 <sup>th</sup> October, 2025  |

The designated committee at Population Foundation of India, Delhi shall review the proposals received and only shortlisted agencies will be notified for further discussion.