

Request for Proposal (RFP)

Design and development of Comprehensive State/UT Dashboard on Gender-Based Violence, Reproductive Justice, and Support Services for Women and Girls in India.

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

The proposed initiative aims to create an integrated dashboard on gender-based violence (GBV), reproductive health outcomes and justice, as well as key response mechanisms for the safety and empowerment of women and girls. The dashboard will draw on multiple datasets to provide a State and Union Territory-level view, enabling targeted strategic engagement actions and evidence-based communication. Dashboard may also serve as a key knowledge resource for integrated information and data for a range of indicators on gender equality, gender-based violence, crime against women, complaints, redressal, women welfare schemes and thus will support policymakers / influencers, programme implementers, donors, researchers, media personnel and civil society organisations in identifying gaps and improving prevention and response strategies and programmes.

The agency is expected to have proven experience in data analytics, visualisation, and dashboard development (Power BI mandatory). Should also have a strong background in quantitative research, especially index construction and should have ability to translate complex datasets into accessible formats for policymakers and the public. The scope of this assignment includes:

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A. **Requirement gathering:** Detailing methodology, work plan, and timelines.

B. **Cleaned and Standardized Database:** Covering all selected indicators, 2014 onwards.

- Collect, clean, and compile datasets from identified sources:
 - National Crime Records Bureau (NCRB)
 - National Family Health Survey (NFHS)
 - National Commission for Women (NCW)
 - Union Budget Gender Statement (Statement 13)
- Key welfare schemes for women and girls and response mechanisms for GBV at national level and Rajasthan in particular
- Standardise data to a common base year (2014 onwards).
- Conduct quality checks and ensure metadata documentation.
- Develop indices (e.g., Women's Safety Index, Reproductive Justice Index) using normalisation and scoring methods.

C. Dashboard Design and Development

- Build the dashboard in **Power BI** with the following features:
 - National overview of headline indicators.
 - Interactive State/UT profiles with comparative analysis.
 - Time-series and trend visualisations.
 - Tabs for GBV/CAW, reproductive health and justice, schemes, and gender budgeting.
 - Custom filters (year, domain, State/UT, indicator type).
- Integrate mapping tools for geographic display of indicators.
- Explore feasibility of AI-generated narrative insights to simplify interpretation.
- Create user roles (admin, manager etc) in the power BI dashboard for managing the dashboard
- Add dynamic data change/update capability in the dashboard.
- Integrate the developed dashboard on the Knowledge portal site (<https://kp.populationfoundation.in/>) with a new menu option on the main menu on the portal. The portal page should be mobile responsive
- Update backend content on the search GPT module on the KP site with shared documents and data

D. Integration of Schemes and Budgets

- Compile information on national schemes for women and girls and Rajasthan specific schemes.
- Map scheme objectives, eligibility, coverage, and progress.
- Analyse gender budget trends at national level (allocations, expenditures, composition, absorption rates).

E. Knowledge Translation and Documentation

- Prepare methodological notes explaining sources, definitions, and limitations.
- Document processes for data updating, maintenance, and replication.

F. Coordination and Review

- Work closely with PFI Knowledge Management (KM) team for conceptualisation, indicator finalisation, and analytical approach.
- Align with PFI Communications team on presentation style aligning with brand guidelines and portal design requirements
- Participate in regular progress meetings and incorporate feedback.

Agency responsibilities

- To incorporate above changes in the existing code base in both languages
- To maintain coding standards such that the website is W3C compliant
- To install an SSL certificate on the website
- To maintain the website's sub-directory
- To ensure that the website is device (mobile) friendly
- To ensure the latest security standards
- To test the website before deployment for browser compatibility, optimal performance, security, SEO and mobile friendliness

Project deliverables

- **Prototype Dashboard:** Initial design with selected indicators.
- **Final Dashboard:** Fully functional, interactive, integrated and published in view-only mode on PFI's Knowledge Portal (<https://kp.populationfoundation.in/>)

- Final version of the project to be hosted on the given domain, server
- Source code of the project to be shared with PFI
- Open files of all icons, graphics, and multimedia used in the project
- Updated search GPT module.
- **Technical Documentation:** Metadata, methodology notes, updating protocol and content management through the admin panel for the dashboard, and code maintenance
- **Training Session:** Capacity building for PFI teams on dashboard use and maintenance.

Timelines of deliverables

Total assignment duration: **6 months** from the date of signing the contract.

Key milestones:

Milestone	Tentative timeline
Requirement gathering	1 Month
Database compilation	2-3 Month
Prototype dashboard	4 Month
Testing and Revisions	5 Month
Final Dashboard, Transitioning to KP Portal and Training	5-6 Month

Other Points for considerations are:

- Partner agency should adhere to strict timelines of the assignment.
- Progress will be reviewed monthly. The agency would work in coordination with the Knowledge Management and the IT team of Population Foundation of India.

General Terms & Conditions:

- PFI requires the agency to uphold and demonstrate best practices in Safeguarding and Child protection. Agency will confirm that it will comply with PFI's Safeguarding and Child protection policy requirements.
- The evaluations will follow the UNEG Norms and Standards for evaluation (<http://www.uneval.org/document/detail/1914>) as well as the ethical guidelines (<http://www.uneval.org/document/detail/2866>) and UNEG Guidance on Integrating Human Rights and Gender Equality in Evaluation (<http://www.uneval.org/document/detail/980>).
- The Agency will coordinate with PFI's authorised personnel for this project for all related activities under this assignment.
- The end-deliverables should be approved by authorised personnel of PFI for release of payments.
- All work/ reports developed/prepared under this assignment are the intellectual property of the office of PFI and cannot be used, published, copied, or otherwise disseminated without written approval from PFI. The agency would never share and use the data for any other purpose.

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 item-wise.

Proposal should be sent in one email to 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 varun.sharma@populationfoundation.in and with copy to 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 reason 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	Design and development of Comprehensive State/UT Dashboard on Gender-Based Violence, Reproductive Justice, and Support Services for Women and Girls in India
3	Response to RFP to be sent to	akshay.kumar@populationfoundation.in
4	Date of RFP	24 th October, 2025
5	Date of sending and responding queries	30 th October, 2025
6	Last date for submitting the final proposals	4 th November, 2025

The contract will be awarded to the successful bidder following completion of all evaluations including negotiation, if necessary. The successful bidder will have to sign a contract with the PFI to undertake the assignment.