

Request for Proposal

To undertake Development of Three SBCC Posters on Integrating FP across Maternal Health Contacts

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 behaviour 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

Under the Umeed Project, Population Foundation of India (PFI) has been extending technical support to the Uttar Pradesh state government to strengthen its family planning and sexual reproductive health (SRH) programs. Beginning with 118 villages in Jarwal block, Bahraich district in April 2023, the initiative has since expanded to over 6,100 villages across 50 blocks in seven districts—Barabanki, Bahraich, Balrampur, Gonda, Sitapur, Unnao, and Shravasti.

In line with the project's commitment to strengthening the capacity of frontline workers in family planning, counseling skills, and ensuring the demand and supply of FP commodities, the Population Foundation of India has established 102 family planning corners, trained 13000+ frontline workers as well as strengthened institutional mechanisms at the district and block levels through district working groups (DWG) and block co-ordination committee (BCC) meetings.

In addition to this, Population Foundation of India (PFI) has implemented a large-scale SBCC campaign, "*Itni Bhi Kya Jaldi Hai*" across intervention areas, focusing on four key themes- age at marriage, delaying first child, birth spacing, and emergency contraception through a mix of films, reels, jingles, posters, and handouts aimed at strengthening community awareness and stakeholder engagement.

As part of the strategy in year 3, PFI is proposing to integrate Family Planning (FP) into all existing maternal health platforms. In light of this, there is a need to develop a set of three posters as communication materials to reinforce key messages at critical touchpoints. In this context, PFI intends to develop three thematic posters on maternal health to support frontline workers and

facility-based providers in delivering clear, accurate, and actionable information to beneficiaries. For this PFI seeks to engage services of an experienced creative agency.

Objective

To design and develop three visually engaging, easy-to-understand posters in Hindi that communicate key maternal health and related family planning messages to audiences, while supporting effective counselling by frontline workers.

Design and Creative Requirements

- Posters must be developed in Hindi (simple, field-friendly language)
- Use high-quality, culturally appropriate illustrations/creatives
- Suitable for display at health facilities and community platforms

In this context, Population Foundation of India is seeking to engage an agency for developing and designing these posters in multicolours to support the Umeed project in UP. The agency is expected to have experience of developing & designing posters for communication material.

Scope of Work

The scope of this assignment includes developing posters as per below:

Sl no	Poster details	Specification	Key Messages
1	High-Risk Pregnancy (HRP)	A-2 size	<ul style="list-style-type: none"> • Identification of high-risk pregnancies (e.g conditions such as severe anemia, high blood pressure, diabetes, infections, age-related risks, multiple pregnancies, and previous complications) • Awareness of danger signs such as high fever, severe headache, swelling, breathlessness, abdominal pain, bleeding, or reduced fetal movement, and seek immediate care • Prevention of closely spaced pregnancies in HRP women is critical for protecting the life of both mother and child • Healthy timing and spacing of pregnancies improves maternal recovery and child health outcomes • Adoption of appropriate family planning methods after delivery is essential, based on medical advice. • Post-delivery contraceptive options include: <ul style="list-style-type: none"> ○ PPIUCD (within 48 hours) ○ Antara (after 6 weeks) ○ Chhaya (immediate use possible)

			<ul style="list-style-type: none"> ○ Mala-N (after 6 months) ○ Condoms ○ Sterilization (as per timing) ● ANC check-ups during Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) days and timely care-seeking are essential for managing high-risk pregnancies
2	Postpartum Family Planning (PPFP)	A-2 size	<ul style="list-style-type: none"> ● Pregnancy can occur soon after childbirth, even before the return of menstruation ● Return to fertility depends on breastfeeding status (exclusive, partial, or none) ● It is important to adopt a family planning method soon after delivery to prevent closely spaced pregnancies ● Healthy spacing (at least 3 years between births) improves maternal and child health outcomes ● A range of contraceptive methods are available postpartum, with timing based on breastfeeding status: <ul style="list-style-type: none"> ● Condoms: Can be used anytime ● Chhaya: Can be started immediately after delivery ● IUCD: Within 48 hours of delivery or after 6 weeks ● Antara (injectable): After 6 weeks (or immediately if not breastfeeding) ● Mala-N: After 6 months (if breastfeeding) or after 21 days (if not breastfeeding) ● Sterilization: Within 7 days of delivery or after 6 weeks ● Timely counselling during ANC, delivery, and immunization visits helps women make informed choices
3.	Post-abortion Family Planning (PPFP)	A-2 size	<ul style="list-style-type: none"> ● Pregnancy can occur soon after abortion, as early as 11 days after first trimester abortion and within 4 weeks after second trimester abortion ● It is important to delay the next pregnancy by at least 6 months to protect the health of the mother and child ● Adoption of a family planning method immediately after abortion is essential to prevent unintended pregnancies ● Method choice should be based on medical eligibility and doctor's advice before initiation ● A range of contraceptive options are available immediately or shortly after abortion, including: <ul style="list-style-type: none"> ● Condoms

			<ul style="list-style-type: none"> • Oral pills (Mala-N, Chhaya) • IUCD • Antara (injectable) • Sterilization (as per timing guidance)
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Deliverables

The selected agency will be responsible for the design and development of **three posters** on integrating Family Planning across maternal health contacts under the Umeed Project. The agency is expected to deliver the following outputs within the agreed timeline:

- 3 Print-ready high-resolution PDF files (A2 size)
- Editable source files in open formats (AI/CDR/PSD)
- Digital versions optimized for dissemination across platform
- All fonts, illustrations, and linked design assets used in the posters

Timelines of deliverables

S.No.	Activity	Cumulative Timeline after contract is signed	Key Deliverables after contract is signed
1	Briefing, sharing content & guidelines	Within Week 1	Finalized creative brief
2	Concept development (2–3 options per poster)	Week 1	Concept layouts & visual directions
3	Development of first draft posters	Week 2	Draft Version 1 (all 3 posters)
4	Internal review & feedback consolidation	Week 2-3	Consolidated feedback document
5	Revision & submission of Version 2	Week 3	Revised posters (Version 2)
6	Final review	Week 3-4	Approved final designs
7	Final files submission (print-ready + editable)	Week 4	Final deliverables (AI/CDR/PSD + PDF)

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

Proposal should be sent in one email to louis.augustine@populationfoundation.in

Interested agencies may obtain further information or get clarification about RFP from Population Foundation of India's Lucknow office by writing to louis.augustine@populationfoundation.in with copy to shilpa.nair@populationfoundation.in

It shall be Bidder's responsibility to ensure that your proposal reaches us on or before the given timelines. proposal received after the submission deadline for whatever the reason maybe and incomplete proposal may not be considered for evaluation. Any delay in bidder's response and incomplete proposal 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

Sl#	Description	Information
1	RFP Issued by	Population Foundation of India, Lucknow
2	Project	Development of Three SBCC Posters on Integrating FP across Maternal Health Contacts (As listed above)
3	Response to RFP to be sent to	louis.augustine@populationfoundation.in
4	Date of RFP	April 30, 2026
5	Date of sending and responding queries	May 10, 2026 simran.varma@populationfoundation.in
6	Last date for submitting the final proposals	May 15, 2026 EOD
7	Final date of Delivery	June 24, 2026

The designated committee at Population Foundation of India, Lucknow shall review all proposals for each item and will decide accordingly.