

Request for Quotation

Printing of “Itni Bhi Kya Jaldi Hai 2.0 Campaign” Materials

About Population Foundation of India

Starting February 1st, 2024, under UMEED Expansion project, Population Foundation of India has scaled up family planning operations covering 50% blocks across seven districts i.e. Balrampur, Gonda, Sitapur, Barabanki, Unnao, Bahraich and Shravasti districts. All project interventions are focused on strengthening the existing public health system rather than creating parallel structures which are expensive to scale up and are not sustainable.

To improve family planning services in the intervention districts, necessary support is being provided to address the key weaknesses in the health system, build the capacity and skills of frontline workers (FLWs) by training them, strengthen monitoring, supportive supervision and supply chain management. Additionally, in this project, PFI is supporting the health department to establish FP Counselling Corners in the selected public health facilities i.e. District Hospitals, Community Health Centres, Primary Health Centres, capacity building of FLWs and Jan Arogya Samiti with a strategic plan.

Background and Scope of Work

PFI is committed to executing awareness generation campaigns around early marriages, teenage pregnancies, the range of contraceptive choices including new methods, emergency contraception (ECP), and male engagement in family planning. PFI is proposing to launch “Itni Bhi Kya Jaldi Hai Campaign” again in year 2026 to reinforce the awareness messages and also planning to club the messaging of ‘Desh Badlega Jab Mard Badlega’ in the main campaign. This year 2 posters on Adolescent Health and three posters on Maternal Health are being developed for the campaign. It is expected that five new posters on AH/MH will be finalized by 5th July, 2026.

PFI has already developed a set of SBCC materials under the “Itni Bhi Kya Jaldi Hai”. These materials include four themes (Age at Marriage (I), Delaying First Child (II), Birth Spacing (III), emergency contraception (IV)) posters and handbills centered around four key themes, designed to support awareness and engagement of community and stakeholder as well during the campaign rollout. The campaign will also engage men on topics around patriarchy and masculinity, the desire for a male child, and their supportive role in family planning. The campaign is planned to be implemented across 50 blocks in 7 districts within the Umeed project.

Population Foundation of India is seeking to engage an agency for printing of developed & designed versions in multicolours materials for the campaign “Itni Bhi Kya Jaldi Hai 2.0” campaign to support the Umeed expansion project in UP.

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

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Sl no	Material details	Quantity	Specification
1.	Posters IBKJH (set of 4 posters)	468 sets (1872 posters)	A-2 size, (170 gsm Art Paper, Multicolour Printing with Thermal Lamination & branding, Backside 2-inch Double Tape in Top, centre, Bottom of high quality)
2.	Posters DBJMB (set of 1 poster)	533 posters	A-2 size, (170 gsm Art Paper, Multicolour Printing with Thermal Lamination & branding, Backside 2-inch Double Tape in Top, centre, Bottom of high quality)
3.	Poster– Adolescent Health (Set of 8 posters)	429 sets 3432-posters	A-2 size, (170 gsm Art Paper, Multicolour Printing with Thermal Lamination & branding, Backside 2-inch Double Tape in Top, centre, Bottom of high quality)
4.	Posters – Maternal Health (set of 3 posters)	1821 sets 5463 posters	A-2 size, (170 gsm Art Paper, Multicolour Printing with Thermal Lamination & branding, Backside 2-inch Double Tape in Top, centre, Bottom of high quality)
5.	Hand Bills- set of five themes	35370 sets (176850 Hand Bills)	8H X 6W inch size in portrait, 60gsm paper, full colour Printing, single side

Project deliverables

Intended printed comprising of for printing of Itni Bhi Kya Jaldi Hai Campaign IEC materials comprising of four types of poster sets- Maternal Health theme, Adolescent Health theme, IBKJH theme and DBJMB theme and hand bills deliverables contain the following set of products and activities:

- A printable sample of the Itni Bhi Kya Jaldi Hai Campaign IEC materials comprising four types of posters and hand bills as mentioned in above table to be shared with PFI Lucknow office for proof reading and approval for final printing.
- In the case of posters, wherever a set is mentioned, delivery of all four type of posters as a complete set is required. However, for individual posters, sets are not required
- Open files of all content created as part of the project to be share with PFI (in soft copies)
- Delivery of final product as per approved specifications and sample.

Timelines of deliverables

- The sample to be delivered within 5 days of receiving the formal work order.
- The shortlisted agencies to deliver 50% quantities within 7 days of getting approval on the sample.
- Rest 50% to be delivered within next 10 days after above.
- All deliveries to be done at **Population Foundation of India's Lucknow office.**

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.

- 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 Technical and Financial Proposals separately.
- Submit the financial proposal along with company profile and team profile in one file.
- Financial proposal must contain breakup of the costs items wise.

Quotation should be sent in one email to 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 and with copy to shilpa.nair@populationfoundation.in

It shall be Bidder's responsibility to ensure that your 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, Lucknow
2	Project	To printing communication materials (As listed above)
3	Response to RFQ to be sent to	louis.augustine@populationfoundation.in shilpa.nair@populationfoundation.in
4	Date of RFQ	1 July ,2026
5	Date of sending and responding queries	5 July ,2026
6	Last date for submitting the final quotations	10 July ,2026
7	Final date of Delivery	10-working days (from the date of signing of the contract)

In the quotations received from the shortlisted agencies, the Procurement Committee at Population Foundation of India, Lucknow shall review all quotations for each item for printing and will decide accordingly.