Request for Proposal

Re-printing of "Flipbook"

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 organisation is https://populationfoundation.in/

Background and Scope of Work

In April 2023, Population Foundation of India (PFI) commenced implementation of UMEED, a three-year community-based project on family planning in all 121 villages of Jarwal block of Bahraich district. At completion of its two year, the project in Jarwal has enrolled 2000+ new FP clients, recruited and trained 304 FP Champions from the community, trained over 239 ASHAs/Sangini and ANMs in monthly cluster meetings, facilitated health checkups for over 7619 women, children and adolescents through Health Melas organized in collaboration with the government and implemented a large-scale Age at Marriage Campaign involving all key government departments and all 121 village communities.

Through the Umeed project, Population Foundation of India is providing technical support to the state government in Uttar Pradesh to strengthen its family planning programme. Our support began in 118 villages of Jarwal block (Bahraich district) from April 2023. The intervention was scaled up then to cover 6100+ villages, 50 blocks across six districts i.e. Bahraich, Barabanki, Balrampur, Gonda, Sitapur, Unnao from February 2024 and Shravasti district was included from August 2024. Our support impacts the lives of nearly 1.25 crore people in the reproductive age group (15-49 years).

Key Objectives of Umeed programme are –

- Operationalise **Family Planning corners** at public health facilities to provide expanded range of FP services
- Increase **FP awareness and uptake** by strengthening capacities of FHWs and improving their skills to effectively use social behaviour change communication (SBCC) tools and job aids
- Facilitate an enabling environment to strengthen FP services through **Block Coordination Committee (BCC)** and District **Working Group**

In continuation, PFI has developed a Flipbook under the Umeed 2.0 project and proposed to print flipbook and to provide the same flipbook to all FLWs including ASHAs, Sangini and ANMs across 50 blocks of 7 districts to sensitize and build capacities of them with knowledge of contraceptive methods, ability to

address myths and misconceptions among users, and understand voluntary choice and catering to the family planning needs among couples and young people.

Population Foundation of India is seeking to engage an agency for printing of developed & designed versions in multicolours flipbook to support FLWs.

The agency is expected to have experience in printing and production of quality IEC and communication materials, such as handouts, flipbooks, carry bags, posters etc. to support public health initiatives. The scope of this assignment includes:

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Sl no	Material details	Quantity	Specification
1	**Flipbook**	11500	**(Size 11.5 x 8.5 inches)** with 34 pages, 300 gsm Art card Paper, both side multicolour printing and Matt Lamination and wire banding in upper side.

Deliverables:

Intended printed comprising of for printing of flipbook deliverables contain the following set of products and activities:

- A printable sample of the flipbook to be shared with PFI Lucknow office for proof reading and approval for final printing.
- 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 10 days of getting approval on the sample.
- Rest 50% to be delivered within next 7 days after above.
- All deliveries to be done at Population Foundation of India's Lucknow office.
- Payment to be done after 100% delivery of materials and submission of original invoice.
- No advance

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 proposal

- Submit the financial proposal along with company profile and team profile in one file.

- Financial proposal must contain breakup of the costs items wise.

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 copies 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	To printing communication materials **(As listed above)**
3	Response to RFP to be sent to	louis.augustine@populationfoundation.in shilpa.nair@populationfoundation.in
4	Date of RFP	October 22 ,2026
5	Date of sending and responding queries	October 26,2026
6	**Last date for submitting the final proposals**	October 30 ,2026
7	**Final date of Delivery**	**20-working days (from the date of signing of the contract)**

In the proposals received from the shortlisted agencies, the designated committee at Population Foundation of India, Lucknow shall review all proposals for printing of said item and will decide accordingly.