

## Request for proposal Development of infographics for Population Foundation of India's Family Planning Resource Bank

### 1. ABOUT POPULATION FOUNDATION OF INDIA

Population Foundation of India (PFI) is a national civil society organisation, which promotes and advocates effective formulation and implementation of gender-sensitive population, health and development strategies and policies. It was founded by Bharat Ratna, JRD Tata in 1970.

Population Foundation of India addresses population issues within the larger discourse of empowering women and men so that they are able to make informed decisions related to their fertility, health and well-being. We work with national and state governments and with other civil society organizations. Our areas of work include the following:

- Family planning
- Adolescent health, particularly sexual and reproductive health
- Community monitoring of public health services
- Women's rights, and especially ending violence against women
- Social and behaviour change communication

### 2. BACKGROUND

PFI developed a [Family Planning Resource Bank](#) (a microsite) hereinafter called resource bank, which is an online, one-stop solution for credible data and research-based evidence on fertility trends, family planning (FP), sexual and reproductive health (SRH). The resource bank is embedded within the Population Foundation of India's main website. Though intended primarily for media professionals, the resource bank is useful for researchers, government officials, academicians, students, organisations working on FP and SRH.

The resource bank hosts materials in multiple formats—including fact-sheets, briefs, infographics and videos and graphs. PFI intends to develop at least 30 new infographics (some only in Hindi, some only in English and some bilingual) to add to the existing resource bank. PFI is therefore seeking to engage competent individuals/agency who will present ideas & design options for the infographics and thereafter develop them with inputs from PFI. PFI will provide the supporting contents/texts and data points for the infographics in the form of word doc and excel files.

### 3. SCOPE OF WORK

- In-person inception meeting with PFI to discuss the expectations, feedback process and to review models or samples shared by the contracted individuals/agency.
- Present infographic/data visualisation ideas and design options basis contents, data points and expectations communicated by PFI.
- Share design options for each infographic, obtain PFI's approval on the layout.
- Develop the infographics in Hindi and English and share them with PFI preferably in four batches (5 nos. each time)
- Ensure the infographic designs comply with PFI branding guidelines at all times.
- Incorporate edits/suggestions from PFI and revise the infographics (two rounds, if needed).
- Submit 30 infographics—final, print ready and open files to PFI after incorporating all feedback.

**Duration of assignment:** Approx. 2 months, extendable based on performance and addition of materials to develop—From May to June 2022.

	Deliverables	Timeline
1	<ul style="list-style-type: none"> <li>Present infographic/data visualisation ideas and design options basis contents and data points provided by PFI.</li> <li>Develop the infographics in Hindi and English post PFI’s approval on the contents, design options and layout. This should be preferably done in batches.</li> </ul>	8 weeks
2	<ul style="list-style-type: none"> <li>Share draft with PFI, incorporate edits/suggestions and revise the infographics (two rounds, if needed).</li> <li>Submit 30 infographics (in Hindi and English)—final, print ready and open files to PFI after incorporating all feedback.</li> </ul>	

#### 4. COMPETENCIES REQUIRED

- The individual/consultant or agency must have demonstrated expertise and experience in data visualisation and developing infographics.
- At least 3-5 years of having delivered similar high-quality products/materials (sample of work required).
- Experience of working with the social sector will be an added advantage.

#### 5. REQUIREMENT TO APPLY

Please submit a detailed technical proposal with company profile and team bio-data in one file and a separate Financial proposal in another file.

**The technical proposal must include, but not limited to:**

- Interested parties may submit a detailed SOW along with capacities and background in doing similar work/track-record.
- Company profile and team profile and outline of the plan of execution of the project.

**The financial proposal to include**

- Separate Financial proposal, with detailed break-up of all budget line items and payment terms.
- The financial proposal must include Agency’s Legal Name (as per PAN Card).

While submitting the proposal, please write the email subject as **“Proposal –Infographics for Population Foundation of India’s Family Planning Resource Bank”**.

- Please submit both the technical and financial proposals in one email to [sshankar@populationfoundation.in](mailto:sshankar@populationfoundation.in) by EOD April 22, 2022
- In case you have any query before submitting the proposal, you may write to [irfan.khan@populationfoundation.in](mailto:irfan.khan@populationfoundation.in) before the last date.

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