

Request For Quotation

Design and layout of the Annual Report 2021-22 of Population Foundation of India

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

Population Foundation of India is piloting an initiative on augmenting Nurse Training via intervention of immersive technologies such as AR/VR. The pilot project will be implemented with a carefully selected sample of nurses to test efficacy of the technology.

BACKGROUND

Population Foundation of India is a national NGO that promotes and advocates for the effective formulation and implementation of gender-sensitive populations, health and development strategies, and policies. PFI addresses population issues within the larger discourse of empowering women and men so that they can make informed decisions related to their fertility, health, and wellbeing. It works with the government, both at the national and state levels, and with NGOs, in the areas of family planning, adolescent reproductive and sexual health, community action for health, and social and behavior change communication.

SCOPE OF WORK

Population Foundation aims to publish its Annual Report for 2021-22, for which the design agency is required to provide designs and layout of the content, as provided to Population Foundation. The design should reflect the organization's brand identity, clean design aesthetics, infographics and illustrations wherever required, and a strong concept based on our work, with a major focus on the ongoing pandemic.

Population Foundation will provide the content, including workflows and assets (including images, logos, etc.). The final file will be hosted on the Population Foundation of India's website, and support is required from the agency to embed it in the best possible manner on the site.

The deliverables and schedule are as below:

1. SPECIFICATIONS

- a. Estimated number of pages 35 – 40
- b. Finished size A-4 (flexible – based on the concept)
- c. Design will include text and photos, and creative use of illustrations and graphics

Duration of assignment: Approx. four months.

	Deliverables	Timeline
	Content + design brief to the agency from Population Foundation	17 June 2022
	Design concepts from agency	24 June 2022
	1 st draft of design and layout	06 July 2022
	Final design and layout for approval	22 July 2022
	Final artworks and complete print files in InDesign & pdf formats + all supporting fonts and files	05 August 2022
	Final Design for approval	15 August 2022
	Content + design brief to the agency from Population Foundation	17 June 2022

The final deliverables will include the

- Print a ready version of the annual report
- Open files for the report and all assets
- PDF version for uploading on the website
- Low-res PDF file for sharing on email/WhatsApp
- All final deliverables should be provided digitally and on an external USB storage device

INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

Please follow the below instructions to send your proposal:

1. Please submit a detailed Technical proposal with bio-data in one file and a separate Financial proposal.
2. Please ensure to put your organization’s Legal Name/if the individual - as per your PAN CARD in your quotation.
3. Please submit both the technical and financial proposals in one email to parul.satsangi@populationfoundation.in **by EOD on June 5, 2022**
4. While submitting the proposal, please write the email subject as - **“Proposal for Design and layout of the Annual Report 2021-22 (organization's Legal Name/if the individual - your name)”**.
5. In case you have any queries before submitting the proposal, you may write gopikrishnan.nair@populationfoundation.in before the last date.