

Population Foundation of India

REQUEST FOR PROPOSAL DEVELOPMENT AND DESIGNING OF KNOWLEDGE PRODUCTS

ABOUT POPULATION FOUNDATION OF INDIA

Established in 1970 by Bharat Ratna JRD Tata and Dr Bharat Ram, the Population Foundation of India is a national civil society organization, which promotes and advocates effective formulation and implementation of gender-sensitive population, public health, and development strategies, and policies. The Foundation works with the government, both at the national and state levels and with other civil society organisations. The areas of work include family planning, adolescent health and well-being, community monitoring of public health services, and women's rights and empowerment. Population Foundation of India is guided by an eminent governing board and advisory council comprising distinguished persons from civil society, the government, and the private sector. Ms Poonam Muttreja is the Executive Director and she leads an experienced team with specialization in strategic engagement, communication, accountability, program design, monitoring and evaluation, and research.

The website of the organization is: <https://populationfoundation.in/>

BACKGROUND – Project Samvaad

The recent NFHS-5 data shows India's fertility rate has come down from 2.2 to 2.0. However, there are wide inter-regional variations with five states still not having achieved replacement-level of fertility of 2.1 and there has been a recurring discourse around the formulation and implementation of coercive population policies reflecting the widespread myths, and misconceptions on population and fertility issues as well as demographic transition. Further, the sustained media discussions/coverages had created a negative narrative among public about population as burden instead of an asset.

There is a need for convening, communicating, and collaborating for stronger advocacy to increase policy attention to the various population related issues such as Two Child Policy, GBV, Child Marriage, Demographic Dividend, SRH for adolescent and young people etc. Greater traction for issues around family planning, gender, and SRHR would be received only with deeper engagement with the media, decision-makers, and policymakers through building a policy narrative.

In order to address these issues and to create a positive narrative, there is a need to create a favourable policy environment at the national and state level as well as greater awareness on these issues among policymakers. A positive and accurate discourse around family planning, SRH, and gender can be generated by leveraging media as a key influencer and stakeholder. There is also a need to leverage technology platforms that would enable the expansion of the reach of such initiatives to the last mile.

SCOPE OF WORK AND EXPECTATIONS

Under a national grant from UNFPA, one of the activities that Population Foundation of India is entrusted with is to create an informed cohort of key stakeholders/policymakers who will contribute towards the formulation and implementation of evidence-based Sexual and Reproductive Health policies and programmes respectively.

The proposed project initiative will contribute specifically to shaping policy narratives, by organizing convenings and synthesis of evidence and data for briefings and orientations of key stakeholders/policymakers on priority issues.

Population Foundation of India is inviting quotations from individuals/agencies for the development and designing of knowledge products (advocacy briefs) directed toward building a policy narrative.

- The individual/agency is expected to develop and design THREE advocacy briefs to engage with the identified key stakeholders/policymakers.
- The individual/agency, in addition to, conducting its own background research from the NFHS-5 country report and other relevant sources, will be provided access to Population Foundation of India's own research materials and knowledge products on the thematic areas mentioned earlier and the [UNFPA-developed analytical series on the NFHS-5 data on SRH/Gender/ Population issues](#) to develop the knowledge products. These knowledge products will complement the topics/issues covered by UNFPA under its analytical series.
- The individual/agency is expected to complete the development and designing of these knowledge products between November 2022 and March 2023.

ELIGIBILITY CONDITIONS:

1. The agency/ contractor should have technical expertise on Sexual and Reproductive Health/ Gender/ Population issues in developing and designing knowledge products that includes research, content development, data visualization.
2. The agency/contractor should furnish registration certification of the firm / Partnership deed / Certificate of incorporation, Income Tax Registration (PAN), GST Registration etc. as applicable and required for the proposed work.
3. The agency/contractor should neither be a blacklisted firm nor have its contracts been terminated/foreclosed by any company/ department during the last 3 financial years

General Terms & Conditions:

Quotations received in response to the RFP will be reviewed by the in-house Procurement committee.

INSTRUCTIONS FOR SUBMISSION OF QUOTATION

Please follow the below instructions to send your quotation:

1. Please ensure to put your organization's Legal Name/if individual - as per your PAN CARD in your quotation.
2. Please submit your proposal in one email to sumit.kumar@populationfoundation.in by 31 October 2022 **EOD**
3. In case of any query, you may write to irfan.khan@populationfoundation.in before submitting your quotation.