

# Population Foundation of India

## REQUEST FOR PROPOSAL

### 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/>

### PURPOSE

Population Foundation of India is in the process of creating a panel of select partners for the communication materials we develop to help speed up the process of vendor selection and material creation for our programmes.

We would like to request you to fill out the form below with your quotes for creating the specified communication materials. You are requested to leave out any items that are beyond the scope of your organization's capabilities, and define the unit in accordance with your standard operating procedures. Kindly add sub-items under different items, if required.

Please note that we do not know the exact volume of work because these contracts are intended to handle upcoming requirements. However, requirements will only be shared after prior discussions with your team about the scope of work and your expressed interest in taking on the proposed work.

Sl no	Item	Cost per unit
1	Image graphic for social media/banner/website	
2	Carousel graphic	

3	Infographic	
4	Book/report cover (front and back)	
5	Poster (A3 size)	
6	Custom illustrations	
7	Standee (7x4ft)	
8	Brochure (4-8 pages)	
9	Editing video with minimal/no graphics	
10	Editing video with graphics	
11	Outdoor video shoot in Delhi	
12	Indoor video shoot at PFI office, events etc	
13	Photography, including sharing optimised photos	
14	Photo Editing	
15	Audio messages	
16	Audio Jingles	
17	Audio editing for podcast / audio messages	
18	Formatting report /manual without any extra illustrations	
19	Logo development	
20	POP materials	
21	Leaflet/handout (2-4 page)	

22	Brochure/manual design (75-100 pages)	
23	Annual report design (36-48 page)	
24	Digital / Social Media promotions (online media and planning and buying)	
25	Any other item (per unit rate)	

## GENERAL TERMS & CONDITIONS

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

Open files are to be shared for finalised material on delivery.

Brand guidelines are to be followed as communicated for any project.

In case of any query, you may write to [gopikrishnan.nair@populationfoundation.in](mailto:gopikrishnan.nair@populationfoundation.in)