

Request for Proposal For the designing of the Adolescent Reproductive and Sexual Health (ARSH) offline manual

1. ABOUT POPULATION FOUNDATION OF INDIA

Population Foundation of India is a national civil society organization, which promotes and advocates effective formulation and implementation of gender sensitive population, health and development strategies and policies. Bharat Ratna JRD Tata founded the foundation in 1970.

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

- i. Family planning
- ii. Adolescent health, particularly sexual and reproductive health
- iii. Community monitoring of public health services
- iv. Women's rights, and especially ending violence against women

2. BACKGROUND

Educately.org is a digital resource to provide information on adolescent health and well-being developed by the Population Foundation of India. Population Foundation of India has also developed an offline **manual** as a supplementary document to the online teachers' training programme ARSH for You, hosted on Educately.org. The primary aim of the offline manual is to provide a framework of reference for facilitators in an effective and sensitive manner while conducting in-person workshops. The manual will be used extensively by facilitators to transact information to adolescents in out-of-school settings under various innovations.

The adolescent reproductive and sexual health (ARSH) manual has been developed as a resource to sensitize adult facilitators/teachers/counsellors or individuals who work with adolescents in schools or communities. The ARSH manual provides an overview to facilitators on related concepts, themes and information, providing a comprehensive understanding of health issues faced by adolescents. They could also be adapted for children or adults, if required.

3. PURPOSE OF THE ASSIGNMENT

This call for proposal aims to engage an agency to design the ARSH manual.

4. SCOPE OF WORK

- Design the ARSH user manual (A4 size).
- Illustrations developed by the Population Foundation of India (for example, the activities section) may be formatted, edited and inserted in the manual at appropriate places. Additional illustrations or pictures may be created and used in the design as required.
- Incorporating inputs (3-4 rounds) in the draft design document before finalising the manual.
 - The current manual contains an introduction module, five modules, a disclaimer form, a consent form, a questionnaire and an annexure.

- In addition, the document will also include 10-12 illustrations. With the updated content, the total number of pages is expected to be between 150 and 170 (exclusive of cover pages). Content will be provided to the agency for design. The agency will be expected to understand our requirements to undertake the task. For this purpose, need-based discussions and meetings may be arranged.
- Design to be as per Population Foundation of India brand guidelines
- No copyright images or assets to be used without proper licensing.
- Any third-party expenses to be incurred on PFI's written approval and presented with supporting bills only.

5. DELIVERABLES

- Submission of the first draft of the designed user manual with all illustrations within 20 days of signing the contract.
- Submission of final designed document post 3-4 rounds of revisions (as required) within 45 days of signing the contract.
- Print-ready and web versions of the document (both in pdf formats).
- Open files of the document in Ai or Indesign
- Jpeg/png files of the illustrations.

6. DURATION

60 days from the date of signing the contract.

7. REQUIREMENT TO APPLY

- Please submit a detailed Technical proposal, along with company profile and team bio-data, in one file and Financial proposal in a separate file. The proposal must be submitted in INR (Indian Rupees) by **EOD – January 24, 2023** to Sumit.kumar@populationfoundation.in. The proposal received after the prescribed deadline will not be considered.
- The agency shall contact Ms. Priyal Gulati, Consultant, Population Foundation of India, at priyal.gulati@populationfoundation.in for any query related to the assignment and all the deliverables to her as per the agreed timeline stated above.