

Request for Proposals

Itni Bhi Kya Jaldi Hai 2.0 Campaign

About Population Foundation of India

Founded in 1970 by the late JRD Tata, Population Foundation of India is a leading NGO in the fields of population dynamics, gender equity, and sexual and reproductive health (SRH). It addresses population issues within the context of empowering women, men, and young people, enabling them to make informed decisions about their fertility, health, and well-being. The organization's approaches include strategic engagement with policymakers, media, and other key stakeholders; knowledge generation and dissemination; leveraging technology; scaling up pilot projects; and social and behaviour change communication. Population Foundation of India also collaborates closely with and provides technical support to both national and state governments, as well as other NGOs. For more details please refer website of the organisation is <https://populationfoundation.in/>

Background and Scope of Work

In April 2023, Population Foundation of India (PFI) commenced implementation of UMEED, a three-year community-based project on family planning in all 121 villages of Jarwal block of Bahraich district. At completion of its first year, the project in Jarwal has enrolled 914 new FP clients, recruited and trained 287 FP Champions from the community, trained over 300 ASHAs/Sangini and ANMs in monthly cluster meetings, facilitated health checkups for over 3000 women, children and adolescents through Health Melas organized in collaboration with the government and implemented a large-scale Age at Marriage Campaign involving all key government departments and all 121 village communities.

Now, starting February 1st, 2024, under UMEED Expansion project, PFI is scaling up family planning operations covering 50% blocks across six districts i.e. Balrampur, Gonda, Sitapur, Barabanki, Unnao and Bahraich. In all, this scale up initiative will cover 47 blocks, 5,851 villages and impact the lives of nearly 1.25 crore people in the reproductive age group (15-49 years). All project interventions will focus on strengthening the existing public health system rather than creating parallel structures which are expensive to scale up and are not sustainable. This will minimize costs, help achieve economies of scale and the benefits will continue beyond the project funding.

This initiative builds on the previous campaign in the pilot block of Jarwal (district, Bahraich), which addressed delaying marriage age, and seeks to inform, empower and engage with Panchayati Raj Institutions, newly married couples, pregnant women, adolescent boys and girls, community members, and frontline workers. The primary topics and messaging that the SBCC Campaign will focus on are, delaying early marriage, delaying early pregnancy, promoting gaps between pregnancies, promoting awareness about ECPs, family planning, engagement of critical influencers within the community, like men and elderly women, and the intersection between family planning, climate change and sustainability. The SBCC materials' messaging needs to be conceptualized, designed in a way that links these topics with the larger campaign around, 'Itni Bhi Kya Jaldi Hai'.

Population Foundation of India seeks agency partners to develop campaign material as per below scope.

The campaign material will include

- Posters upto 5 nos on different key messages
- Handouts on key topics upto 4 nos
- Selfie Booth design
- Badges
- Pledges for different stakeholder groups – government officials, FLWs, Pradhans , school teachers, students and community volunteers

The agency will be:

- Developing concepts & copy for posters, handouts, other material based on the key topics/ messages provided by PFI team
- Sharing concepts & copy for review with PFI team
- Sharing layout & designs with PFI team for review and approval
- Incorporating suggestions/ comments; revised designs - to be shared with PFI team for approval
- Sharing finals designs
- Incorporating suggestions/ comments; revising script- to be shared with PFI team for approval

Campaign objective:

The campaign will:

- Create awareness and public support on delaying early marriage, delaying early pregnancy, promoting gaps between pregnancies, promoting awareness about ECPs and family planning.
- Promote engagement of critical influencers within the community, like men and elderly women.

Target Audience: The materials will be used by front-line service providers including ASHA, ANM and govt. staff in the health facilities, trainers, facilitators, FP counselors and PFI consultants to facilitate engagement with women, men and adolescents from the community, key community stakeholders (like teachers), PRI members, SHG women, etc.

Project deliverables

- a. Final print ready version of all 5 campaign material (PDF)
- b. Open files of the final output (with fonts, link etc.) in AI

Must for each content piece

- There should be no derogatory reference to any religion, caste or culture
- The videos need to be inclusive and respect diversity within the community
All members of community should be represented and content must be inclusive.
- Messages/issues being dealt in the videos should be handled with utmost sensitivity.
- Partner agency should adhere to strict timelines of the project.
- Ensure the language used is neutral, avoiding stereotypes or assumptions about any group.
- Showcase individuals of different ages, particularly youth and older adults, reflecting diverse age groups' experiences and needs.

- The core messages of the campaign should be clear, compelling, and inclusive, avoiding vagueness or ambiguity.
- Ensure that all content, including posters, jingles, and handouts, is provided in formats suitable for easy sharing over WhatsApp, such as MP4 for videos and JPG/PNG for images. Ensure that files are not too large to prevent difficulty in sharing or downloading.

Timelines of deliverables

Concept Presentation	7 Days from Briefing
Concept iterations and resubmission	5 Days
1st draft of design	10 days
2nd draft of design and layout	7 days
Final design and layout for approval	5 days
Final artworks and complete print files in InDesign & pdf formats + all supporting fonts and files	7 days

Documents to be submitted along with proposal

- Submit the financial proposal along with company profile and team profile in one file.
- Financial proposal must contain breakup of the cost's items wise.

Proposal should be sent in one email to samim.ansari@populationfoundation.in

Interested agencies may obtain further information or get clarification about RFP from Population Foundation of India's State office by writing to shilpa.nair@populationfoundation.in and tejwinder.singh@populationfoundation.in

It shall be Bidder's responsibility to ensure that your proposal reaches us on or before the given timelines. Proposals received after the submission deadline for whatever the reason maybe, may not be considered for evaluation. Any delay in bidder's response shall not be used as a reason for extending the deadline for submission, unless PFI determines that such an extension is necessary and communicates a new deadline to the proposers.

General Information about RFP and Timelines

Sl#	Description	Information
1	RFP Issued by	Population Foundation of India, Lucknow
2	Project	Itni Bhi Kya Jaldi Hai 2.0 Campaign (As listed above)
3	Response to RFP to be sent to	samim.ansari@populationfoundation.in
4	Date of RFP	17 th December, 2024
5	Date of sending and responding queries	21 st December, 2024
6	Last date for submitting the final proposals	24 th December, 2024

The designated committee at Population Foundation of India, Lucknow shall review the proposals received and Shortlisted agencies will be notified for a presentation of the proposal and discussion.