

About BRLF:

The Government of India established Bharat Rural Livelihoods Foundation (BRLF) as an independent society under the Ministry of Rural Development. BRLF was established to upscale civil society action in partnership with the central and state governments to ensure better implementation and outreach of government schemes and programs in collaboration with civil society organisations. Working in collaboration with civil society organisations with a local presence, BRLF ensures that the desired results are produced through the right strategies and efforts.

For more information, visit <https://www.brlf.in/>

RFP For Designing and Printing Annual Report 2024-25

BRLF seeks proposals from reputed creative agencies to design and print its Annual Report 2024-25. The Annual Report will be designed in two languages – English and Hindi. The content for both languages, including the photographs, will be provided by BRLF. The agency will be responsible for designing and printing the Annual Report.

Specifications for Designing and Printing of BRLF Annual Report 2024-25

Interested agencies can send their proposals as per the specifications given below:

Scope of Work

1. Designing of Annual Report FY 2024-25 in English
2. Adaptation of the design of the Annual Report in Hindi, BRLF will provide the translated version to the agency. (The design, including graphics and photos for the Hindi Annual Report, will be the same as the English, with minor tweaks if required.)
3. Recreate and use infographics for all the data represented in tables, bullets, graphs, and diagrams, and edit photographs as appropriate, including their placement.
4. Printing of the Annual Report per the specifications given in this document.
5. Submit an e-version of the Annual Report (preferably in PDF, in less than 10 MB) in both Hindi and English.
6. Submit the open file of the Annual Report (preferably in Adobe InDesign format)
7. Work closely with the BRLF Communication team to ensure the required information, data, and photographs as may be required for the smooth completion of the assignment. The agency needs to make suitable modifications and edits with the feedback provided by BRLF.
8. While sharing the proposal, the agency is required to share at least 3 design samples visualising the BRLF's Annual Report.
9. Up to 5 rounds of editing will not be chargeable.

Design Specifications:

- **Number of Pages:** 80 (including 9-10 pages as screenshots of the Audited Financial Reports – (refer to the previous Annual Reports on this link - <https://www.brlf.in/annual-reports/>)
- **Follow Branding Guidelines:** Use BRLF brand guidelines, including logo usage and colour palette. The design must align with our established brand identity.

- **Typography:** The agency should recommend using appropriate yet creative typography that is easy to read and comprehend.
- **Imagery and Graphics:** The design must include a combination of professional photographs, infographics, and charts to visualise our data and accomplishments. BRLF will provide all the images.
- **Content Visualisation:** The agency must ensure that headings, subheadings, and other design elements maintain a clear visual hierarchy, guiding the reader through the content. Include headers, footers, and page numbers to create a professional and organised look.
- **Design Size:** A4 (Portrait).

Printing Specifications for both Hindi and English:

- **No of Pages:** 80 including cover pages
- **Type of Printing:** Offset
- **Number of Copies:** Hindi – 100 copies and English – 200 copies
- **Color:** 4 colours (all pages)
- **Trim-Size:** A4
- **Paper type:** 300 GSM laminated Cover page & 130 GSM for inner pages; all Matt finish (preferably Magno matt paper), or the Agency may recommend any other appropriate paper.
- **Binding:** High-quality Perfect binding
- **Sample copies:** The Agency must share a sample printed copy for both Hindi and English before final printing.

Deliverables:

- For online sharing, please provide PDF files of the English and Hindi versions of the designed Annual Report (preferred size: less than 10 MB).
- PDF files of the English and Hindi versions of the designed Annual Report with the appropriate crop and bleed markings.
- Open files of both the English and Hindi versions of the designed Annual Reports (preferably in Adobe InDesign format)
- Printed copies - Hindi – 100 copies and English – 200 copies

Financial Proposal: The Financial Proposal should be submitted in the following format including GST :

#	Particulars	Rate	Unit	Total
1	Designing of Annual Report (80 pages) English			
2	Adaptation of Design in Hindi (80 pages)			
3	Printing of Annual Report – (English 200 copies) Offset/Digital			
4	Printing of Annual Report – (Hindi 100 copies) Offset/Digital			
5	If the final designed document exceeds 80 pages, the vendor must specify the per-page design cost for extra pages in their quote.			
6	Other (please add)			

	Total			
--	-------	--	--	--

Information for Consultants for submitting the Proposal:

- Time frame: The duration for the assignment is 4-6 weeks, including printing (maximum). BRLF would ensure that the requisite information is made available promptly to the Consultant at the time of commencement and during the assignment.
- The Consultant must be familiar with design software and the current trends in the design of the Annual Report. Preference will be given to contemporary and innovative design concepts.
- The Consultant would have to provide a technical proposal in response to the ToR detailing the approach and methodology for delivering the assignment.
- Proven professional experience designing similar documents, specifically for the development sector. Please provide supporting documentary evidence to prove your credentials and details of experience covering the past 3 years for such assignments.
- Proven experience working with national/international development sector organisations.
- The procurement of services is done on a quality and cost-based selection basis. The evaluation criteria and marks assigned for each criterion are detailed below:

#	Evaluation Parameters	Score (Max)	Weightage
Evaluation Matrix – Technical			(1-10)
1	Credentials of the Consultant	15	
2	Experience of having undertaken similar assignments in the past 3 years	20	
3	Sample design layout submitted by the agency along with the proposal	20	
4	Approach and methodology in response to ToR in the technical proposal	15	
	Total marks for Technical Proposal	70	
Evaluation Matrix – Financial			
5	Financial proposal	30	
	Weighted score obtained (out of 10)		
	Total Weighted score (Technical + Financial)		

An Evaluation Committee would evaluate the technical and financial proposals. The score for the technical proposal is 70, while the score for the financial proposal is 30. The agency with the highest weighted score on the combined technical and financial proposal would be the contract's lowest

substantially responsive bidder. A shortlisted consultant at the technical proposal stage may be invited to present before the Consultant Evaluation Committee.

Please submit the following documents with your technical and financial proposal:

1. Profile of individual/firm, including its legal status and infrastructure details.
2. One or two design samples/options using the attached annual report document.
3. Details of Similar assignments undertaken in the past 3 years.
4. A note on the approach and methodology for undertaking the assignment.
5. Cost estimate as per the given format

You are requested to share your technical & financial proposal separately by no later than Sunday, 10th of August 2025 at vijay@brlf.in cc to ravi.prakash@brlf.in . Please mention “**Proposal for Designing & Printing Annual Report 2024-25**” in the subject line. If you are sending hard copies then please courier to BRLF 2nd Floor, C-32, Neeti Bagh, New Delhi 110049.