

REQUEST FOR PROPOSAL

Designing and Printing of Annual Report 2025–26

About BRLF

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

For more information, visit: www.brlf.in

Introduction

BRLF seeks proposals from reputed creative agencies to design and print its Annual Report 2025–26. The Annual Report will be designed in two languages - English and Hindi. The content for both languages, including all photographs and data, will be provided by BRLF. The selected agency will be responsible for the complete design and printing of the Annual Report in both languages.

Previous Annual Reports can be viewed at: <https://www.brlf.in/annual-reports/>

Scope of Work

- Design of the Annual Report FY 2025–26 in English.
- Adaptation of the final design into Hindi. BRLF will provide the fully translated Hindi content. The design, infographics, and photographs will remain the same as the English version, with minor typographic and layout adjustments as required for the Hindi language.
- Creation and integration of infographics for all data represented in the content - replacing all tables, bullet lists, and raw numbers with designed visual elements.
- Editing and placement of all photographs provided by BRLF, including colour correction, cropping, and optimisation for print.
- Submission of a print-ready PDF of both English and Hindi versions, with appropriate crop and bleed markings.
- Submission of a web-optimised PDF of both versions (preferred size: under 10 MB each).
- Submission of open files for both English and Hindi versions.
- A minimum of 3 design samples or mood boards visualising the proposed design approach for the Annual Report must be submitted with the proposal.
- Up to 5 rounds of revisions will not be chargeable. Additional rounds beyond 5 will be subject to a separately agreed cost.

- Close collaboration with the BRLF Communications team throughout the assignment, including regular check-ins, timely incorporation of feedback, and prompt communication.

Design Specifications

Pages and Size

- Number of pages: 100 - including cover pages (Plus or minus 8). This includes up to 9–10 pages of Audited Financial Statements as image screenshots.
- Design size: A4, portrait orientation.

Imagery and Infographics

- The design must integrate professional field photographs provided by BRLF. Several pages may carry full-bleed photographs as their primary design element.
- All quantitative data must be rendered as custom infographics - not plain tables or bullet lists. The agency is responsible for designing all infographics based on data provided by BRLF.
- Charts, diagrams, and data visualisations must be clear, visually appealing, and consistent in style throughout the report.

Printing Specifications

The following printing specifications apply to both the English and Hindi versions:

- Number of pages: 100 - including cover pages(Plus or minus 8)
- Type of printing: Offset
- Number of copies: English - 300 copies; Hindi - 100 copies
- Colour: 4 colour (CMYK) throughout
- Trim size: A4
- Cover paper: 300 GSM, laminated, matt finish (Magno matt or equivalent recommended)
- Inner pages paper: 130 GSM, matt finish (Magno matt or equivalent recommended). The agency may propose alternative paper specifications with justification.
- Binding: High-quality perfect binding
- Sample copies: The agency must share printed sample copies of both the English and Hindi versions for BRLF approval before proceeding with the final print run.

Deliverables

- Web-optimised PDF - English version (under 10 MB)
- Web-optimised PDF - Hindi version (under 10 MB)
- Print-ready PDF - English version, with crop marks and bleed
- Print-ready PDF - Hindi version, with crop marks and bleed
- Open design files - Preferably in Adobe InDesign format

- Printed copies - English: 300 copies; Hindi: 100 copies
- One Sample printed copy for approval prior to the final print run - English and Hindi

Timeline

The total duration for the assignment, from commencement to delivery of printed copies, is 6 to 8 weeks. BRLF will ensure that all content, photographs, and data are made available to the selected agency promptly at the time of commencement and throughout the assignment.

A detailed milestone-based timeline must be submitted as part of the technical proposal.

Financial Proposal

The financial proposal must be submitted in the following format, inclusive of all applicable GST:

#	Particulars	Rate	Unit	Total
1	Designing of Annual Report 2025–26 - English and adaptation of the design in Hindi			
2	Printing of Annual Report - English (300 copies) Offset			
3	Printing of Annual Report - Hindi (100 copies) Offset			
8	Any other charges (please specify)			
Total (including GST)				

Evaluation Criteria

Proposals will be evaluated on a Quality and Cost-Based Selection (QCBS) basis. The Technical Proposal carries a weightage of 70% and the Financial Proposal carries a weightage of 30%. The agency with the highest combined weighted score will be selected.

#	Evaluation Parameters	Score (Max)	Weightage
Technical Evaluation			
1	Credentials and profile of the agency	20	
2	Sample design layouts submitted with the proposal (minimum 3 samples visualising the BRLF Annual Report)	20	

3	Experience of similar assignments in the past 3 years -specifically in the development sector	15	
4	Approach and methodology in response to the ToR in the technical proposal	15	
Total: Technical Proposal		70	
Financial Evaluation			
5	Financial proposal	30	
Total - Financial Proposal		30	
Combined Weighted Score (Technical + Financial)		100	

An Evaluation Committee constituted by BRLF will evaluate all technical and financial proposals. Shortlisted agencies at the technical stage may be invited to present before the Committee.

Information for Applicants

- The agency must have demonstrated experience in designing annual reports or similar long-form publications, preferably for national or international development-sector organisations.
- The agency must be proficient in current design software, particularly Adobe InDesign, Illustrator, and Photoshop.
- The agency must have experience creating custom infographics and data visualisations.
- Preference will be given to agencies with experience in contemporary, narrative-driven publication design.
- The agency must submit a technical proposal detailing its approach and methodology for the assignment, including how it plans to realise the visual and editorial vision described in this RFP.
- Supporting credentials and details of similar assignments from the past 3 years must be submitted with the proposal.
- The procurement process is conducted on a Quality and Cost-Based Selection basis as described above.

Documents to Submit with Your Proposal

- Profile of the agency including legal status, organisational and team details.
- A minimum of 3 design samples or mood boards visualising the proposed design approach for the BRLF Annual Report 2025–26.
- Details of similar assignments undertaken in the past 3 years, with client references.
- Technical proposal: a note on the approach and methodology for undertaking the assignment, including a proposed milestone timeline.
- Financial proposal in the format prescribed above, submitted separately from the technical proposal.

Submission Details

Please submit your technical and financial proposals separately by: August 16, 2026

Email: procurement@brlf.in

Subject line: “**Proposal for Designing & Printing BRLF Annual Report 2025–26**”

For any queries related to this RFP, please write to communications@brlf.in with the subject line “Query: Annual Report 2025–26 RFP”.

Please note that proposals sent to procurement@brlf.in will be considered for evaluation.

Proposals sent to any other e-mail, including communications@brlf.in, will NOT be considered for evaluation.

Do not courier the hard copies of the proposals.