

## REQUEST FOR PROPOSALS (RfP)

### FOR SELECTION OF INDIVIDUAL CONTRACTOR/COMPANY FOR GRAPHIC DESIGN

**Proposals due by 20th January 2026**

#### Overview

Sangath requests proposals from graphic designers (individual or company) to provide graphic design services for the METROPOLIS project. The graphic designer will be responsible for designing a suite of visual communication materials to support recruitment, outreach, and public engagement activities for a student-focused peer support programme.

We are seeking creative, collaborative, and detail-oriented individuals/companies, with experience of working on projects focused on youth/students and on high-visibility, multi-format communication materials. The candidate will be required to work in consultation with the Sangath team based in New Delhi.

#### Background

Sangath is a leading non-profit organisation dedicated to transforming healthcare by focusing on mental health and public health initiatives. Our mission is to empower communities through world-class research, innovative healthcare solutions, and compassion-driven services.

**METROPOLIS** is a research project funded by the Wellcome Trust. Programme partners include King's College London (KCL) (UK), O.P. Jindal Global University (JGU) (India), Youth for Mental Health Foundation (YMHF) (India), and Brighton and Sussex Medical School (United Kingdom). The programme aims to advance understanding of the effectiveness and mechanisms of problem-solving (PS) and behavioural activation (BA) when delivered by peer counsellors as early interventions for young people with depression. Both PS and BA have the potential to be used as brief and effective standalone interventions, yet they have rarely been evaluated outside of multicomponent packages. We will investigate these active ingredients in India, which is home to 20% of the world's youth population, focusing on university students from disadvantaged groups in Delhi NCR.

---

#### Registered Office Address

**Headquarters:** House no. 451 (168), Bhatkar Waddo, Socorro, Porvorim, Bardez, Goa – 403501

**I. Scope of work**

S. no.	Item	Specification
1.	Recruitment posters <ol style="list-style-type: none"> <li>2 posters for participant recruitment drive</li> <li>2 posters for peer supporter recruitment drive</li> </ol>	Print size: A3 (11 x 17 inches) Print format: Print-ready, high-resolution file, CMYK, (300 DPI minimum) Digital outputs: RGB, A4 equivalent or 1080x1350 px
2.	Social media design templates: <ol style="list-style-type: none"> <li>6 Instagram post templates</li> <li>6 Instagram story templates</li> </ol>	Dimensions: 1080 × 1080 px (standard) File type: PNG (for clear graphics) or JPG (for smaller file size); and editable Canva source files Or as per platform specifications
3.	Infographic Flyer: <ol style="list-style-type: none"> <li>1 infographic flyer for faculty outreach</li> <li>1 infographic flyer for college society outreach</li> </ol>	Size: Foldable A4, 4-page document Final unfolded size: 210 mm × 297 mm (A4 standard) per page Folded size (for distribution/handout): A5 per panel (~148 mm × 210 mm) Format: Print-ready, high-resolution file (minimum 300 DPI) Output Versions: Optimized digital version (A4 or 1080x1350 px) for email and social media circulation
4.	Promotional merchandise (design only): <ol style="list-style-type: none"> <li>4 stickers</li> <li>3 bookmarks</li> <li>2 keychains</li> <li>1 badge</li> <li>2 postcards</li> <li>1 t-shirt design</li> </ol>	Size specifications(Indicative): <ol style="list-style-type: none"> <li>Stickers: Durable vinyl, assorted shapes (2–4 inches)</li> <li>Bookmarks: 2 × 6 inches, 300 GSM matte card stock</li> <li>Keychains: Acrylic or metal, 1.5–2 inches, single or double-sided print</li> <li>Badges: 2.25–3 inches, matte or glossy finish</li> </ol>

**Registered Office Address****Headquarters:** House no. 451 (168), Bhatkar Waddo, Socorro, Porvorim, Bardez, Goa – 403501

	<p>g. 1 tote bag design</p>	<p>e. Postcards: 4 × 6 inches, 300 GSM matte or textured finish</p> <p>Final print-ready files must include bleed, trim marks, and colour specifications.</p>
5.	<p>Event banners and standee designs</p> <p>a. 1 event banner</p> <p>b. 1 roll-up standee</p>	<p>Size for banner: 6 ft (w) × 3 ft (h) or 8 ft (w) × 4 ft (h) (horizontal)</p> <p>Size for roll-up standee (vertical): 2.5 ft (w) × 6 ft (h)</p>
6.	<p>Illustrative game designs for outreach campaigns</p> <p>a. 1 template for flippable interactive card game with 4 color variations*</p> <p>b. 1 template for Bingo card activity*</p> <p>*Content will be provided for the games and only design templates are required</p>	<p>Size for flippable cards: Double-sided, A6 (105 mm × 148 mm)</p> <p>Size for Bingo card: Single-page game card, A5 (148 mm × 210 mm)</p> <p>File type: PNG (for clear graphics) or JPG (for smaller file size); and editable Canva source files.</p>

## II. Deliverables

- Final print-ready and digital files for all approved designs
- Editable Canva source files for all assets
- Up to three (3) rounds of revisions per deliverable, based on consolidated written feedback
- Final handover to include organised folders and clearly named files

## III. Timeline to apply

- RfP issued: 13th January 2026
- Proposals due: 20th January 2026
- Shortlisted and interview call: 23rd January 2026
- Award of contract: 5th February 2026
- Final deliverables due: 13th March 2026

## IV. Eligibility

- Minimum of 3 years of professional graphic design experience
- Experience in designing materials for youth or social media engagement programmes.
- Experience in designing both print and digital materials
- Knowledge of branding, social media, and website
- Knowledge of relevant software

### Registered Office Address

**Headquarters:** House no. 451 (168), Bhatkar Waddo, Socorro, Porvorim, Bardez, Goa – 403501



## V. How to apply

**Please submit proposals which include the following to [alka.singh@sangath.in](mailto:alka.singh@sangath.in) by 20th January 2026, 5 pm:**

- Brief proposal outlining your approach to deliver the scope of work. Please include a timeline.
- CV and portfolio.
- Cost proposal.

---

### Registered Office Address

**Headquarters:** House no. 451 (168), Bhatkar Waddo, Socorro, Porvorim, Bardez, Goa – 403501