



REQUEST FOR PROPOSALS (RfP)

FOR SELECTION OF INDIVIDUAL CONTRACTOR/COMPANY FOR GRAPHIC DESIGN

I. Overview

Sangath invites proposals from graphic designers (individuals or companies) to provide graphic design services for the METROPOLIS project. The selected designer will support the creation of visual communication materials for public engagement and outreach activities targeted at college students and universities. Outputs may include a range of print and digital communication materials designed for use in college campuses and online platforms.

We are seeking creative, collaborative, and detail-oriented individuals/companies with experience 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.

II. 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.

III. Scope of work

The selected designer will develop a suite of visual communication materials to support outreach and recruitment activities within colleges and universities.

All necessary inputs, including brand guidelines, institutional logo files, and content copy, will be provided by the Sangath team.

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Design Item	Description	Quantity	Specifications	Timeline for final submission
Recruitment Poster	Posters acting as a visual “elevator pitch” for programme awareness and sign-ups	3	A2 (420 × 594 mm) / A3 (297 × 420 mm)	15th May
Photo booth standee	A life-size standee with bold graphics and an interactive cut-out for engagement	1	5–6 ft height (1524–1828 mm); die-cut; foam board	25th May
Interactive Poster	A poster with engaging elements (e.g., tear-away tabs or envelopes)	2	A2 (420 × 594 mm); tearable/ participatory sections	25th May
Clip-on Bookmark	A compact, clip-on bookmark with minimal illustration and a short, relatable quote	3	50 × 150 mm; with clip attachment; double-sided print	3rd June
Stickers	A set of stickers using pop culture-inspired phrases adapted to programme messaging	6	Individual die-cut stickers; ~60–80 mm each; print-ready sheets	3rd June
Prompt cards	Small cards with reassuring messages for emotional check-ins, with mascot/visual + QR code	6	A7 (74 × 105 mm); set-based; double-sided	3rd June
Tote Bag	A minimal design featuring a short, impactful copy	1	printable area ~10 × 12 inches	10th June

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T-shirt	A minimal style T-shirt design featuring a small logo mark on the front and a catchy line on the back	1	print area ~10 x 12 inches	10th June
Social Media Templates	Templates for 1 reel, 1 carousel, and 2 static posts	4	1080 x 1080 px (posts); 1080 x 1920 px (stories/reels)	15th June

IV. Deliverables

The selected designer will be expected to provide:

- Final print-ready and digital files for approved designs
- Editable source files for all assets (e.g., Canva)
- **3 rounds of revisions** based on consolidated feedback from the project team
- Organized final files for handover upon completion of deliverables

V. 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 softwares

VI. Selection criteria

- Quality and creativity of portfolio (25%)
- Relevance of past work to the target audience (25%)
- Budget and cost-effectiveness (30%)
- Technical proficiency in relevant design tools and software (20%)

VII. Timeline to apply

- RfP issued: 10th April 2026
- Proposals due: 17th April 2026
- Shortlisted and interview call: 24th April 2026
- Award of contract: 4th May 2026

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- Final deliverables due: 15th June 2026

VIII. How to apply

Please submit proposals that include the following to alka.singh@sangath.in by **17th April 2026, 5 pm**. Only the shortlisted candidates will be contacted for the next steps.

- A brief proposal outlining your approach on the scope of work
- CV and portfolio showcasing relevant work
- Cost proposal

Applications will be reviewed on a rolling basis until the position is filled.

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