



HEALING MINDS. INSPIRING

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Sangath.in

REQUEST FOR PROPOSALS (RfP)

FOR SELECTION OF INDIVIDUAL CONTRACTOR/COMPANY FOR GRAPHIC DESIGN

Proposals due by 2nd July 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 creating monthly visual communication materials to support participant engagement, outreach, and awareness activities through WhatsApp and other digital channels.

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.

I. Scope of work

S. no.	Item	Specification
1.	WhatsApp Message Visual Templates	<p>a. Up to 10 WhatsApp visual designs per month for participant engagement, outreach, and awareness activities.</p> <p>b. Visuals to be designed based on communication briefs provided by the METROPOLIS team, including objectives, target audience, key messaging, dimensions, and other relevant requirements.</p> <p>c. Designs should be youth-friendly, mobile-optimised, and aligned with the METROPOLIS branding and communication strategy.</p> <p>d. Visuals should be engaging, youth friendly and reflect inclusive and diverse representation across student communities and be tailored to specific campus contexts (e.g., medical colleges, law schools, and universities).</p> <p>Digital size: 1080 × 1080 px (1:1) or 1080 × 1920 px (9:16), as specified in the brief.</p> <p>Digital format: RGB.</p> <p>File outputs: PNG, JPEG, and editable source files.</p> <p>Resolution: 72–150 DPI for digital dissemination.</p>

II. Deliverables

- Final digital files for all approved designs
- Editable source files for all assets
- PNG and JPG versions of all approved designs
- Up to two (2) rounds of revisions per deliverable, based on consolidated written feedback
- Final handover to include organised folders and clearly named files

III. Expected duration of engagement

The engagement will initially be for a period of six months, with the possibility of extension based on project requirements and performance.

IV. Timeline to apply

- RfP issued: 26th June 2026
- Proposals due: 2nd July 2026
- Shortlisted and interview call: 8th July 2026
- Award of contract: 17th July 2026
- Final deliverables due: Design work will be undertaken on a rolling monthly basis according to a communication calendar shared by the METROPOLIS team.



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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 digital materials
- Knowledge of branding, social media, and website
- Knowledge of relevant software

VI. How to apply

Please submit proposals which include the following to alka.singh@sangath.in by 2nd July 2026 :

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