



## **ROSHNI**

### **Centre of Women Collectives led Social Action**

A Technical Support Unit to Ministry of Rural Development  
Supported by UNICEF India

**Department of Development Communication & Extension**

**Lady Irwin College, University of Delhi**

Email Id: roshni.ladyirwin@gmail.com

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### **Call to submit proposals to edit and package three videos on Kerala based FNHW Enterprises that promote food, nutrition, health, livelihood and women empowerment**

Evidence has shown how gendered roles around nutrition behaviour, practices, and reproductive health impede the improvement of women's and girls' well-being across the life cycle. It was thus planned by two women led SHGs – Goldstar Nutrimix and Santhawanam – to provide nourishment in the form of food supplement and facilitate health services for early screening of non-communicable diseases that would be instrumental in improving nutrition, health, well-being, and livelihood status of women in Kerala. With the help of Kudumbashree (Kerala SRLM)- the Goldtsar Nutrimix Enterprise also supports nutrition and health aspects of children (from six months to five years), adolescent girls, pregnant and lactating women, while Santhawanam actively works on improving health and well-being of patients in rural and urban areas in addition to raising livelihood for SHG women. These FNHW interventions brought positive results over a period and make these enterprises profitable and sustainable propositions in Kerala.

Under the aegis of Ministry of Rural Development (MoRD), the DAY-NRLM has been supporting and facilitating strengthening of SHGs as well as promoting FNHW interventions through SHGs across the country. The DAY-NRLM seeks to create a repository of FNHW Enterprise videos that would capture objectives, action plan to establish units, capital investment, resources, training of SHG women, operational strategies, Standard Operating Procedures (SOP), setting nutritional standards, testing and calibration of machines used in production of food supplement,

procurement of raw materials, record keeping, convergence with line departments to expand reach and scope as well as manage logistics for supply system, value addition etc.

Support of technical team i.e. video editor and graphic designer is required to highlight achievements, operational strategies, daily management of resources, training of manpower, and tracking growth record of FNHW Enterprises. The process would entail editing, translation (from English to Hindi), fixing FNHW logo, merging of background music, culling out sound bites, syncing Hindi sub-titles with counters and frames, packaging of overall audio-video presentation and so on.

**Proposals are invited from agencies/individuals that possess relevant experience in editing, graphic designing and packaging such videos and documentaries, particularly for government departments and agencies.**

**About ROSHNI-CWCSA:**

ROSHNI-Centre of Women Collectives led Social Action, Lady Irwin College, New Delhi (<http://www.roshni-cwcsa.co.in>) has been set up to technically support the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development, Government of India, on layering FNHW and gender interventions. The Centre supports scale-up based on lessons from available models such as Swabhimaan, creating a pool of master trainers from women SHG institutions, creating, and making accessible a knowledge repository on women collectives, undertaking research, and policy advocacy for evidence-based implementation strategies. The Centre aims to provide training and capacity-building support to scale-up interventions across States. The Centre also aims to document best practices with scalability, and stories of transformative change and undertake evidence-based policy advocacy on high-impact implementation strategies.

**Terms of Reference**

**Details of editing, graphic designing and packaging of FNHW Enterprise videos:**

- Translation from English to Hindi

- Drafting scripts in Hindi for Goldstar Nutrimix and Santhawanam
- Designing and positioning of Hindi sub-titles in tandem with frames and counters
- Syncing overall background score
- Final editing of visual elements and synchronising them as per the drafted scripts in Hindi for sub-titles
- Packaging overall audio-video files by merging background music, voice over and sub-titles
- Crosschecking technical glitch in audio or visual elements (if any)
- Prepare a soft copy of three videos to share with DAY-NRLM and ROSHNI-CWCSA
- Share the final product (FNHW Enterprise videos) with ROSHNI and DAY-NRLM teams for discussion, update, and feedback

**Deliverables:**

1. Well edited and packaged videos with hi-resolution images, graphic elements, Hindi sub-titles, visual elements and sound
2. Presentation of the videos to the NMMU FNHW team in DAY-NRLM

The raw footage of video and audio as well as scripts in English will be provided by ROSHNI-Centre for Women Collectives-led Social Action. **All the information in videos will be owned solely by DAY-NRLM and the funding agency.**

**Duration of Work:** 10 days; June 2024

**Payment terms:**

- 30% against layout design and infographics
- 30% after first draft of the document
- 40% after completion of work

**Submission of Proposal:**

The proposal must contain:

1. Technical proposal with the following information
  - Background information
  - A brief outline of relevant experience
  - Samples of previously designed materials
  - Legal registration details (in case of agencies)
2. Budget as per deliverables (this will be further discussed and finalized with the shortlisted agencies/individuals)

**Timeline for submission of Proposal:**

All complete proposals must be emailed to [roshnicwcscommunications@gmail.com](mailto:roshnicwcscommunications@gmail.com) not later than **14<sup>th</sup> June 2024 (Friday) by 5pm**. Proposals received after this date will not be considered. Only shortlisted agencies/individuals will be contacted for further discussions.