



## 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

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**Call to submit proposals to produce and edit an introductory video (tone-setter video) and a compendium in Hindi on Food, Nutrition, Health and WASH (FNHW) interventions and practices showcasing role and potential of women collectives to improve health and nutrition status among rural communities**

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. Insights from the Swabhimaan program, supported by UNICEF, have shown the power of women collectives in delivering essential nutrition services and fostering social behaviour change through tailored, community-led initiatives. These learnings have shaped FNHW strategy of Deendayal Antyodaya Yojana- National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development (MoRD), focusing on empowering women to take ownership of nutrition and health outcomes of their communities, particularly of target groups – pregnant and lactating mothers, mothers of children under 2, children and adolescents.

Women collectives also play a proactive role in promoting FNHW interventions in group meetings, SHG/VO/CLF meetings to engage communities for seeking health seeking behaviour and consumption of nutrition-sufficient diets to achieve improved health and nutrition results. Women collectives actively participate in Village Health, Sanitation, and Nutrition Days (VHSND); mobilise communities; monitor progress through monthly meetings; and ensure follow-up actions in various convergence platforms like Gram Panchayat. Further, women collectives actively promote creation of agri-nutri gardens, adoption of livestock rearing, and FNHW enterprises by leveraging government services and entitlements.

The convergent actions taken by women collectives include participation in various campaigns and events such as Poshan Abhiyaan, Yoga Day, and Diarrhoea prevention campaigns. By ensuring strong collaboration between frontline workers and women collectives or Self-Help Groups (SHGs) and aligning with policy directions from the State Rural Livelihoods Mission

(SRLM), the community institutions adopt unified approach to improve nutrition and health outcomes at the grassroots level besides generating livelihoods opportunities for SHG women.

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 women-led SHGs across the country. The DAY-NRLM seeks to create a repository of videos on FNHW interventions and a compendium in Hindi that would capture objectives, roll-out of interventions, tools and implementation strategies, impact, glimpses of success stories and so on by SHG women.

In this regard, support of a technical person i.e. video producer cum editor as well as an agency to design cover page besides text layout are required to highlight FNHW interventions, tools and implementation strategies, impact, glimpses of success stories through an introductory video (tone-setter video) of maximum two minutes duration and a compendium in Hindi. The process would entail producing, editing, synchronizing audio-visual elements, facilitating voice over, placing subtitles, syncing them with relevant video counters besides sound bites/voice over, merging of background music, packaging of overall video, design cover page and the entire compendium in Hindi to create meaningful impact on target audience and general masses.

**Proposals are invited from agencies/individuals that possess relevant experience in producing and editing such videos and documentaries, and design printing materials such as compendium and compilation of success stories/best practices, 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 producing and editing of FNHW introductory video (tone-setter video):**

- Selection of relevant and impactful shots, pictures and audio-visual element
- Drafting script for an introductory video of two minutes (maximum) duration
- Organising raw footage for the ease of video editing and merging music
- Check final scripts for syntax and grammatical errors
- Placing subtitles in sync with video counters and voice over
- Final editing of visual elements and synchronising them as per the drafted script
- Packaging overall audio-video files by merging background music and sound of voice over artist
- Crosschecking any technical glitch in audio or visual elements (if any)
- Prepare a soft copy to share with DAY-NRLM and ROSHNI-CWCSA
- Share the final product (FNHW introductory or tone-setter video) with ROSHNI-CWCSA and DAY-NRLM teams for discussion, update, and feedback

### **Details of designing compendium in Hindi:**

- Selection of relevant and impactful high-resolution pictures and graphic element for designing of cover page and inside pages of compendium
- Proof-read text to weed out grammatical and syntax errors
- Creating at least three options of cover page design
- Creating design layout for text of compendium (as per the table of content)
- Designing compendium as per the colour themes of DAY-NRLM
- Fine tuning design, including creating tabular formats, blurbs, centre-spread and so on to make a reader-friendly compendium
- Developing layout for text for the ease of reading and understanding the FNHW concepts, interventions, strategies, success stories etc
- Prepare a soft copy to share with DAY-NRLM and ROSHNI-CWCSA
- Share the final product (compendium in Hindi) with ROSHNI-CWCSA and DAY-NRLM teams for discussion, update, and feedback

**Deliverables:**

1. Well edited and packaged video with hi-resolution images, graphics and visual elements and sound
2. Presentation of the edited video to the FNHW team in DAY-NRLM, MoRD, by **8<sup>th</sup> November, 2024**
3. Well designed and packaged compendium in Hindi
4. Presentation of the compendium to the FNHW team in DAY-NRLM, MoRD, by **8<sup>th</sup> November, 2024**

The raw footage of high-resolution pictures, video and audio elements for FNHW introductory video (tone-setter video) as well as approved text for compendium in Hindi will be provided by ROSHNI-Centre for Women Collectives-led Social Action. **All the information in video and text for compendium will be owned solely by DAY-NRLM and the funding agency.**

**Duration of Work:** 2 weeks; October-November 2024

**Payment terms:**

- Full and final payment will be made after completion of work and receipt of final products (both FNHW introductory or tone-setter video and a compendium in Hindi)

**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, edited and packaged videos
  - Samples of previously designed compendium and compilation of success stories and research reports
  - 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 [roshnicwscacommunications@gmail.com](mailto:roshnicwscacommunications@gmail.com) not later than **28<sup>th</sup> October 2024 (Monday) by 5pm**. Proposals received after this date will not be considered. Only shortlisted agencies/individuals will be contacted for further discussions.