



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 empanel creative agencies, professionals and experts in the field of digital communication, filmmaking, graphic designing, report writing and other creatives for ROSHNI – Centre of Women Collectives led Social Action, Lady Irwin College, New Delhi

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. Documenting best practices, community-led innovations, stories of agents of change, who bring social behaviour change in communities, effective implementation of key activities of Food, Nutrition, Health and WASH (FNHW) interventions across states etc help in scaling up practices that are led by women collectives and its federations to improve health and nutrition outcomes in rural communities.

Supported by UNICEF, a technical support unit to Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development (MoRD), **ROSHNI – Centre of Women Collectives led Social Action, Lady Irwin College, New Delhi**, facilitates strengthening of women-led SHGs as well as promoting FNHW interventions across the country.

ROSHNI-CWCSA seeks to create a repository of IEC materials and creative collaterals, including videos, high-resolution pictures, audio-visual elements, well-designed documents, immaculately written reports, graphic designing to aid reports, creatives and so on, that would capture best practices, training and implementation of FNHW interventions, operational strategies, impact of on-

ground activities, capacity building of community resource person, to expand reach, scope and effective management of FNHW practices among communities.

In this regard, support of creative agencies, professionals and experts in the field of digital communication, filmmaking, graphic designing, report writing, and other creative collaterals is required for in-depth and effective documentation. **Proposals or Letter of Intent are invited from agencies/professionals/experts that possess relevant experience in areas of digital communication, filmmaking, report writing and documentation, graphic designing and other production processes to create impactful collaterals, 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.

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 roshnicwcsacommunications@gmail.com not later than **20th December 2024 (Friday) by 5pm**. Proposals received after this date will not be considered. Only shortlisted agencies/individuals will be contacted for further discussions.