



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 Creative Illustrators to submit CVs , quotations and sample of work for designing packaged toolkits on improving outcomes under Food , Nutrition, Health and WASH (FNHW)

The **Food, Nutrition, Health and WASH (FNHW) programme under DAY-NRLM** is a national initiative that works with women's Self-Help Groups (SHGs) to strengthen community awareness and action on health and nutrition. By placing women collectives at the centre, the programme promotes improved food diversity, better health-seeking practices, hygiene, sanitation, and access to essential services. Its vision is aligned with "*Sangathan, Swasthya, Samriddhi*"—ensuring healthier families and reducing the financial burden of illness on rural households.

To deepen the impact of this work, we are developing a **visual and user-friendly package of toolkits** that will serve as communication aids for community resource persons and SHG members. Through this effort, we aim to make complex ideas on nutrition, health, and hygiene simple, relatable, and engaging for rural communities. The toolkit will help trigger discussions, encourage positive behavior change, and enable SHGs to take informed actions for the well-being of their families and communities.

We are therefore inviting **applications from creative illustrators** to design and prepare this package of toolkits. The illustrators will play a key role in transforming technical concepts into appealing, culturally appropriate visuals that can inspire action at the grassroots level.

Proposals are invited from individuals that possess relevant experience in designing such toolkits and have experience in working with the government / external 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 designing the toolkit would entail:

- Designing illustrations, infographics, and visual storytelling materials on themes related to **food diversity, nutrition, health, hygiene, sanitation, and preventive care.**
- Developing **SOPs and Facilitator Guidebook and other IEC materials** as required.
- Ensuring **consistency in design, colours, fonts, and style** across all toolkit materials.
- Creating **culturally appropriate visuals** that resonate with rural communities across diverse geographies.
- Incorporating feedback from the FNHW team to refine and finalize designs.
- Preparing files in print-ready and digital-friendly formats.

Deliverables:

- **A complete package of toolkit illustrations** pertaining to SOP and Facilitator Guidebook covering key themes of FNHW.
- **Master design files** in editable formats (AI/PSD/INDD or similar) along with high-resolution print-ready PDFs.
- **Digital versions** optimized for use in presentations, WhatsApp sharing, and online platforms.
- **Final toolkit package** compiled in an organized manner for dissemination.

Reference for pictures will be provided by ROSHNI-Centre for Women Collectives-led Social Action. **All the information in the SOP and Facilitator Guidebook will be owned solely by DAY-NRLM and the funding agency.**

Total illustrations required: 15 nos.

Duration of Work: 15th September, 2025

Payment terms:

Payment will be made in instalments on the basis of deliverables received.

Timeline for submission of Proposal:

Applications for all the candidates must be emailed to roshnicwsacommunications@gmail.com not later than **21st August (Thursday) 5 PM**. Application received after this date will not be considered. Only shortlisted individuals will be contacted for further discussions.