

Call to submit quotations for Designing the IEC material for Gender for Nutrition toolkit on FNHW to promote nutrition, health, livelihoods and women empowerment

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.

Evidence from interventions targeting behaviour change in women, have indicated the need to engage familial decision makers and cultural influencers; men, mothers-in-law and influential community/ traditional leaders to create a conducive environment for adoption of recommended behaviors. Learning from DAY-NRLM's FNHW pilot Swabhimaan, launched in 2016 as a five-year initiative across three states in India – Bihar, Chhattisgarh and Odisha, to improve the nutrition outcomes of women and adolescent girls, have brought up a specific need to engage men. Swabhimaan's mid-line evaluation results showed that while women's knowledge of FNHW behaviours was improving, indicators dependent on their decision-making within the household saw little change.

Support of a technical agency is required to design Gender for FNHW toolkit. details of the items designed are mentioned below in the table.

Proposals are invited from individuals and agencies that possess relevant experience in designing the IEC materials on themes of Gender and Nutrition, particularly for government departments and agencies on social development themes.

Deliverables:

Q1(April-June-2024)		
Task	Unit	Size/Color
Signing of Memorandum (January 24)	1 banner	4 colors
Signing of Memorandum (January 24)	1 standee	4 colors
DAY-NRLM Women Collectives' efforts towards #SangathanSwasthyaSamriddhi	1 E-invite	4 colors
	1 banner	4 colors
Combating the COVID-19 Pandemic Fact-sheets	78 pages	4 colors
Working towards a Quote_booklet with cover (English version Recreated)	24 pages	4 colors
Design Backdrop 10ftx6ft	1 Backdrop Designing	4 colors
a. Enhancing women's self-efficacy and health-seeking behaviour in the most vulnerable communities in India.		
b. MULTIPLE TOUCH POINT STRATEGY		
c. DAY-NRLM's journey of integrating Food, Nutrition, Health and WASH interventions		
Design Posters (Size: 3ftx6ft)	1 English and 1 Hindi (10,000 per poster)	

Quarter (July -Sept 2024)		
Task	Unit	Size/Color
Design Backdrop 10ftx6ft	1 Backdrop Designing	4 colors
a. Enhancing women's self-efficacy and health-seeking behaviour in the most vulnerable communities in India.		
b. MULTIPLE TOUCH POINT STRATEGY		
c. DAY-NRLM's journey of integrating Food, Nutrition, Health and WASH interventions		
1 Illustrated flex (with key messages) (English)	1	10 X 8
1 flipbook (English)	20	A3
1 key message booklet (Hindi)	20	A5
1 module (Hindi)	48	A4
Poster -Nirodh Comic	1	A4
Saap seedi Khel flex (Millets) Hindi and English	1	20 X 10

Quarter (Oct-Dec)		
Task	Unit	Size/Color
Q1(April-June-2024)		
Orientation PPT for SMMU	15	
Orientation PPT for DMMU	15	
Orientation PPT for BMMU	15	
Orientation PPT for CLF/ VO SAC	15	

The raw footage and final version (including open files and soft copies) of Gender for FNHW toolkit will be provided by ROSHNI-Centre for Women Collectives-led Social Action. **All the information in Gender for FNHW toolkit is owned solely by ROSHNI-CWCSA and the funding agency.**

Duration of Work: The overall task will be divided into three consecutive quarters viz. April to June 2024, July to September 2024 and October to December 2024 according to the requirement and availability of funds. The division of works

between the quarters will be discussed based upon the mutual interaction between the ROSHNI team and the selected agency.

Payment terms:

Full and final payment will be done after submission of deliverable after duly reviewed by ROSHNI team

Submission of Quotations:

The Quotations must include cost as per deliverables (this will be further discussed and finalized with the shortlisted individuals or professionals)

Timeline for submission of Quotations:

All quotations must be emailed to roshnicwscacommunications@gmail.com not later than **15th May 2024 (Wednesday) by 5pm**. Only shortlisted individuals will be contacted for further discussions.