

**Karnataka State Rural Livelihood Promotion Society
Department of Rural Development & Panchayat Raj**

Karnataka Multi-Sectoral Nutrition Pilot Project

REQUEST FOR EXPRESSIONS OF INTEREST

Country Name: INDIA
Project Name: KARNATAKA MULTI SECTORAL NUTRITION PILOT PROJECT
Grant No.: TF017363
Assignment Title: ‘Multimedia Communication Strategy’ for the Karnataka Multi-Sectoral Nutrition Pilot Project.
Reference No.: KSRLPS/KCNM/JSDF/WB/002

The Karnataka Rural Livelihoods Promotion Society, (KSRLPS) under the eegis of the Karnataka Nutrition Mission, with support from the World Bank and the Japan Social Development Fund (JSDF) has initiated a Multi-Sectoral Nutrition Pilot Project in two Blocks of Karnataka, namely Devadurga in Raichur District and Chincholi in Gulbarga District. The pilots are designed based on existing pilots being implemented under the Karnataka Nutrition Mission in Gubbi, Shikaripura and Bellary Rural taluks of Tumkur, Shimoga and Bellary Districts by the Karnataka Nutrition Mission.

The pilot aims at improving nutrition outcomes in children 0-3 years of age, adopting a life cycle approach, focusing on adolescent girls, pregnant and lactating women and children 0-3 years of age (Fig 1). It focuses on the proximate determinants of nutrition by providing daily nutrition food supplements to under-nourished children, adolescent girls and pregnant and lactating women on the one hand; and places an equally strong focus on intermediate determinants of nutrition by implementing an intensive behaviour change communication strategy to improve household behaviours and access to services on the other hand.

While behaviour change communication (BCC) is critical to improving nutrition, health care, sanitation and hygiene behaviours, its effective delivery is a challenge that requires a combination of technical and communication expertise. The successful implementation of the pilot hinges on the successful delivery of BCC interventions and it is towards this end, that the KRLPS seeks to engage a consultant organisation.

The consulting services (the Services) include a sound communication strategy targeting women, girls, families, the general community, NGOs, SHGs, PRIs and Block and field level functionaries for providing information and awareness regarding the content of the Interventions proposed under the Pilot Projects, why they are necessary for the nutritional well being of community and family, particularly of children, girls and women, and their long term and short term benefits for the nutritional, social and economic upliftment of the community. The Communication Strategy must also create demand among Families and the Community for ongoing Nutrition and Health related schemes, such as, Immunization, and Vitamin A programmes, and Sanitation and Safe Drinking Water Programmes.

The communication strategy must also form a strong, concurrent and on-going back up in bringing about the attitudinal change required for the acceptance and success of the Interventions.

The strategy must reach the household and community as to how to use their existing family budgets to provide the best nutritional care for children, girls and women, and overcome ignorance and superstition.

The strategy must also inform, educate and advocate to the local self-government units, such as Panchayats, and Peoples Organizations, such as NGOs, SHGs, and field level workers, regarding the best practices that families must adopt to improve their nutritional status.

Communication strategy to support the Block level operational plan must rely on several streams of media. The strategy must be a mix of the inter-personal, radio and television, audio-visual, folk and the print medium, to address both the literate and illiterate target groups.

The implementation period is two years after signing Contract.

The Karnataka State Rural Livelihood Promotion Society, Department of Rural Development & Panchayat Raj, Bangalore now invites eligible consulting firms (Consultants) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The short listing criteria are:

- The Media Agency should have a turnover of not less than Rs. 50 lakhs each year in the last three financial years (2011-12, 2012-13 & 2013-14).
- The Media Agency should submit a copy of the IT Returns filed for the last three Assessment Years (2012-13, 2013-14 & 2014-15).
- The Media Agency should be registered/head office in Karnataka.
- The Media Agency should have the experience of executing IEC activities on Nutrition/Health/Social/Rural Development issues (documents should be enclosed).
- The Media Agency should not have been blacklisted by any State/Central Government Departments

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers , January 2011, revised July, 2014 (Consultant Guidelines- available at <http://web.worldbank.org>), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Fixed Budget Selection (FBS) method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours.

Office of the Mission Director,

Sanjeevini @NRLM
Karnataka State Rural Livelihood Promotion Society,
Department of Rural Development & Panchayat Raj,
55, Abhaya Complex, 4th floor, Risaldharstreet,
Sheshadripuram, Bangalore @ 560020
Ph-080-23083000

Office of the Advisor,

Karnataka Comprehensive Nutrition Mission,
State Institute of Health & Family Welfare premises,
Conference Hall No. 2, 1st Floor,
Room No. 4&5,
Bangalore @ 560023.
Ph- 080-23202022

Time line for submission of EOI :

The last date for submitting the Expression of Interest (EOI) with a detailed profile of your Agency is 16.03.2015 (please refer the attached sheet).

Please be informed that EOI should be sent only through e-portal web link i.e. www.eproc.karnataka.gov.in by **the 16.03.2015, 5.30 P.M.**

Organization profile

Sl. No.	Particulars	Remarks
1)	Name of the Media Agency	
2)	Address	
3)	Chief functionary of the Media Agency	
4)	Registration Details of the Media Agency	
5)	Details of the major Media Communication Works presently being implemented and during the last three years (name and type of the work), particularly, Nutrition and Healthworks implemented by your Media Agency	
6)	Audited and financial statements for the last three years	