



BALIYO NEPAL NUTRITION INITIATIVE

SANEPa – 2, LALITPUR

REQUEST FOR PROPOSAL

ALL BIDDERS ARE REQUESTED TO READ THIS RFP AND TO THE INSTRUCTIONS AND REQUIREMENTS.

SECTION 1:

1.1 Introduction

Baliyo Nepal Nutrition Initiative (BNNI) is an independent not-for-profit organization that envisages a collective effort to tackle malnutrition with the aim to garner support from like-minded leaders across the Government, Private Sector, International and Non – Governmental Organizations and Civil Society that believe that with the right nutrition, the next generation will attain their full potential and realize their dreams.

1.2 Program Background

In 2019, BNNI launched 'Baliyo Nepal Movement' to promote the consumption of nutritious food among Nepalese people. The baliyo Nepal Movement is initiated as a response to the urgent need of including private sector to address the alarming issue of malnutrition, especially, stunting by 2030. The movement is a collaborative approach of creating a market for nutritious food products, ensuring their availability and affordability to the people and spreading nutrition awareness in the communities. Under the movement, BNNI is uniting the private sector companies (food and non-food), government line agencies, influencers and community role models, development partners as well as civil society organizations to serve the purpose of tackling malnutrition.

The first phase of the movement was carried out for two years, till August 2021. Having success in implementing the first phase of the movement, BNNI implemented next phase of scaling up the nutrition movement for two years from September 2021.

SECTION 2: Eligibility of Bidders

1. An organization/ individual with at least 5-7 years of experience in the research and/ or evaluation field
2. Experience leading mixed methods evaluations (i.e., both quantitative and qualitative techniques) preferably including experience on the market research with producers' group and retail network
3. Strong facilitation skills, particularly with regards to working at varied geographical as well as cultural background
4. Strong project management skills
5. Demonstrated understanding on the nutrition and fortification concepts
- 6 Strong communication skills in both the English and Nepali languages



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SECTION 3:

3.1 Scope of work, key objectives and activities

Program Goal:

Expand BNNI activities in Province 1, Madhesh, Lumbini, Bagmati and Gandaki Provinces to improve nutritional status of target population by promoting consumption of fortified foods

Expected Outcomes:

Outcome 1: Increased awareness on fortified foods and consumption of Baliyo Fortified Foods (BFFs) among target population through innovative market interventions.

Outcome 2: Increased supply of BFFs among retail network through innovative market supply interventions

Outcome 3: Improved nutritional status among target population in Lumbini, Gandaki and Bagmati Provinces

Key Project Activities:

1. Partnership with the food industry to produce and supply fortified, nutritious food products
2. Retail network orientation
3. Media awareness on importance of having fortified and nutritious foods in daily diet
4. Integrate nutrition awareness messages in Cricket promotion

Purpose of the Evaluation:

By the end of October 2023, BNNI will complete this phase of the nutrition movement. In this phase, BNNI has been working on creating awareness among the public about nutrition and importance of consuming fortified foods. In order to study the overall results of the movement activities as well as the effectiveness of the market model the project evaluation will be conducted in two phases over the sample municipalities across five provinces of Nepal. These terms of references are designed to guide BNNI in conducting this evaluation in a structured manner that truly captures the results of the program and analyzes progress against each outcome.

3.2. Deliverables

The evaluation has to be completed within the 24 working days. Proposed schedule is specified as under:

Deliverables	Due Date
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Complete plan on research methodology including sample design Type of the study and validating the same with study purpose Potential assumptions	July 10, 2023
Data collection methods and tools Data analysis tools (quantitative and qualitative)	August 2, 2023
Draft Report	August 10, 2023
Completed final report of the evaluation study	August 20, 2023

SECTION 4: Proposal Instructions

The Bidder's proposal will consist of two separate documents:

Part 1 - Technical Proposal

Part 2 – Financial Proposal

The Technical Proposal and the Financial Proposal must be submitted separately. Proposals that are incomplete or do not address these criteria may not be considered in the review process. Both the technical proposal and financial proposal must be submitted with a Cover Letter which must include the following information and must be signed and stamped by an authorized representative of the bidders:

- ❖ Date of proposal submission
- ❖ Name and Address of the company/organization
- ❖ Contact number
- ❖ E-mail
- ❖ VAT/PAN registration Number
- ❖ Copy of registration and renewal of the Company.
- ❖ Copy of tax clearance certificate.
- ❖ Copy of latest audit report.

Part 1: TECHNICAL PROPOSAL: The Technical Proposal should include the following:

1.1 Bidder past performance record/relevant experience– {2} pages maximum

Information related to Bidder's past performance/prior experience in conducting work in the country/region similar in nature and volume to the services requested (brief description, deliverables, date, client etc.). A copy of sample report is recommended.

1.2 Technical approach – {3-5} pages maximum

The technical approach must describe the proposed approach to achieving the program objectives and must address the following:



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- A brief description of the Bidder's understanding of the objectives and scope of work for the consultancy.
- An overview as to how the Bidder would propose to complete the requested services indicated in this RFP.

1.3 Team Structure requirements – {2-3} pages maximum, excluding CVs

Team structure: Bidders must describe the structure of the team that will deliver against the objectives and scope of work described in this RFP. Team structures must identify the Team Leader or the individual leading the project and other team members and the roles and responsibilities that each will have over the duration of the consultancy.

- A current CV for the proposed personnel with the most recent experience and summarizing relevant experience and qualifications.

Part 2: FINANCIAL PROPOSAL: As a part of the Financial Proposal, Bidders must include a detailed budget, submitted in Microsoft Excel,

Bidders are required to include and clearly mention all costs in detail necessary to complete the work called for hereunder. The Financial Proposal template can be found as an Annex.

A full proposal submission will include the following documents:

- ✓ Cover Letter
- ✓ Technical Proposal
- ✓ Financial Proposal

SECTION 5: Deadline for submission of proposal

The Deadline for the submission of Proposal is July 15, 2023.

A cover letter along with required documents in a sealed envelope marked "PROPOSAL FOR ENDLINE EVALUATION STUDY" should be sent to the following address: Administration Division Baliyo Nepal Nutrition Initiative Sanepa – 2, Lalitpur

Alternatively, the password protected proposal can be submitted via email at procurement@baliyonepal.com.

SECTION 6: Contact details

If you have any queries, please contact us at procurement@baliyonepal.com.

NOTES: 1. PROPOSAL RECEIVED AFTER THE DEADLINE WILL NOT BE CONSIDERED

2. QUERIES VIA TELEPHONE CALLS WILL NOT BE ENTERTAINED



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