

REQUEST FOR PROPOSALS

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# **DOCUMENTING LESSONS LEARNED FROM THE SCALE-UP OF EDIBLE OIL FORTIFICATION IN INDIA**

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**Issued by**

**The Global Alliance for Improved Nutrition (GAIN)**

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## I. PROJECT BACKGROUND

### 1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious foods for all people. At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale.

We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others. Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. The overall aim for GAIN is to make healthier food choices more desirable, more available, and more affordable for population at large. Programmes and projects are carried out at the country offices on areas such as workplace nutrition, food staple fortification, community based nutritional interventions for adolescents among many others.

### 2. BACKGROUND

#### **2.1 Staple Food Fortification**

India has a significant burden of malnutrition, including micronutrient malnutrition such as vitamin and iron deficiencies. Broadly, there are three key strategies to address micronutrient deficiencies:

- Dietary diversification
- Micronutrient supplementation and
- Food fortification including biofortification.

Food Fortification is the process of adding micronutrients to foods at production level so that essential micronutrients are available for consumption to larger population.

In India, the recommended levels for fortification of staple foods are set at 25-30% of Recommended Daily Allowances (RDA). Fortification is a cost-effective strategy that can reach large populations without behaviour change from consumers. Recognizing the advantages of fortification, the Government of India (GoI) has recommended fortification under the National Nutrition Mission (NNM) and Anaemia Mukt Bharat (AMB) as one of the key complementary strategies to address micronutrient malnutrition. Food Safety and Standards Authority of India (FSSAI), in 2018 gazetted the standards for fortification of five key staple foods: wheat flour, rice, edible oil, milk and double fortified salt. These standards indicate the fortification levels of edible oil and milk with Vitamin A and D, wheat flour and rice with Iron, Folic acid and Vitamin B12 and salt with iodine and iron.

#### **2.2 Large-Scale Food Fortification in India: GAIN's Footprint**

In India, GAIN has been working on various nutrition related projects since 2002. Large Scale Food Fortification (LSFF) is one of the key core areas for GAIN's programming in India. GAIN, being a liaison office, implements its programmes on ground, through partnerships with other agencies / organisations, working in the domain of nutrition and public health. Over the past 4 years, GAIN has trained over 300 edible oil industry partners on the process of fortification of edible oil, achieving an annualized tonnage of 7.9 MMT reaching 884 million people. These industries have been supplying fortified edible oil to the open market and to the governments' Food Safety Net Programs in several states.

#### **2.3 Key areas of GAIN's programming in LSFF include:**

- i) Undertaking Policy Advocacy with key Government Ministries at the national level and the related Departments at the State level; such as the FSSAI, State FDAs, NITI Aayog, Ministry of Women and Child Development, Ministry of Human Resource Development, Ministry of Food and Civil Supplies, etc. to mainstream fortified staples in the food safety net programmes,

- ii) Building the capacity of the food industry to fortify key staples as per the notified standards, through training and providing specifically developed technical manuals and films on the process of fortification,
- iii) Ensuring quality assurance and quality control through training of food industry; building the capacity of testing labs and by supporting regulatory monitoring undertaken by the State Food Safety Officers (FSO); and
- iv) Creating awareness about benefits of fortification, through regular engagement with media as well as civil society organizations.

### 3. OBJECTIVES

GAIN India has been a key technical partner to the FSSAI in its efforts to scale up edible oil fortification. Staple food fortification presently is voluntary across all staple foods except mandatory fortification of salt with iodine. However, the recent draft notification (December 2020) for mandatory fortification of edible oil and milk has been a welcome step in measures to mitigating against micronutrient malnutrition across the population. This would require significant scale up of efforts to achieve scale.

Over the years, efforts by GAIN and others have helped reach almost 900 million people through an annual production of ~8 million MT of fortified edible oil. At this juncture, GAIN is keen to capture lessons learned from scaling up edible oil fortification in India

The objectives of this RfP are to:

- Develop a knowledge product in the form of a detailed research paper that would present a comprehensive overview of GAIN India's role in scaling up edible oil fortification in the country.
- To identify the role of GAIN's Large Scale Food Fortification (LSFF) program in this process and provide evidence of the "successful" engagement of key stakeholders in scaling up fortification efforts across the country.
- Identify advocacy messages and opportunities for the mandatory fortification of oil and provide data and evidentiary support to inform policies related to staple food fortification
- Provide detailed information of the drivers of success, and how the most critical approaches were contextualized to India, and identify lessons for replication in other geographies

## II. SCOPE OF WORK AND DELIVERABLES

### 1. SCOPE OF WORK

**Proposed project timeline:** 15 July 2021- 15 October 2021

GAIN wishes to engage a consultant/ agency to develop knowledge product that document and provide an evidence base of its efforts in scaling up oil fortification in India.

The consultant/ agency will work closely with the GAIN India LSFF team and the Knowledge Leadership team to develop the knowledge product. It is intended that the key audience would be GAIN's internal and external stakeholders, donors, and state and central government to inform them on key processes, milestones, success stories, and lessons learned.

The consultant/ agency would provide the following services:

- Desk review and secondary data analysis on edible oil fortification in India;
- Document the role of GAIN as a technical partner in scaling up edible oil fortification in country
- Review of program data/ documents since inception
- Analyse program monitoring data on program outputs and reach
- Conduct primary stakeholder interviews (internal and external) across key players in the scale up of edible oil fortification
- Capture testimonies, lessons learned, and key milestones in the project
- Assess the gap in data reporting on edible oil fortification by industry and methods for calculating actual reach of fortified oil and recommend methods for calculating production and consumption at household level
- Assess any other gaps or areas for improvement.
- Develop a knowledge product that captures key findings and arguments based on stakeholder interviews and scrutiny of program documents on how the program achieved its objectives
  - Present findings in a logical sequence

- Inform on the reach of over 900 million people through fortified oil identifying key lessons learned
- Highlight good practices and key milestones achieved
- Inform how the approach was contextualized to India and what lessons it has for replication across other geographies
- Revise and finalize knowledge product

## 2. DELIVERABLES AND TIMELINE

The proposal for the project and completion of deliverables requires a quick turnaround time. Timelines are detailed below:

DELIVERABLE	DEADLINE
Deadline to submit any questions	2 July 2021
Proposal submission	8 July 2021
Final response regarding selection of Service Provider	15 July 2021
Contracting process finalized	25 July 2021
Inception meeting to understand expectations from the deliverable	30 July 2021
Desk review, analysis of data, and primary stakeholder consultations completed	30 August 2021
Presentation of preliminary findings and initial format of the knowledge product	15 September 2021
Draft knowledge product submitted for review/ feedback	1 October 2021
Final version of the knowledge product submitted	15 October 2021

### III. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

#### 1. CONTACT

Key programme and technical staff from GAIN LSFF and Knowledge Leadership team will be part of the selection team of the organisation and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to [rfp@gainhealth.org](mailto:rfp@gainhealth.org). Responses will not be confidential except in cases where proprietary information is involved.

#### 2. BUDGET

Applicants are required to provide GAIN with a detailed budget in INR, including fees/travel/accommodation and any other direct costs to be incurred in the delivery of the Scope of Work. Include a brief narrative justification for line items included. The budget must be inclusive of all taxes/VAT and indirect costs. The final budget amount will have to be approved by GAIN prior to starting the project.

#### 3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal outlining the objectives and methods
- Financial proposal outlining budget accompanied by a budget narrative.

#### 4. SUBMISSION

Complete proposals should be submitted in electronic copy to: [rfp@gainhealth.org](mailto:rfp@gainhealth.org)

#### 5. DEADLINE

Completed proposals should be submitted to [rfp@gainhealth.org](mailto:rfp@gainhealth.org) by **5:00 pm IST on 8 July 2021**.

#### 6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or post.
- Incomplete proposals.
- Proposals that are not signed.

#### 7. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern. Also, the organization must have an active Foreign Contribution (Regulation) Act, 2010 certification.

#### 8. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to contact GAIN at [rfp@gainhealth.org](mailto:rfp@gainhealth.org) prior to making their submission before the deadline specified in the timeline above.
- While GAIN has used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

## **9. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments, or damages directly or indirectly linked to the preparation of the submission.

## **10. REFERENCES**

GAIN reserve the right, before awarding the proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical, and other qualifications and abilities of the applicant.

## **11. RELEASE OF INFORMATION**

After awarding the proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

## IV. TERMS AND CONDITIONS OF THIS SOLICITATION

### 1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

### 2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

### 3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserve the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

### 4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work
  - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
  - Providing detailed technical documentation of the proposed strategy.
  - The creative and practical approaches required to implement each of the parts of the scope of work and liaising strategy with relevant stakeholders.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
  - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
  - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
  - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.

GAIN reserves the right to contact the individuals and contractor(s) to verify the information provided as part of the Proposal.

## **5. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN

## **6. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

## **7. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

## **8. FINAL ACCEPTANCE**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## **9. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

## **10. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

## **11. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.



## V. OFFER OF SERVICES

1. Offer submitted by:

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(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

- a. [to be completed]
- b. [to be completed]
- c. [to be completed]
- d. [to be completed]

3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.

4. I (We) herewith submit the following:

- (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
- (b) A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of [add month and year] in [add location].

\_\_\_\_\_ [add title]

Signature (applicant)

\_\_\_\_\_ [add title]

Signature (applicant)