

## REQUEST FOR PROPOSALS

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# SAFE AND NUTRITIOUS FOOD PACKAGING, MARKETING TECHNIQUES AND BUSINESS SUSTAINABILITY IN NIGERIA

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Issued by  
The Global Alliance for Improved Nutrition (GAIN)

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## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 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 food 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. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

GAIN's Workforce Nutrition programme aims to improve the nutrition of workers and farmers in low and middle-income countries or communities. The programme focuses on improving the access and demand for healthier diets using existing business structures as an entry point (workplaces or supply chains). GAIN began its workforce nutrition programme in 2013 and has reached over 230,000 estate workers, smallholder farmers and their families in the tea, cocoa and garment supply chain across Africa and Asia. We currently work with partners in the tea sector (India, Kenya, and Malawi), cocoa sector (Ghana), garment sector (Bangladesh), and we are running pilots in a variety of industry sectors in Mozambique.

Our work on biofortified crops aims to scale access to and demand for nutrient-dense varieties of commonly consumed staples such as maize, sweet potato and cassava through targeted support to address challenges and constraints to increased production and consumption of these foods.

A key part of our approach is improving the enabling environment for biofortified seeds, crops and food products through advocacy, catalytic financing, and the licensing of technology and related services. GAIN supports businesses, especially micro, small, and medium-sized enterprises (MSMEs), through most of our programmatic offerings. This support is coordinated through the Scaling Up Nutrition (SUN) Business Network (SBN), which is convened by GAIN in Nigeria and was launched in 2016 to improve and strengthen the private sector's contribution to nutrition. The Network has supported businesses with brokering business-to-business

linkages, facilitating connections to government and other sectors, including development partners, and capacity building for MSMEs to address critical barriers to start, grow and scale their business. Specific support areas include access to finance, access to markets, quality control and assurance in their production processes, and food safety and nutrition education.

## 2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage **two (2) Service Providers** on an annually renewable contract **(from April 2023 to July 2025)** to conduct training for food processors and businesses on safe and nutritious food packaging, marketing techniques and business sustainability targeted at value chain actors functioning in four (4) selected Local Government Areas (LGAs) in each of the four selected states of Kaduna, Benue, Nasarawa and Oyo in the Vitamin A Cassava, Vitamin A Maize, Rice and Orange-Fleshed Sweet Potato value chains. This activity is part of the business support workstream to be implemented in the focal states for the next three years.

The Strengthening Nutrition in Priority Staples project is currently being implemented by The Global Alliance for Improved Nutrition in partnership with GIZ and the Green Innovation Centre for the Agricultural and Food Sector in Nigeria (GIC), with support from the German Government through the Federal Ministry for Economic Cooperation and Development (BMZ). The Strengthening nutrition project will strengthen the GIC priority value chains and improve food security and safety through improved diets for farmers, farm workers, other workers in businesses in these value chains, and among the wider population in Nigeria. The business support component will support businesses with special focus on women and youth (40% women and 50% youth) and unleash the creativity and energy of the business owners to support their families, succeed in agri-business and attempt to tackle malnutrition and prevent food-borne illnesses as well as food and social insecurity. This workstream will increase women and youth involvement in value-added agriculture and entrepreneurship that directly addresses the specific challenges that women and rural youth face in the four focal states for this project. It will respond to opportunities to harness the political will at local, state, and national levels in Nigeria to invest in creating economic opportunities for women and youth in the production, processing, and sale of nutritious and safe foods. This will be achieved by significantly increasing the knowledge and information available to participants about nutrition, and food safety, increasing their participation in decision-making and targeting business support and investments so they can bring forward innovations, increase livelihood opportunities and build nutrition sensitivity into the GIC value chains.

This will be carried out using three interlinked approaches:

- Improving the nutritional quality of staple foods produced by MSMEs and farmers involved in GIC activities.
- Improving the capacity of food safety and value chain actors to adhere to standards and regulations on best practices.

- Supporting technical innovations for supply chains through innovation challenges and innovation clinics.

### 3. OBJECTIVES

The main objective is to engage two service providers to conduct training of food processors, farmers associations and cooperatives on Safe and Nutritious Food Packaging, Marketing and Business Sustainability targeted at value chain actors operating in the Vitamin A Cassava, Vitamin A Maize, Rice and Orange-Fleshed Sweet Potato value chains in the four select states of Kaduna, Nasarawa, Benue and Oyo.

The specific objectives are:

1. To train MSMEs, especially women and youth led MSMEs on the safe packaging of nutrient-enriched staples (biofortified food products).
2. To train MSMEs, especially women and youth led MSMEs on marketing techniques, the 4Ps of marketing, business operations and how to profitably commercialize biofortified food products.
3. To develop the capacity of MSMEs on food product branding and business sustainability to ensure continuous availability, affordability and desirability of biofortified food products from Vitamin A Cassava, Vitamin A Maize, and Orange Fleshed Sweet Potato (OFSP).

#### 3.1. PROJECT STATES, LGAs AND VALUE CHAINS

Under the guidance of, and in consultation with, the GAIN team responsible for the SNIPS project, the Consultant(s) shall carry out the objectives outlined above. **One consultant** shall be responsible for project states in the Northern region, covering, Kaduna, Benue, and Nasarawa states and **while another** would be responsible for Oyo state, which is in the Southwestern region.

The consultants would carry tasks in Kaduna, Benue, Nasarawa and Oyo states across four LGAs and value chains as detailed below:

S/N	Region	State	LGAs	Value Chains
1	Northern Region	Kaduna	Lere, Giwa, Chikun, Kauru	Vitamin A Maize
2		Nasarawa	Kokona, Doma, Lafia, Awe	Rice
3		Benue	Otukpo, Gboko, Makurdi, Gwer East	Rice, Orange Fleshed Sweet Potato
4	South-Western Region	Oyo	Iseyin, Afijo, Iddo, Oyo West	Vitamin A Cassava, Orange Fleshed Sweet Potato

Any proposal that covers the two regions will be disqualified. Each proposal must cover one region, either the northern region and the states herein or the southwestern region and the states herein.

## 4. SCOPE OF WORK AND DELIVERABLES

### 4.1. SCOPE OF WORK

The successful applicant shall present the following services:

- Review and adopt the manual for training of food processors on safe and nutritious food packaging, marketing techniques and business sustainability in the four states of implementation.
- Facilitate the training of 160 MSMEs (especially **women/youth-led**) nutrition focused businesses in the value chain of Vitamin A Maize, Vitamin A Cassava, Orange Fleshed Sweet Potato and Rice on safe and nutritious food packaging, marketing techniques and business sustainability in the four states of implementation.
- Submit training deliverables covering each state of intervention, which is not limited to attendance list and training report.

### 4.2. DELIVERABLES

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is outlined in the table below:

Deliverables	Deadlines
The deadline to submit questions	<b>16<sup>th</sup> February 2023</b>
Proposal submission deadline	<b>28<sup>th</sup> February 2023</b>
Final response regarding the selection of Service Provider	<b>14<sup>th</sup> March 2023</b>
Contracting process finalized	<b>28<sup>th</sup> March 2023</b>
Submission of an inception report	<b>4<sup>th</sup> April 2023</b>
Inception meeting	<b>11<sup>th</sup> April 2023</b>
Training Manual review	<b>15<sup>th</sup> April 2023</b>

Train 160 food processors/SMEs in Benue, Kaduna, Nasarawa and Oyo states on safe and nutritious food packaging, marketing techniques and business sustainability	<b>5<sup>th</sup> June - 7<sup>th</sup> July 2023</b>
Submission of the draft report in Word and PDF format	<b>14<sup>th</sup> July 2023</b>
Submission of the final report (Word/PDF format) accompanied by training manual, attendance list, training report, referenced appendices/annexes and incorporating all changes highlighted in response to the draft report and recommendations from the consultation.	<b>21<sup>st</sup> July 2023</b>

## 5. QUALIFICATIONS

The service provider shall be an individual or organization legally registered in Nigeria with demonstrated experience and in-depth knowledge and understanding of value-added agriculture and biofortified staples.

The service provider(s) should have a minimum of 3 years experience in business modelling, food product marketing, business sustainability and importantly safe packaging of Vitamin A Cassava, Vitamin A Maize, Orange Fleshed Sweet Potato and Rice food products.

## II. 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 are part of the selection team of the organization 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 [nquotation@gainhealth.org](mailto:nquotation@gainhealth.org) and [rfp@gainhealth.org](mailto:rfp@gainhealth.org) with

[jpilaku@gainhealth.org](mailto:jpilaku@gainhealth.org) in copy. 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 Nigerian Naira, fees/travel/accommodation, and any other direct costs to be incurred in the delivery of the scope of work. Include a detailed narrative justification for the line items included. The budget must be inclusive of all taxes (Withholding tax). The final budget amount will have to be approved by GAIN before the training starts.

## 3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

### 1. Technical proposal:

- a. Description of previous relevant work (maximum 1 page)
- b. Composition of the team with names and brief biographies of all key staff (maximum 3 pages)
- c. Detailed proposal explaining how the areas of work mentioned in objectives and Scope of Work will be addressed, including risk and mitigation strategy, sustainability, and timeline (maximum 10 pages)
- d. References

### 2. Financial proposal:

- a. Budget
- b. Detailed budget justification

### 3. Offer of services

## 4. SUBMISSION

The Original proposals should be submitted in electronic copy on or before the **28<sup>th</sup> February 2023** and addressed to [nquotation@gainhealth.org](mailto:nquotation@gainhealth.org) and [rfp@gainhealth.org](mailto:rfp@gainhealth.org) , copying [jpilaku@gainhealth.org](mailto:jpilaku@gainhealth.org) . Please include **Safe and nutritious food packaging, marketing techniques and business sustainability in Nigeria** as the subject for your submission. Requests for additional information can be directed to the same e-mail addresses.

## 5. DEADLINE

Completed proposals should be submitted to GAIN before **5:00 pm WAT** on **28<sup>th</sup> February 2023**.

## 6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

**Proposals that are received after the RFP deadline at the specified receiving office.**

**Proposals received by fax.**

**Incomplete proposals.**

**Proposals that are not signed.**

## **7. REVISIONS**

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

## **8. 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.

## **9. 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. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.**

**While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (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.**

## **10. 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.

## **11. REFERENCES**

GAIN reserves 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.



## **12. 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.**

## **III. 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 reserves 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.
- Evidence of experience delivering solutions using the proposed information technology platform.

The creative and methodological approaches required to implement each of the parts of the scope of work.  
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.

A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) in order 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.

## IV. OFFER OF SERVICES

1. Offer submitted by:
2. (Print or type business, corporate name and address)
3. 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. Click or tap here to enter text.
  - b. Click or tap here to enter text.
  - c. Click or tap here to enter text.
  - d. Click or tap here to enter text.
1. 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.
2. 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 [Click or tap here to enter text.](#) in [Click or tap here to enter text.](#)

[Click or tap here to enter text.](#)

Signature (applicant)

[Click or tap here to enter text.](#)

Signature (applicant)