

## REQUEST FOR PROPOSALS

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# SCOPING STUDY – FOOD CULTURE IN INDIA DEMAND GENERATION ALLIANCE (DGA)

Issued by

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**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.

### 2. BACKGROUND

Most demand generation actions aimed at improving the consumption of nutritious and sustainable diets and foods occur at the individual level (e.g. consumer knowledge, affordability) or at the food environment level (e.g. marketing and promotion, choice offering, choice architecture, food prices). Actions at a higher, societal level, the Enabling Environment, are mainly in the economic (taxes), political (marketing limitations) and information domains (labelling). There are limited efforts to redefine food culture and norms, yet these significantly influence what is acceptable, desired, and preferred.

The [Demand Generation Alliance](#) is a recently established initiative (2020), which aims to address food culture as driver for large scale consumption changes. The DGA's strategic framework sets out how to address food culture while its core operating model sets out how the alliance will operate. The DGA seeks to establish local country alliances in Kenya, Indonesia, and India.

The DGA functions at the global and country level. At the global level it is led by 5 member organisations: [Global Alliance for Improved Nutrition](#) (GAIN), [United Nations World Food Programme](#) (WFP), [EAT](#), [Global Business School Network](#) (GBSN), [World Business Council for Sustainable Development](#) (WBCSD), [Consumer Goods Forum](#) (CGF). In setting up the country level alliance we will deploy all three pillars of the DGA's operating model, build knowledge, strengthen collaboration, and enable action.

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 services of a Service Provider to complete a scoping study on Food Culture in India

### 3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall present a scoping study that combines a desk review with key informant interviews. The desk review will focus on Indian food culture by regions, regional food traditions (e.g., meals and cuisines), evolving food traditions, changes in family structure and food patterns, religion and food, food and schools, food and climate policy, media landscape, key media outlets/channels, including media’s portrayal of food issues. The desk review will inform the identification of experts (food industry (manufacturers, chefs, caterers), government, education, health and media) for interviews that focus on the key insights that emerged from the desk review.

#### 3.1. OBJECTIVES

This scoping study will be used to orient the DGA towards the opportunities and challenges at the interface of food culture with food policy, entertainment, religion, education. Specific objectives to be answered by the work include

1. Identify the core food culture facts, ideas, and moments, and descriptions of the regional food cultures, including each region’s core/common cultural beliefs, cultural values.
2. How religion, family life/structures, and media landscape contribute to and shape food culture
3. Core narratives in the media that frame how food, climate change is perceived
4. Key policies guiding how the country will address nutritious diets and/or climate threats to food system

This scoping study will inform initial DGA entry points (i.e., key topics, key ideas) in country and help GAIN/DGA understand the local food culture.

#### 3.2. DELIVERABLES

- Kick-off meeting & periodic check-in meetings with GAIN during the consultancy
- Inception report that highlights the key topics for the desk review
- Desk review and report focusing on insights
- Identify and contact local experts, with input from DGA/GAIN
- Develop interview questions
- Conduct expert interviews (approx. 15 interviews)
- Compile interview notes and insights
- Draft report to answer 4 objectives above
- Revise report, based on feedback from GAIN
- Final report that includes key insights from desk review and interviews

Deliverable	Anticipated timeline
Contract signing and kick off meeting	March 10, 2023
Inception report	March 24, 2023
Draft Desk review report	April 7, 2023
Key informant shortlist and interview guide	April 14, 2021
Interviews conducted, analysis and key insights	April 21-May 5
Draft final report	May 15

Final report	May 31
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## 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

Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

Wendy Gonzalez, PhD, Sr. Technical Advisor

Email: [rfp@gainhealth.org](mailto:rfp@gainhealth.org)

### 2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

### 3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- To propose a scoping study to answer section 3, scope of work and objectives
- Include examples of past work on scoping/landscape assessments, especially in India
- Staff assigned to the task, include short resume on experience relevant to the task
- Timeline for the proposed work
- Budget with breakdown by major categories: staff, activities/implementation, travel, management fees, taxes
- Not to exceed 10 pages, double spaced, inclusive of examples, resumes, timeline, budget

### 4. SUBMISSION

Originals should be submitted as follows:

One electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

Email copy:

- [rfp@gainhealth.org](mailto:rfp@gainhealth.org), subject line: 'Food Culture India'

### 5. DEADLINE

Completed proposals should be submitted by email, as noted in section 4, **before 23:59 h Central European Time on Monday, February 13, 2023**. Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

## **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:
  - o 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:
  - o Providing detailed technical documentation of the proposed strategy.
  - o 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:
  - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - o 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:

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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. 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.
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 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)

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