

REQUEST FOR PROPOSALS

SCALING UP FORTIFICATION OF EDIBLE OIL, MILK AND WHEAT FLOUR IN SELECT GEOGRAPHIES OF INDIA

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.

2. Background

2.1. Staple food fortification

India has a very high burden of malnutrition, including micronutrient malnutrition. There are three key strategies to address micronutrient deficiencies i.e.

- Dietary Diversification
- Micronutrient Supplementation and
- Food Fortification.

Food Fortification is the process of adding micronutrients to foods at industry level so that it can reach everyone. In India, the recommended levels for fortification of staple foods are set at 25-30% of Recommended Daily Allowances (RDA). Fortification is cost-effective and is recognised under the POSHAN Abhiyaan (National Nutrition Mission) 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 namely wheat flour, rice, edible oil, milk and double fortified salt. These standards indicate the fortification levels of edible oil and milk with vitamins 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 Impact

In India, GAIN has been working on various nutrition related projects since 2002. Large-Scale Food Fortification (LSFF) is one of the core areas in the portfolio. Being a liaison office in India, GAIN implements its projects on ground through partnerships with other agencies / organisations working in the domain of nutrition and public health. Over the past 4 years, - 300 edible oil producers in 14 project states have been trained to fortify approximately 8.1 million metric tonnes (MMT) of edible oil on an annualized basis. This

translates into a reach of approx. 900 million beneficiaries, based on an estimated per capita consumption of 25 gms per day. GAIN has also worked with 100 milk dairies in 12 States and Union Territories (UTs) to fortify 4.8 million litres of milk per day, reaching around 24 million beneficiaries based on an estimated per capita consumption of 200 ml per day. We have also engaged with around 85 wheat flour mills in 3 project states to fortify 0.4 million metric tonnes (MMT) of wheat flour (annualized), reaching around 27 million beneficiaries of SSNP as reported by the relevant state departments of food & civil supplies. Additionally, 24,000 MT fortified wheat flour (annualized) reaching 0.3 million consumers is being produced and sold by four wheat flour mills in three states through commercial channels.

Key areas of GAIN's programming in LSFF include:

- Undertaking policy advocacy with key Government Ministries at the national level and the related departments at the state level, such as FSSAI, NITI Aayog, State FDAs, 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,
- Building capacity through training of food industry to fortify key staples as per the notified standards, and providing specifically developed technical manuals and films on the process of fortification,
- Ensuring quality assurance and quality control in the fortification process through training of food industry; building the capacity of testing labs and by supporting regulatory monitoring undertaken by the State Food Safety Officers (FSO).

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 the services of an implementing partner to achieve the below listed objectives and to deliver this as per the scope of the work mentioned below.

3. Scope of Work and Deliverables

3.1. Objectives

With our current efforts, many industries (Pan India and SMEs) are voluntarily fortifying their edible oil, milk and wheat flour variants, and supplying through open market and safety net programs. Now it is critical to ensure that these industries sustain fortification efforts on their own and remain compliant to national standards. We are seeking proposals from relevant and experienced agencies/ organization to support this vision.

The key objectives are:

- Undertaking Policy Advocacy with key Government Ministries at the national level and the related Departments at the State level to mainstream fortified edible oil and fortified wheat flour in safety net programs
- Undertaking quality assessment of fortified staples (edible oil, milk and wheat flour) from production site as well as open market and assessing their compliance to national standards.
- Building capacity of targeted edible oil industries (refineries and re-packers) and milk dairies on the process of fortification.
- Engaging with safety net programs, centralized kitchens and e-commerce platforms to ensure the availability of fortified wheat flour by building the capacity of roller flour mills and/or commercial chakkis
- Creating a sustainable pool of resource persons for training edible oil industries

GAIN wishes to engage with an implementing partner hereafter referred to an executing agency (EA) in order to implement its project on fortification of edible oil, milk and wheat flour in the below mentioned project states. The EA will be required to set up a Technical Support Unit (TSU) that will steer the implementation. The EA will coordinate with GAIN in India on developing detailed workplans, timelines, monitoring and reporting plans for the project and thereafter conducting the project activities listed below. The advocacy efforts would be jointly administered between GAIN's India office and the EA. The EA will be required to submit progress updates and statement of expenses based on agreed deliverables, project indicators and timelines.

Proposed Project Timeline: 1 Apr 2022- 31st Mar 2024

Project Implementation States:

S.No.	State	Edible Oil Fortification	Milk fortification	Wheat flour fortification
1	Madhya Pradesh	x		x
2	Gujarat	x	x	x
3	Rajasthan	x	x	x
4	Maharashtra	x	x	
5	AP	x		
6	Telangana	x		
7	Karnataka	x		
8	Tamil Nadu	x	x	
9	Uttar Pradesh	x	x	x
10	Punjab	x	x	x
11	Haryana	x		
12	Odisha	x		
13	Chhattisgarh	x		
14	Bihar	x		
15	Tripura			x
16	Himachal Pradesh			x
17	Kerala			x
18	Andaman & Nicobar Islands			x

3.2. Deliverables

The applicant shall present a technical and financial proposal based on the below listed activities:

S. No	Activities	Approximate number	Output	Remarks
1	Project visioning exercise and review meetings	1+7	Understanding and clarity of project within both the Technical Support Units (TSUs) as well as (GAIN and EA)	One Visioning exercise for the entire team to be conducted at inception At least seven project review meetings during the course of the project

2	Sensitisation workshop of FDA officials on fortification	18 workshops	Sensitisation of FDA officials on the food fortification regulations	This will be conducted using current technical material available with GAIN along with focus on audio-visual content on fortification, technical material on sampling and QA QC. This activity will also be leveraged across the staples in same geographies. (Estimated people in these trainings: Approx. 50-75)
3	Round tables for policy makers and senior state govt officials from concerned departments on the need and importance of fortification and mainstreaming fortified staples i.e., edible oil and wheat flour in social safety net programs such as PDS	14 round tables	Contacts with all the state government departments established for adoption of fortified staples in food safety net programs	These meetings can be facilitated by GAIN/ onboarded EA's existing contacts.
4	QA/QC testing of fortified edible oil, milk and wheat flour samples picked up from production site and/or open market	275 samples	Analysis of state wise fortified edible oil, milk and wheat flour samples to check for compliance to FSSAI standards	<p>Random representative samples to be picked up from the production site and/or market based on the number of industries trained on fortification. (List of state wise industries fortifying brands and their production volume is already available with GAIN)</p> <p>Cost of testing fortified edible oil sample from NABL accredited laboratory for Vitamin A and D is approx. 3500 INR. Note: organisation needs to work with NABL accredited labs to institutionalize the system of sample testing.</p>

5	Targeted capacity building of edible oil industry partners on edible oil fortification	47 zones	On site refresher trainings imparted to industries which are non-compliant to FSSAI standards based on the quality compliance data shared by GAIN from previous projects.	State wise zones for refresher training will be: MP (5), Gujarat (4), Rajasthan (5), Maharashtra (4), AP (3), Telangana (2), Karnataka (4), Tamilnadu (4), Uttar Pradesh (5), Haryana (2), Punjab (2), Odisha (3), Bihar (2), Chhattisgarh (2) (Estimated people in these trainings: approx. 50 per collective training)
6	Capacity building of milk dairies on milk fortification	20 zones	On-site trainings imparted to industries which are non-compliant to FSSAI standards based on the quality compliance data shared by GAIN from previous projects and to the new industries who wish to initiate fortification	Trainings on milk fortification in select project implementation states for milk. (Gujarat (2), Maharashtra (4) Rajasthan (3), Tamil Nadu (4), Uttar Pradesh (5), Punjab(2) (Estimated people in these trainings: approx. 50 per collective training)
7	Capacity building of roller flour mills and/or commercial chakkis supplying fortified wheat flour to social safety net programs like PDS on wheat flour fortification.	10 trainings	Mainstreaming of fortified wheat flour in social safety net programs like PDS with flour millers supplying adequately fortified wheat flour	Trainings on wheat flour fortification in select project implementation states for wheat flour
8	Sensitisation and training on wheat flour fortification to centralized kitchens utilizing wheat flour for meal preparation	10 workshops/trainings	Centralized kitchens trained to utilize fortified wheat flour for meals preparation.	Any centralised kitchen supplying large quantity of wheat flour can be sensitised and trained on the process of fortification
9	Engaging with and training e-commerce players supplying packaged wheat flour on technical and regulatory aspects of wheat flour fortification	5 workshops/trainings	E-Commerce players trained to supply fortified packaged wheat flour	-

10	Industry and stake holder meetings/exchange forums	15 meetings	Regular touch base with all the states and concerned stakeholders maintained	These meetings will be opportunistic, and need based in all the states. Key stakeholders in these meetings will be govt. officials from concerned departments (PDS, ICDS, MDM, FDA), premix suppliers, industry partners, laboratories etc. (Estimated people in the meeting: approx. 50-75)
11	Printing of tools and materials required during the project implementation	To be suggested by the agency	-	-
12	State level advocacy activities		-	State specific communication material and sponsorships required for different national and state level workshops/nutrition conclaves.
13	Regional level project workshops	8 workshops	Project Dissemination (as and when needed)	These covers need based dissemination/ summit/ launch of fortified staples (Estimated people: approx. 100)
14	Creating a sustainable pool of resource persons for training edible oil industries	2 trainings	Sustainable pool of resource persons on edible oil fortification created	Refresher hands-on training on edible oil fortification will be provided to existing batch of resource persons and develop a sustainable mechanism. (Estimated people:35-40)

Note:

- Trainings can be conducted in both collective and individual format as per the need.
- The project activities will involve extensive travel to the states where GAIN-supported staple food fortification is underway, in order to visit the state governments, industry partners and organise stakeholder meetings etc

Project timeline

The timelines for submitting the technical and financial proposals and other details are outlined in the following table

Activity	Deadline
Deadline to submit any questions	4 th February 2022
Technical and financial proposal submission	17 th February 2022
Final response regarding selection of executing agency	4 th March 2022
Contracting process-initiated	18 th March 2022

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.

4. 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.

rsareen@gainhealth.org

5. 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.

Applicants are required to provide GAIN with a detailed budget in INR, including any direct costs associated with the Technical Support Unit (TSU), activities, equipment (if needed), travel and operations 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.

6. Format for proposal

The proposal needs to be formatted as three separate documents in clear and concise manner:

- Technical proposal outlining the research objectives, methods, detailed workplan along with timelines.
- Financial proposal outlining the budget details.
- Presentation summarizing the work to be undertaken to meet the project objectives (preferably not more than 12 slides)

7. Submission

Along with the proposal, applicants shall share a note on:

- Qualifications, roles and responsibilities of proposed team members in the Technical Support Unit (TSU) required to implement the project.
- Organizational experience of handling similar projects in past

Originals should be submitted as follows:

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:

rsareen@gainhealth.org

Completed proposals should be submitted to GAIN **before 5:00 pm IST on 17 Feb 2022.**

8. **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.

9. **Revisions**

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

10. **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. **The organization must have an active Foreign Contribution (Regulation) Act, 2010 certification.**

11. **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.

12. **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.

13. 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.

14. 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.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

15. 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.

16. 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.

17. 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.

18. 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 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.

19. Review process

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

20. 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.

21. 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.

22. 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.

23. 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.

24. 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.

25. 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:

(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 in .

text. Signature (applicant)

text. Signature (applicant)