

## REQUEST FOR PROPOSALS – CONSULTANCY SERVICES

---

### **AWARENESS CREATION FOR IMPROVED CONSUMPTION OF VEGETABLE IN FARMERS AND THEIR NEIGHBOURS HOUSEHOLD FOR THE ENHANCING ACCESS TO SAFE AND NUTRITIOUS DIET (ENSAND 2.0) PROJECT**

**Issued by**

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

---

#### **TABLE OF CONTENTS**

<b>I. PROJECT BACKGROUND AND SCOPE OF WORK</b>	<b>2</b>
<b>II. INSTRUCTIONS FOR RESPONDING</b>	<b>4</b>
<b>III. TERMS AND CONDITIONS OF THIS SOLICITATION</b>	<b>6</b>

## **I PROJECT BACKGROUND AND SCOPE OF WORK**

### **1.0 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.

### **2.0 Background**

Nigeria is faced with a critical nutrition challenge with a high proportion of its population living with various forms of malnutrition and associated ill health. A growing, yet largely ignored, malnutrition crisis is unfolding in northwest Nigeria, which threatens the lives of tens of thousands of children<sup>1</sup>. Malnutrition among children remains a major burden across the northern region of Nigeria. It is projected that nearly 6 million children aged 0-59 months have likely been suffering and will likely continue to suffer from acute malnutrition in the period of May 2022 to April 2023 in Northwest Nigeria<sup>1</sup>. This includes 1,623,130 Severe Acute Malnutrition (SAM) cases and 4,308,404 Moderate Acute Malnutrition (MAM) cases. The prevalence of stunting is 33.8%, and more pronounced in rural areas where it reaches 40% prevalence. Wasting affects 11.5% of children, and the prevalence of underweight stands at 25.5%. The 2018 National Demographic Health Survey (NDHS) and the 2021 National Food Consumption and Micronutrient Survey (NFCMS) revealed high rates of anemia: 68.3% among children under five, 58% among women of reproductive age, and 61% among pregnant women.

Dietary diversity is low among children and women and is a major cause of low protein quality and micronutrient inadequacy (low intake) in their diet. The most affected micronutrients are iron, calcium, folate, zinc and vitamin A, and their deficiencies were highest among low-income households. The prevalence of micronutrient deficiencies is high, especially for red blood cell folate, serum retinol and serum zinc. While folate deficiency is common in all areas of the country, zinc and vitamin A deficiencies are twice as high among poorer households as wealthier households<sup>2</sup>. Vegetables are an excellent source of micronutrients. However, vegetable consumption has declined across regions and income groups and is much below the recommended levels, especially in the North. There is low preference and hence lower demand for vegetables as compared to other “tastier” foods. Vegetable and fruit consumption level is well below the per capita daily recommended levels (by the World Health Organization) of 400 grams across Nigeria and especially lower in rural areas and among the poorest in the North<sup>3</sup>. The barriers to adequate vegetable consumption include limited access to a variety of vegetables, lack of awareness about the benefits of vegetable consumption, and cultural food preferences that prioritise staple foods over vegetables.

The ENSAND 2.0 programme is designed to enhance the daily consumption of vegetables, thereby addressing the rising challenge of child malnutrition in Kebbi State. The targeted vegetables are locally produced and available year-round, with irrigation support required during the dry season. Through this initiative, the project will improve access to the most consumed vegetables within the community. These vegetables are rich in essential micronutrients that complement local diets and play a vital role in supporting the growth, development, and overall wellbeing of children and women of reproductive age

(WRA). The project's desire is supporting farmers and their neighbor's ability to consume at least an additional 25g of vegetable per household member daily.

### 3.0 Goals and objectives

#### Objective and main results

The main goal is to increase the availability and consumption of vegetables in the project states.

#### The specific targets of this project.

- 15,000 small-scale farmers household (7 members per household) adopt diverse vegetables either by planting or purchasing them for consumption.
- 15,000 neighbours of small-scale farmer's household receive vegetable, buy, gifted for free or by mutual exchange (Barter) from their farming neighbours for consumption.
- Develop a mutually benefitting strategy that will facilitate vegetable exchange (Either by barter and as gift) between farmers and their neighbours.
- Increased consumption of diverse, safe-quality vegetables for 210,000 farmers and their neighbours house members consumer diverse vegetable with particular focus on children and Women of Reproductive Age (WRA)

#### Project intervention strategy.

This project cuts across three broad intervention pathways. These are access, demand generation and external environment engagement with stakeholders.

Access pathway: Good Agricultural Practice (GAP) training to farmers, access to demonstration plots, access to high yield seeds and other related input to enhance vegetable production.

Demand generation: This will involve a comprehensive, context-specific demand generation strategy and activities focusing on farming household, markets and communities to encourage the purchase and consumption of diverse vegetables by household members. Moreover, inhibiting cultural practices, taboos and dietary habit related norms will also be addressed through Social Behaviour Change Communication (SBCC) initiatives.

Enabling Environment: To enhance sustainability and ownership, a series of initiatives that includes the formation and reactivation of existing and new project state advisory committees (SAC) in Kano, Kebbi and Kaduna respectively will be conducted. In addition, effort will be made to seek collaboration and programme integration with host state/local government own initiatives to enhance synergy.

Generally, fruits and vegetables are consumed by the project target households in Nigeria. However, they do not consume in the right quantity and diversity required to achieve the desired nutritional outcomes. This may be due to the prevailing socio-economic situations that have significantly increased the cost of living. The cost of production has also increased which means that most of the vegetables are being sold and very few are kept for consumption.

### 4.0 Awareness/demand generation pathway and anticipated Demand partner's role

The ENSAND 2.0 project is designed to promote increased vegetable consumption among small-holder farmers and their neighboring families in Kebbi State. Covering 30,000 households, each with approximately seven members across five Local Government Areas, the initiative seeks to strengthen nutrition knowledge and improve year-round access to vegetables. At its core, the project aims to raise and deepen the awareness of the health benefits of diverse vegetables, emphasizing the recommended quantities and frequency of consumption for optimal well-being. In addition, households will be trained in effective preservation techniques to ensure that vegetables remain available throughout the year, reducing seasonal gaps in access.

Implementation will be driven by Below the Line (BTL) strategies focused on interpersonal communication (Cooking demonstrations, compound meetings etc), led by a demand generation partner with deep

knowledge of the intervention areas, local culture, and community lifestyle. This expertise will enable the tailoring of messages that resonate with households and encourage sustainable behavior change. The demand partner will prioritize community-driven approaches that enhance nutrition awareness, improve availability and affordability, ensure food safety, and support consistent household-level access to vegetables. The project will concentrate on four key vegetables that include Amaranth, Tomatoes, Bell Pepper Bonnet pepper, and Onion, selected for their nutritional value and relevance to local diets. By combining education, demand generation, and practical strategies, ENSAND 2.0 seeks to embed healthier eating habits and secure reliable vegetable access for thousands of families across Kebbi State.

The anticipated result of the awareness/demand generation pathway are as follows;

Impact result:

- Healthier diet among people through improved consumption of diverse vegetables.

Ultimate outcome:

- Diverse vegetables are consumed by individuals, both at the farmer's household and neighbourhood level.

Intermediate result:

- Non-farming households regularly acquiring (purchased, bartered or gifted) vegetables from farmer neighbours.
- Farming households consume vegetables from their garden
- Farming households consume vegetables from their garden
- Non farming households purchase vegetables from farmer neighbours

Output:

- Small-scale farmers are informed about the recommended frequency & quantity of vegetable to consume, as well as how to properly prepare & preserve them.
- Non farming households reached by farmers to improve demand for vegetables (Farmer2Consumer directly)

## 5.0 Tentative timeline

Interested partner is required to submit a proposal that should not exceed 5 pages by **the 15<sup>th</sup> of April 2026 for consideration**.

## 6.0 Qualifications

The preferred Service Provider will be a Below-the-Line (BTL) agency with proven expertise in delivering IPC related community-based awareness intervention. To qualify, the agency must present verifiable evidence of prior or ongoing work within the project state, as well as experience collaborating with international development agencies in Nigeria, particularly in initiatives related to the food system. In addition, the Service Provider is expected to have a minimum of five to ten years of professional experience, supported by a team of competent staff with specialized knowledge across the full spectrum of social behaviour change communication intervention among rural population. Emphasis will be placed on design, monitoring and technical progress reporting. Furthermore, the preferred agency must be legally registered to operate in Nigeria and demonstrate a clear understanding of the sociocultural context of Kebbi State. This combination of technical expertise, local insight, and regulatory compliance will ensure the effective delivery of tailored, community-relevant marketing interventions.

## 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. BUDGET

Applicants are required to provide an illustrative budget in Nigerian naira in a separate excel document. The budget submitted with this proposal should include (i) a justification of overall value

for money, (ii) a comprehensive budget justification which should be presented for each category of costs including personnel, cost of travel, including subsistence allowances, consultants, meeting/workshop, overhead if applicable, and miscellaneous expenses. All prices/rates quoted must be inclusive of all taxes/VAT as required.

## 2. FORMAT FOR PROPOSAL

The proposal shall be package as two separate documents/attachments as follows;

- **Technical proposal:**

1. Description of previous relevant work (maximum 1 page)
2. Composition of the team with names and brief biographies of all key staff (maximum 3 pages)
3. 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)
4. References

- **Financial proposal:**

1. Budget
2. Detailed budget justification
3. Offer of services

## 3. SUBMISSION

4. Staff will be available to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the GAIN email address: [nquotation@gainhealth.org](mailto:nquotation@gainhealth.org); [digelle@gainhealth.org](mailto:digelle@gainhealth.org) Queries sent by **April 10<sup>th</sup> 2026 at 5:00pm EST will be responded to on the 13<sup>th</sup> of April 2026**. Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.

## 5. 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.

## 6. REVISIONS

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

## 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 the process.

## 8. COMPLETION

- Proposals must be submitted on the official letterhead of the lead organization or firm and must be signed by a principal or authorized signatory of the lead firm or organization.
- In case of errors in calculating overall costs, the unit costs will govern.
- 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 failure to comply with any of the RFP conditions may disqualify 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 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.

## 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.

## III TERMS AND CONDITIONS OF THIS SOLICITATION

This section constitutes the full conditions of this RFP and participation in the process automatically signals that the Bidder accepts the conditions.

### **Jurisdiction**

Any Contract resulting from this RFP shall be governed by Swiss law.

### **Late Proposals**

Any bid received after the deadline may be rejected at GAIN's absolute discretion.

### **Disclaimers**

Bidders will not be compensated for costs incurred in preparing proposals, submitting revised proposals or in participating in any meeting or presentation.

This RFP does not commit GAIN to any course of action; it is not an offer or a contract and does not commit GAIN to contract for any of the services detailed within the RFP.

GAIN reserves the absolute right to:

- accept or reject any or all Proposals with or without notice or reason
- accept or reject any proposal in whole or in part
- accept a proposal other than the lowest priced
- negotiate with any, all or none of the Bidders
- modify or cancel this RFP
- Acceptance of Proposals

GAIN is under no obligation to accept the lowest priced Proposal, or any Proposal, and reserves the right to reject any Proposal which is incomplete, conditional, or not complying with the RFP documents.

A Proposal may be for all or part of the Requirement and may be accepted by GAIN either wholly or in part.

A Proposal will not be accepted, in whole or in part, unless and until GAIN has signed a Contract in writing to the successful Bidder. GAIN reserves the right to:

- amend the terms and conditions of the procurement process
- cancel the evaluation and award process at any stage
- require the Bidder to clarify its Proposal in writing and/or provide additional information.
- Failure to respond adequately may result in the Bidder not being selected.

### **Amendments**

Prior to the final date for submission of Proposal, GAIN may issue amendments to clarify, modify or add to the procurement documents. A copy of each amendment will be issued to each Bidder and shall become part of the RFP.

### **Validity of Proposals**

Proposals submitted in response to this RFP are to remain valid for a period of not less than 90 days from the RFP closing date.

### **Withdrawals**

Proposals may be withdrawn at any time prior to the RFP closing date and time by written notice to the Company.

### **Interpretation of Requirements**

Bidders are responsible for ensuring that they have all the information required for the preparation of their tenders and that they satisfy themselves about the information and correct interpretation of terminology used in the tender documentation.

Bidders must also ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their tender is accepted.

### **Assumptions**

Any assumptions that have been made in responding to this RFP should be outlined in the Bidders response documents.

### **Confidentiality**

Except as required for the preparation of this Proposal, Bidders must not, without GAIN's prior written consent, disclose to any third party any of the contents of the RFP documents. Bidders must ensure that their employees, consultants, and agents also are bound and comply with this condition of confidentiality.

### **Feedback to unsuccessful Bidders**

GAIN appreciates that significant time and resources go into preparing a tender response, and we try to ensure that feedback is provided to all unsuccessful Bidders.

Please note however that GAIN does not share detailed scoring information with unsuccessful Bidders.

### **Inconsistencies and omissions**

Bidders must promptly advise the Company in writing of any inconsistencies and omissions they discover in the RFP.

### **RFP documents**

Bidders must destroy all copies of the RFP document if unsuccessful within 30 days of being notified they have not been successful (either issued by GAIN or created by the Bidder).

### **Disclaimers**

Whilst the material in this RFP and the Information has been prepared in good faith, it does not purport to be comprehensive, nor has it been independently verified.

Neither GAIN nor their advisors, their respective directors, officers, members, partners, employees, other staff or agents makes any representation or warranty (express or implied) as to the accuracy,

reasonableness or completeness of the Information; or accepts any responsibility for the information contained in the Information or for their fairness, accuracy or completeness of that Information nor shall any of them be liable for any loss or damage (other than in respect of fraudulent misrepresentation) arising as a result of reliance on such Information or any subsequent communication.

**Collusive Behavior**

Any Bidder who:

- fixes or adjusts the amount of their Response by or in accordance with any agreement or arrangement with any other party; or
- communicates to any party other than GAIN the amount or approximate amount of its Responses or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence to obtain quotations necessary for the preparation of the Response or insurance or any necessary security); or
- enters into any agreement or arrangement with any other party that such other party shall refrain from submitting a Response; or
- enters into any agreement or arrangement with any other party as to the amount of any Response submitted; or
- offers or agrees to pay or give or does pay or give any sum or sums of money, inducement, or valuable consideration directly or indirectly to any party for doing or having done or causing or having caused to be done in relation to any Response, any act or omission.
- shall (without prejudice to any other civil remedies available to GAIN and without prejudice to any criminal liability which such conduct by a Bidder may attract) be disqualified.

**IV. OFFER OF SERVICES**

I/we agree to supply the required services described within this Request for Proposal, for the sum of:

Sum in figures: .....

Sum in words.....

I/we the undersigned confirm that I/we are able to furnish all expertise, supervision, materials, and any other things necessary to complete, to the entire satisfaction of the Executive Director or authorised representative, required services described within this Request for Proposal, according to GAIN’s terms and conditions.

I/we agree that any obvious errors in pricing or errors in arithmetic that may discovered by GAIN in examination of the priced Specification submitted by me/us shall have no effect on the amount of this offer unless GAIN shall otherwise decide.

I/we understand that the lowest or any tender will not necessarily be accepted.

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.

I/we confirm that I/we have read the [GAIN Code of Conduct](#) and understand my/our duties under the Code.

I/We confirm that I/we have no actual, potential or perceived conflicts of interest which apply to this procurement OR that I have notified GAIN in writing of any actual, potential or perceived conflicts of interest which apply to this procurement.

I/We confirm that we will use the following organisational and payment details, if our Bid is successful:

Company name (including any trading names)	
Registered Company address, including postal	

code and country	
Company Registration Number	
Tax Identification Number (TIN) - if not applicable, please put N/A	
Business Identification Number (TIN) - if not applicable, please put N/A	
Company contact phone number	
Company contact email address	
Bank where account is held (name of the bank)	
Name on the payment bank account (individual/company name)	
Bank Account Number	
Swift/BIC Number - if not applicable, please put N/A	
IBAN Number - if not applicable please put N/A	
If you are an independent contractor based in the United States of America, or eligible to pay tax in the United States of America, please include a copy of your W-9 form <sup>2</sup>	

Signed by:	
Print Name:	
Job Title:	
For and on behalf of (Company name):	
Date:	