

TERMS OF REFERENCE: CONSULTANCY SERVICES

CONSULTANT FOR MARKET LEVEL ASSESSMENT OF KEY FOOD STAPLES (EDIBLE OIL, MILK, WHEAT FLOUR, SALT, RICE) IN UTTAR PRADESH AND KARNATAKA, 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 the Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

Large Scale Food Fortification (LSFF) is a proven sustainable and cost-effective food-based approach to improving the health and wellbeing of large numbers of vulnerable people, especially where existing food supplies and limited access fail to provide adequate levels of the respective nutrients in the diet. Fortification is intended to restore micronutrients lost in the industrial processing as well as to supplement the micronutrients that are most lacking in the Indian diet. Except for salt fortification with iodine, food fortification is not mandatory in India. However, in 2020, the Food Safety and Standards Authority of India (FSSAI) drafted guidelines on mandatory fortification of edible oil and milk with Vitamin A and D. In 2021, India’s Prime Minister announced that fortified rice will be supplied through all major government schemes like the Public Distribution System (PDS) and mid-day meal programs by 2024, highlighting the need for data on fortified food vehicles.

The objective of the current study is to know the availability, retail penetration of branded staples, which includes wheat flour, rice, edible oil, salt, and milk in the states of Uttar Pradesh and Karnataka in India and to record the labelling and storage conditions in different retail outlets in these markets. The other objective is to check the fortification quality of edible oil brands that are labelled as fortified and compare their average Vitamin A and D content to the national fortification standards sold in Uttar Pradesh and Karnataka states. The results of the testing program will be used to inform policymakers, regulatory authorities, food producers, and other actors in the value chain process

3. SCOPE OF WORK AND DELIVERABLES

GAIN seeks a full-time consultant to support the GAIN team in conducting an upcoming market-level assessment (MLA) in the states of Uttar Pradesh (UP) and Karnataka (KA). The consultant will be responsible for the following tasks:

- 1) Providing end-to-end project support for the MLA in UP and KA.
- 2) Coordinating on a daily basis with the Knowledge Leadership (KL) team, country team, laboratory, implementation partners, and other relevant stakeholders.
- 3) Performing quantitative data analysis and preparing detailed reports for the MLA in UP and KA.

- 4) Conducting field visits in the states of UP and KA as and when required.
- 5) Be available for virtual and in-person meetings as and when required.

3.1 OBJECTIVES

The primary objective of this consultancy is to provide comprehensive support for conducting a market-level assessment in the states of Uttar Pradesh and Karnataka. This includes ensuring the collection of a clean and accurate data set, conducting thorough data analysis, and preparing detailed reports that effectively capture the findings.

3.2 PROPOSED TIMELINE

The consultancy is expected to last for ~9 months (January 2025, to September 2025).

3.3 CONTRACT TYPE AND BUDGET

The final contract will be a firm fixed term monthly contract and is expected that the Offeror(s) selected will complete all the services within the project timeframe. Applicants should be available full-time for the project. Applicants are required to provide GAIN with a fee in Indian Rupee. The monthly fees must be inclusive of all taxes/VAT and indirect costs. The final budget amount will have to be approved by GAIN services prior to starting the project.

3.4 EXPECTED EXPERTISE

- Master's degree in a relevant field (e.g. agriculture, nutrition, public health, or development studies, etc.).
- Ability to work collaboratively with a team.
- Experience in quantitative and qualitative research.
- Excellent analytical and report writing skills.
- Proficiency in English and relevant local languages.

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. FORMAT FOR APPLICATION

Interested applicants should share their CVs with detailed profiles (qualification, expertise, relevant experience etc.) including their full names, their expertise, and publications in relevant research.

2. SUBMISSION AND TIMELINE

Interested candidates may share their CVs with writing samples to rfp@gainhealth.org by **2nd January 2025**. Please indicate "**Consultant for market level assessment in UP and KA**" as the subject line for your submission. Application must be submitted in electronic copy on and **before 11:55 PM IST, 2nd January 2025**.

3. UNACCEPTABLE

The following application will automatically not be considered or accepted:

- Applications that are received after the RFP deadline at the specified receiving office.
- Application received by fax or hard copy.

4. COMPLETION

By responding to this TOR, the applicant confirms its understanding that failing to comply with any of the TOR conditions may result in the disqualification of their submission.

5. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this TOR 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.

6. 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.

7. RELEASE OF INFORMATION

After selection 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 all bids received in response to this solicitation and is in no way bound to accept any application. 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 strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS

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

4. EVALUATION CRITERIA

Applications will be carefully reviewed by the selection committee, and shortlisted candidates will be invited for interviews.

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

5. 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 authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

6. COMMUNICATION

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

7. FINAL ACCEPTANCE

Final selection of applicants 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.

8. VALIDITY PERIOD

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

9. 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.

10. 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 Click or tap here to enter text. in Click or tap here to enter text.

Signature (applicant) Click or tap here to enter text.

Signature (applicant) Click or tap here to enter text.