

Terms of Reference
Hiring an Agency/Individual Consultant for Photo Documentation

Introduction of Bal Raksha Bharat:

Bal Raksha Bharat (globally recognized as Save the Children) is one of India's leading Non-Governmental Organizations (NGO), with an extensive reservoir of technical prowess and expertise spanning multiple domains critical to child development. Our proficiency encompasses Child Education, Health & Nutrition, Child Protection, Skilling and Livelihood, Resilience and Climate Change Adaptation, and Humanitarian Response. With a robust global footprint extending across 120 nations, our network enables us to glean insights and evidence from diverse corners of the world, which we diligently disseminate for broader impact.

Operating in 73 districts across 22 states within India, Bal Raksha Bharat is a driving force behind more than 60 projects spanning a spectrum of themes dedicated to children's well-being. Our commitment to ensuring comprehensive support is reflected in our multi-dimensional assistance to targeted families.

Background & Context:

The 'Eat Right India' movement, a flagship initiative by the Food Safety and Standards Authority of India (FSSAI), is dedicated to ensuring the health and well-being of our nation's people. This visionary program revolves around promoting safe, nutritious, and sustainable diets through a harmonized, multi-sectoral approach. Recognizing the pivotal role of early food habits in shaping lifelong well-being, 'Eat Right India' strategically focuses on our youth. Understanding that dietary habits often take root early in life and are resistant to change, 'Eat Right India' has chosen to focus its efforts on the youth. Indeed, within the hallowed halls of schools, the seeds of healthy eating habits can be sown, fostering lifelong well-being. The 'Eat Right School Program,' a brainchild of FSSAI, ingeniously deploys food as a pedagogical tool to sow the seeds of lasting change in children's dietary habits. In recognizing the profound agency of young people as catalysts for change, we are emboldened by their potential to positively influence entire families.

In collaboration with Mondelez India Foods Pvt Ltd, Bal Raksha Bharat has undertaken a noble initiative: to empower school children as agents of change, igniting an enduring transformation in their health and nutrition. Our primary objective is to elevate their Knowledge, Attitude, and Practice (KAP) towards healthy and nutritious food. Simultaneously, we endeavor to fortify the underlying structures and systems, ensuring seamless delivery of essential nourishment. But our mission extends beyond these walls – we aim to strengthen the implementation strategies of critical programs, including the Rashtriya Bal Swasthya Karyakram (RBSK), School Health, and Micro-Nutrient initiatives. In our tireless pursuit of knowledge, we seek to unearth the gaps in current school health and nutrition programs, advocating for sustainable solutions that bridge these divides.

About the Project

With the generous support of Mondelez, Bal Raksha Bharat in collaboration with FSSAI has been implementing the project in 40 schools of Chandigarh.

Project Goal

To empower school children as agents of change to improve their health and nutrition status with the focus on Safe and Nutritious Food and hygiene at 200 Schools in Maharashtra, Jammu & Kashmir & Punjab State.

Objectives

- To strengthen structures and systems aligning government programs of RKSK, WIFS and NDD for delivering nutrition and healthy lifestyles education and services for children.
- To improve knowledge towards safe and nutritious food, a healthy lifestyle among school going children and their parents
- To generate evidence for identifying existing gaps in school nutrition programmes and advocacy for filling the identified gaps

Objective of the Assignment

The objective is to develop a Compendium of impact stories across 40 intervened schools in Chandigarh under the project - Eat Right School, Khilta Bachpan. As expected, the project will have increased knowledge among students and families about healthy eating, food safety & hygiene and the same are visible at schools as well as at home by adopting those learnings into practices and making it as healthy lifestyle.

Final Deliverable

A creative compendium of case stories (10-15) from selected schools of maximum 18 pages encapsulating powerful imagery of the impact of intervention on children's behavioural changes/lifestyle, where it will be mixed of Individual child and group of children like Sehat clubs formed in the schools and also 2-3 parents.

Main Responsibilities

- Ideate, conceptualise and develop a narrative compendium of case stories along with photo documentation.
- Visit the selected schools/homes to capture high quality pictures and evidences of key achievements and success stories.
- Develop the content for the compendium by capturing the positive change through stories and testimonials
- Editing pictures and content for the final booklet ensuring a complete sync with Bal Raksha Bharat's branding guidelines

Duration of the Assignment:

This would be a Consultancy Contract from 15-00-2025 to 30-09-2025, or from the signing of contract (Max-15 days) .

Terms of Payment:

100% consultancy fee would be paid on submission of the final the document.

Mode of Payment:

The payment shall be made via bank transfer (after deduction of tax applicable from the principal amount). No advance shall be paid to consultant in any case thereon.

Technical Competencies required for this consultancy

The vendor/service provider should have experience working the specified sector with a demonstrated track record in doing such type of assignment. Overall experience of the vendor/service provider firm should be more than 3+ years.

The vendor/service provider should have a strong management ability and excellent communication skills. Reference and examples of past work are required and should be included in the proposal.

Accountability and Support

The vendor/service provider shall work within overall BRB policies on a variety of issues including Child Safeguarding Policy. The vendor/service provider shall also comply with any other information and advisory materials concerning the practices applicable followed by BRB that it may provide to the vendor/service provider from time to time.

Confidential Information

The vendor/service provider shall maintain in confidence and safeguard all information that it may come to know as a result of this agreement or otherwise about or relating to BRB, including all information provided by BRB for purposes of this agreement (whether provided before or after the execution of this agreement). The consultant shall not, except with the prior written authorisation of BRB, disclose, give or publish to any other person, firm or corporation, nor shall the consultant use such information for its personal gain or benefit. This obligation of the vendor/service provider shall continue after expiration or termination of this agreement, including any renewal thereof.

Procedure for Application

BRB invites applications from experienced vendors/service providers to support to organize Inauguration event through bidding process.

The following set of documents would be required to be enclosed as part of the application.

- Detailed Proposal - Technical & Financial, which includes technical specifications like approach, scope, methodology, etc. along with a proposed timeframe and logic for it.
- Experience (if any) of similar exercise.
- CVs of the person(s) involved in the assignment.
- Name of team leader