



An initiative of
Cargill India,
Center for Responsible
Business
and World Food
Programme

The Nutrition Innovation Mini Challenge Poshan Peahal aur Pragati



TERMS OF REFERENCE

Nutrition Innovation Mini-Challenge

1. Background

Tackling the issue of nutrition demands a combination of multi-front and multi-stakeholder approach. The necessity now is to develop collaborations among the public and private players that are both granular and provide customized value-addition to lead impact at the micro/community level. Public-Private-Partnerships or PPP (where the private sector includes institutions, organizations, MSMEs, SMEs) can play a big role in the transition towards nutrition security by bringing together experts, organizations and institutions that can support each other in implementing a holistic programme.

The mini challenge has been conceived of as a part of the project ‘**Poshan Pehal aur Pragati**’ co-led by **Cargill India, Centre for Responsible Business and UN World Food Programme**. The Initiative is guided by the goal of improving the nutrition intake in the first 1,000 days of a child’s life starting from conception till two years after birth by improving the nutritional quality of Take-Home Ration (THR) served to children, pregnant and lactating mothers. The programme identifies the private sector as an important stakeholder in enhancing and strengthening the efforts on the delivery of SDG 2 and national nutrition targets.

2. Role of Private Sector

India has made great strides in lowering the malnutrition rates and addressing several related issues through a slew of legal and policy reform measures; however, the challenge of proper nutrition continues to persist owing to several multi-dimensional factors such as *proper information on nutrition, access to quality nutrition, product innovation targeting micronutrient deficiencies and innovative collaborations and partnerships at community level*. As a result, India continues to suffer from a high burden of under-nutrition and micronutrient deficiency diseases. Statistics on

nutritional status indicate that India has a long way to go to achieve its national targets and international commitments.

It is here that the role of the private sector (including grass root enterprises, small enterprises, local community led initiatives) becomes critical. There are limitations in the nutrition sector related to products, services innovation and their delivery to end-users that have contributed to the current situation. Along with that the lack of understanding of the local markets, be it in logistics, last-mile

accessibility, supply chain structure coupled with lack of understanding of the socio-cultural behavioural patterns, capacity has led to the building of a non-futile nutrition and health systems.

The role of the private sector (particularly grassroot level organisations and micro enterprises) in this cannot be overemphasized. This is especially true in the current context where the economies world-over are reeling under the adverse impacts of the pandemic, mostly on the vulnerable and marginalised population. Both big and small businesses together can help in ensuring the delivery of the right composition of nutrients in high-selling food products for non-communicable diseases such as diabetes, hypertension and anaemia. Through targeted communication, awareness raising and training to caregivers, corporates can help them to carry out their tasks effectively and efficiently. Furthermore, initiatives such as proper consumer education can aid individuals and communities to make informed and better choices. There is an entire gamut of opportunities that businesses (local, domestic and international) could capitalize and aid the efforts of the government in addressing nutrition challenges.

3. Programme Scope

The Nutrition Innovation Mini-challenge Programme, aims to identify *scalable solutions that will contribute towards creating an enabling environment for nutrition seeking behaviour using innovative and inclusive approaches*. The programme will provide seed *fund and mentorship* to the selected applicants to help enhance their potential to successfully implement and scale their ideas. It will help

access relevant expertise that will enable the selected applicants to stay competitive and relevant to the changing market dynamics through responsible and responsive business models.

3.1. About the Challenge

The Nutri-Innovation Challenge aims to identify local private sector led initiatives (up to three) intended at *positively contributing towards promoting nutrition-sensitive and nutrition-specific environment through innovative interventions, including community mobilization activities, mass media for awareness creation, technology enabled solutions that strengthen market linkages, impactful solutions to access information on nutrition, capacity building initiatives* tailored to meet the nutrition needs of children (up to 3 years), pregnant and lactating mothers in Rajasthan. The mini challenge will serve as an incubator for the select private sector actors helping them design and develop responsible business and revenue models, strengthen their management skills and link them up with institutions/initiatives for scalability or replicability.

Interested applicants are requested to submit their proposals on the following **problem statement** ‘**Collaborative approaches for scalable community driven models that influence the adoption and maintenance of behaviours that are important to meeting the objectives of Poshan Abhiyan’ delineated under Social Behaviour Change Communication**’

Accordingly, the proposed interventions designed to promote and maintain nutrition positive behaviour may include the following:

- Help in easy and impactful access appropriate nutrition information that is curated in keeping with the existing socio-cultural norms, prevailing hierarchies and nutrition related challenges of the specified geography
- Design community mobilization activities/ community engagement interventions for the adoption of nutrition seeking behaviour
- Develop interventions that help strengthen market linkages/accessibility at the community/local levels

The proposals must capture the following elements:

- **Design:** the proposal must include a proof of concept. It must clearly outline the overall objective of the idea/innovation, the approach (including methodology, the relevant stakeholders) and an action plan for the execution and implementation of the idea in Rajasthan
- **Business Model:** the proposal must capture the self-sustenance of the model; it should articulate the steps that the applicant aims to take in order to integrate the idea with the existing systems on nutrition and food security
- **Impact:** the proposal must provide information in quantitative and qualitative terms the social impact aimed at and the outcomes to be expected
- **Scalability and Replicability:** the proposal should include the potential for scalability and replicability backed with a concrete roadmap for action across sectors and geographies
- **Sustainability:** linkages to the SDGs preferably SDG 2 along with others as well. The proposal should cover activities/steps that the applicant is going to take in order to ensure responsible business practices

4. Overview of the Nutri Challenge Programme

4.1. Duration of the Programme

Programme will be conducted for a period of four months

4.2. Who can Apply

- All private players, SHGs, entrepreneurs, intermediary organisations working with local community
- Existing initiatives/programmes/processes on nutrition and food security that want to scale and/or replicate their models
- Consortium of small organisations coming together for the competition

4.3. Selection Criterion

The evaluation criteria below will be used by the selection committee for both the shortlisting and the final selection of the winning submissions. Each criterion has been assigned a percentage weight for scoring.

- **20% for Impact:** The proposal must showcase how it has the potential to impact quality of lives and drive socio-economic benefit(s), most of all among vulnerable and excluded/underserved populations
- **20% for Relevance:** The innovation should demonstrate how it will increase local collaborations amongst existing value chain actors and support peer-to-peer learning on the subject
- **15% for Collaborative Approach:** The innovation should be able to highlight collaborative and participatory approaches at different stages of rollout
- **20% for Responsible Business Models:** The proposal should be able to demonstrate

alignment to the SDG goals and the principles of responsible and ethical conduct

- **10% for Viability:** The proposal should be able to demonstrate the viability of the solution in terms of its effectiveness and feasibility in the geography. It should be scalable and replicable across geographies
- **15% for Adaptability:** The proposal should capture its adaptability in the shortlisted geography. It will also look at the acceptability/ accessibility by the locals

4.4. Programme Benefits

The Programme will provide Mentorship in following domains:

- Identify business opportunities related to the idea proposed
- Provide assistance in raising funds for the scalability and replicability of the idea
- Sharpen go-to-market strategy in order to deepen the links between the applicant and the relevant stakeholders
- Assist in accessing domain expertise
- Support in accessibility and adaptability of the idea by the relevant actors
- Offer clear guidance on issues of 'sustainable businesses'
- Help develop a post pilot phase

5. Tentative Milestones for the Programme

- Running the recruitment drive for selection
- Profiling of Startups/SME based on the criteria
- Shortlisting of organisations (2-3) and

- providing seed fund up to INR 300000
- Mentoring the selected organizations for the duration of 90-120 days
- Helping them develop a roadmap for the execution of the idea in the post pilot phase
- Development of videos, case studies, capacity building and awareness generation material and disseminating it to relevant stakeholders
- Certificate of Participation

6. Deliverables

- Funding and mentoring of 2-3 winning organisations/teams
- Development of case studies, videos, capacity building and awareness generation material
- Hand holding the selected organizations and support them for Go-to-Market

7. Timeline & Programme Flow

JANUARY - FEBRUARY

- Scout for organisations
- Create criteria list for the same
- Identify relevant members for jury
- Announcement of the programme
- Selection of the winners

MARCH - APRIL

- Notify the selected organisations
- Roll out the programme
- Kick- off the Mentorship Programme
- Regular interactions with the organisations
- Design and develop roadmap for smooth execution and implementation

MAY- JUNE

- Profiling of the organisations for scability and uptake
- Documentation & Dissemination
- Post pilot phase roadmap

Programme Promotion	Selection	Mentoring	Success Story
<ul style="list-style-type: none"> • Scout for prospective organizations • Organize orientation sessions with interested applicants 	<ul style="list-style-type: none"> • Shortlist up to three organizations based on a set criteria • Provide funding support 	<ul style="list-style-type: none"> • Provide mentoring upto 90-120 days with experts • Two engagement per month 	<ul style="list-style-type: none"> • Profiling success story (video story) • Certificate to the applicants • Dissemination through different platforms

8. Interested applicants must submit the following documents/information

- **Letter of Confirmation of Interest and Availability** commenting on the ability to start the assignment
- **Detailed Document** indicating all past experience from similar projects, as well as the contact details
- **Business Proposal**,
 - **Technical Proposal**, including
 - Detailed description of the intervention, approach and methodology, expected outcomes and impacts, action plan for the pilot phase
 - suitability statement for the assignment and a methodology on how they will approach and complete the assignment, including work samples
 - **Financial Proposal**, including
 - Financial plan, Activity-wise cost break-up for the pilot phase (including personnel costs)

9. Funding Schedule

The funding amount will be released in three tranches. The funds will be transferred on the basis of the feedback received from the mentors and on the completion/submission of assignments/tasks.

First Tranche	30%	Upon Selection and completion of first mentor-mentee orientation session
Second Tranche	30%	Upon Finalization of Action Plan for the programme duration, including fund utilization
Third Tranche	20%	Upon submission and approval of Deliverable 4 and 5

Incomplete proposals will not be considered.