

Terms of Reference (TOR)

To hire an Agency for the Development of Information, Education and Communication Materials under CMAM and Food Fortification Programs

Issued by: Vijayavahini Charitable Foundation, Vijayawada

A. Background

Vijayavahini Charitable Foundation (VCF), Vijayawada, is a non-profit organization committed to driving social development initiatives with a focus on health, nutrition, education, and livelihood enhancement. The foundation has played a pivotal role in improving the quality of life for marginalized communities in Andhra Pradesh and beyond. Through partnerships with government bodies, NGOs, and other stakeholders, VCF implements evidence-based programs that address critical issues such as malnutrition, maternal and child health, food fortification, and hygiene awareness. Its holistic approach combines capacity building, community engagement, and innovative solutions to create sustainable impact. Over the years, VCF has earned a reputation for delivering high-quality interventions that align with national and global development goals.

Vijayavahini Charitable Foundation (VCF), is seeking to hire an experienced agency to develop high-quality communication materials for Food Fortification and CMAM program among key stakeholders. The materials will target diverse groups, including communities, frontline workers (FLWs), Anganwadi Centers (AWCs), schools, and project teams.

- B. The objective** of this development is to engage a qualified creative and documentation agency for the design and development of multimedia and print materials to enhance awareness, learning, and dissemination of the VCF-Nutrition Project outcomes.

C. Scope of Work

The selected agency will be responsible for conceptualizing, designing, developing, and delivering the following materials:

1. Development of Short Awareness Videos (Animated)

Develop short, engaging, and easy-to-understand animated videos (90 seconds each) in Hindi and English (voiceover and subtitles) on the following topics:

- a) Food Fortification
- b) Community-based Management of Acute Malnutrition (CMAM)
- c) Growth Monitoring
- d) Maternal, Infant and Young Child Nutrition (MIYCN) 2 separate videos can be developed for maternal and IYCN
- e) Adolescent Nutrition

Deliverables:

- 6 short animated videos (each of 90 seconds - maximum)



- Voiceover in Telugu
- Scriptwriting, storyboarding, animation, and post-production
- Subtitles and branding as per project guidelines
- Delivery in HD (1080p) format with editable project files

2. Development of Flipbook

Design and develop an illustrative and easy-to-use Flipbook for facilitators and frontline workers.

The flipbook should include:

- a) Key messages on the above six nutrition topics
- b) Role of facilitators during: Home visits, Mothers' meetings, School meetings and Sector and review meetings

Deliverables:

- Telugu print-ready flipbook design
- Editable master file for future adaptation
- Specifications for field printing and distribution

3. Documentation Video on VCF-Nutrition Project

Develop a professionally shot and edited documentation video (8–10 minutes) showcasing the implementation, innovation, and impact of the VCF-Nutrition Project across four districts.

Deliverables:

- Concept and storyline development
- Field filming in all four districts
- Interviews with beneficiaries, government officials, and field teams
- Voiceover, subtitles, and branding
- One master version (8–10 minutes) and one short promo version (2 minutes)

4. Hard Copy Documentation

Prepare a comprehensive Project Documentation Report highlighting the project journey, interventions, innovations, outcomes, and lessons learned from implementation in the four districts.

Deliverables:

- 40–50 page designed and printed report (A4 size)
- High-quality layout, infographics, and photographs
- Editable soft copy in open format (InDesign/Word/PDF)



D. Expected Outputs

Material Type	Deliverable
Animated Awareness Videos	6 videos (90 seconds each, bilingual)
Flipbook	1 Telugu version (print-ready + editable)
Documentation Video	1 long (8–10 min) + 1 short (2 min) version
Hard Copy Report	1 designed and printed documentation report

E. Duration of Assignment

The assignment shall be completed within 10–12 weeks from the date of signing of contract, as per the following tentative schedule:

Activity	Timeline
Inception meeting and concept finalization	Week 1
Script/storyboard development and approval	Week 2–3
Video animation and production	Week 4–8
Flipbook design and review	Week 4–7
Field documentation and filming	Week 5–8
Final submission of all deliverables	Week 10–12

F. Qualification and Experience of the Agency

The agency must have:

- Minimum 5 years of experience in creative content development and video production
- Demonstrated experience in health, nutrition, or social development communication
- In-house capability for scriptwriting, design, animation, and film production
- Prior experience with government, UN agencies, or development sector projects (preferred)

G. Deliverable Format

- All final materials must be submitted in both editable and final formats:
- Videos: MP4 (Full HD, 1080p) and editable project files
- Flipbook: PDF (print-ready) and editable InDesign/Illustrator files
- Documentation: PDF (print and web versions) and open editable files



H. Submission of Proposal

Interested agencies are requested to submit:

- Technical proposal (understanding, methodology, timeline, team profile, sample work)
- Financial proposal (item-wise cost)
- Organization profile and registration documents in detail (probably in tabular format) to understand the technical expertise of agency in a better way
- Proposals should be submitted to email id: procurement@vijayavahini.org by 25th December'2025.