



# National Centre of Excellence and Advanced Research on Diets

Department of Food and Nutrition

Lady Irwin College, University of Delhi

Sikandra Road, New Delhi – 110001

Email: [nceard.lic@gmail.com](mailto:nceard.lic@gmail.com)

Date: November 17, 2018 (Revised)

## **Letter of Intent to prepare a web portal/short films/video for NCEARD**

### **About NCEARD – National Centre of Excellence and Advanced Research on Diets**

NCEARD - National Centre of Excellence and Advanced Research on Diets is established in 2018 as a technical support unit at the national level to the Maternal Health Division, Ministry of Health and Family Welfare (MOHFW), Government of India. It is embedded in the Department of Food and Nutrition, Lady Irwin College, University of Delhi.

The NCEARD role is envisaged as pioneering work in convening policy discourse, developing and testing maternal malnutrition guidelines, enhancing knowledge of nutrition epidemiology under PHN training for evidence based nutrition programming in India. UNICEF India has generously provided the financial support to the centre for initial two-years of its establishment.

NCEARD aims at designing and maintaining its own web portal to communicate with stakeholders on activities undertaken by the centre, serve as a one-stop-shop for accessing of all nutrition research and public health programs and policies around nutrition in India and the global perspective, understanding of different activities undertaken in India, and provide up to date information on emerging issues in India.

We invite applications from the competent consultants to support us with this any or all of the following activities. The specific tasks are given below –

1. Website structuring and developing of the centre
2. Email IDs of staff linked to the web
3. Prepare (or facilitate the preparation of) 2-3 short documentary films on the NCEARD work and post them on the web
4. Develop 2 media messages/advertisements with short films
5. Maintenance of web site for initial 12 months of its development
6. You Tube channel for recipes

The consultant having experience of developing similar web portal/short documentary for not-for-profit sector will be given preference in contracting for the same.

Please send in your “Expression of Interest” with **both technical and financial proposal** for taking up this assignment by **November 26<sup>th</sup>, 2018 (extended)** on [nceard.lic@gmail.com](mailto:nceard.lic@gmail.com). No phone calls will be entertained. Shortlisted, consultants/agencies would be informed to schedule a meeting for discussions in detail.

For  
NCEARD,  
Lady Irwin College,  
University of Delhi