

## **Letter of Intent**

### **from agencies and experts in the field of filmmaking**

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The National Centre of Excellence and Advanced Research on Diets (NCEARD) was 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 housed in the Department of Food and Nutrition of the College. The NCEARD role is envisaged as pioneering work in convening policy discourse, developing and testing maternal malnutrition guidelines, enhancing knowledge of nutrition epidemiology under public health nutrition training for evidence based nutrition programming in India.

We invite applications from agencies/ experts in the field of Filmmaking that can meet the following objectives:

- Create high quality, impactful maternal nutrition videos with month wise key messages in the format of memorable and entertaining cookery show.
- Showcase the importance of maternal nutrition, best practices, information on nutrition related conditions in pregnancy, dos' and don'ts and food recipes for the same.
- Package information on maternal nutrition in an entertaining, memorable and interactive 9 episode cookery show, with an anchor and a chef, to create an infotainment resource with a high recall value.

In case you have previously applied to this letter of intent, please do not re-apply as your application is being processed.

All new applicants are encouraged to share their application on company letter head, CV and previous work on [nceard.lic@gmail.com](mailto:nceard.lic@gmail.com) by 19 June, 2019. No phone calls will be entertained. Only shortlisted agencies/ experts will be contacted for pre-bid meeting.