Call for Expression of Interest (EoI)

for

Digitalization of Social Behavior Change (SBC) Tools under the Nurture Every Future/POSHAN Project in Nepal

1. Background

The Nurture Every Future/ POSHAN Nepal Project is part of the broader Mother Child Wellbeing Initiative, funded by the Latter-Day Saints Charities (LDSC). A consortium program jointly implemented by CARE and iDE in Nepal, leverages their extensive technical and managerial expertise in health, nutrition, food, water, sanitation and hygiene (WASH), market systems, and Gender Equality and Social Inclusion (GESI) initiatives globally. Building on successful and unique collaborations with the Church, Nurture Every Future / POSHAN aims to achieve comprehensive development outcomes through integrated solutions by working with Health Systems, Food Systems, Market Systems and Empowering Women for Household Decision to address nutrition challenges at individual, household, and community level.

To address persistent barriers in health and nutrition behaviors, especially access to timely, trusted, and culturally appropriate information, the project seeks to digitalize its SBC tools and platforms. The goal is to expand the reach, enhance engagement, and personalize learning experiences for women of reproductive age especially focusing on pregnant and lactating mothers (1000 days mothers) and caregivers of children under five through inclusive digital channels.

2. Objectives

The major objective of the assignment is to bring local knowledge and tools for awareness raising on positive behaviors in health, nutrition, WASH, agriculture practices, women and girls empowerment, child marriage and household decision making and the bridging the gap on digital innovation on Social Behavior Change campaigns, which helps to accelerate access of knowledge, information and informed choice to the 1000 days mothers and caregivers of under 5 children. This also contributes to the project participants and beyond to reducing the time poverty to attain the long physical sessions on behavior change.

The specific objective is to develop and roll out a comprehensive digital SBC system aligned with Nurture Every Future/ POSHAN's multi-sectoral approach, and its results framework outlined in three

strategic objectives aligned with multisectoral nutrition conceptual framework outlined for MSNP III. The incumbent will design, customize, and implement inclusive digital tools that promote positive behavior change and community engagement across the project's three strategic objectives as below:

SO1: Increased equitable consumption of diverse, nutritious, safe, and healthy diets
SO2: Increased equitable access to and use of quality health and nutrition services
SO3: Improved delivery of multi-sectoral nutrition services and supplies by local government

3. Scope of Work

CARE Nepal invites application from qualified firms or companies with demonstrated expertise in digital social behavior change communication (D-SBCC), Information Communication Technologies for development (ICT4D), and health & nutrition-related digital interventions for multi sectoral Nutrition program implemented in diverse rural communities from Sudurpaschim, Karnali, Lumbini and Madhesh Provinces of Nepal.

The content and platforms must be tailored to address varying levels of literacy, digital access, language, and cultural context.

Expected services include (but not limited to):

- Animated video (continuum care of 1000 days mothers) and SAM/MAM cases management as per health protocol

- Integration of development of comprehensive SBC message/tools related to WASH, GESI, Health, Nutrition, and Agriculture targeting nutritional outcomes.

- Review of existing mobile apps, digital platforms and/or exploring of possible alignment, updating on government owned tools (e.g. Poshan Sathi)

4. Target Audience

The digital SBC tools developed under this assignment must cater to the diverse needs of the following primary and secondary target audiences:

Primary Audience:

- Women of reproductive age (15-49 years), particularly pregnant and lactating mothers (1000 days of mothers)

- Caregivers of children under 5 (Grandparents or other related immediate family members)

- Adolescents, especially girls, in marginalized communities focusing on child marriage/ early marriage/early pregnancy

Secondary Audience:

- Health Workers (HWs) and Female Community Health Volunteers (FCHVs)

- Municipal-level stakeholders (Health, Education, Agriculture, Child Women and Senior Citizenship section, WASH Section and relevant multisectoral actors for nutrition outcomes)
- Local leaders, traditional healers and influencers promoting behavior change initiatives in the targeted communities.

5. Deliverables

- Inception report with proposed design of digitalization and finalized workplan
- Research with the target audience to find out their preference for receiving messages.
- Functional and tested digital SBC platforms (including field testing)
- Multilingual (Nepali, Maithali, Bhojpuri, Tharu, Abadhi etc.) content packages
- Dashboard/analytics setup (if applicable)
- Training to CARE/iDE and local implementing partner staff
- Technical backstopping, follow-up and system upgrade for 3 months of roll out and testing, 7 months follow up and upgrading.
- Sustainability approaches and its implementation
- Final implementation report

5. Timeline

Implementation duration: 10 months (4 months for tools/system development (starting from August 2025), with 6 months of additional technical backstopping for roll out.

S.N.	Work Plan	Tentative timeline (Will change if needed)
1.	Interaction meeting with project team	3 Sep 2025
2.	Re-submission of proposal along with financial proposal (applicable for shortlisted companies as per organizational rules)	9 Sep 2025
3.	Contract award to the selected one	15 Sep 2025
4.	Selected companies start work from the date of effective as per award	15 Sep 2025
5.	Final submission of all the product	15 Jan 2026
6.	Follow- up support and technical backstopping for smooth roll out.	Jan- June, 2026

6. Required Qualifications

- Minimum of 5 years of experience in digital SBC, mHealth, or Information and Communication Technology for Development (ICT4D) project

- Well-balanced team composition (GESI, Sociological and Anthropological expert, Communication expert especially for digital method, Information Technology expert)

- Experience with IVR, AI chatbots, mobile surveys, and community radio integration

- Proven experience with INGOs and government health/nutrition programs

- Ability to develop content in local languages mentioned above and as required.

- In-country presence or operational ability in Nepal

- VAT registration, Company Registration and Latest Tax clearance

7. Submission Requirements

- Cover letter

- Organization profile

- Concept Note (max 5 pages)

- References

- CVs of key personnel

- Updated legal documents (VAT registration, Company Registration and Latest Tax clearance)

8. Submission Deadline

The application should be submitted with reference to "EoI: Digitalization of SBC Tools – Nurture Every Future / POSHAN Project"
Email: NPL.CareNepal@care.org
Deadline: 20 Aug 2025

9. Selection Process

Shortlisted organizations will be invited to submit full proposals. Evaluation will be based on technical expertise, cost-effectiveness, innovation, and alignment with CARE's strategy.