

**Expression of Interest Invited**  
**for Formulation of Marketing Strategy**  
**for Introduction of Energy Foods in Rural Markets**

**1. INTRODUCTION**

- a. CAPART is initiating projects to control malnutrition and provide income generation opportunities for below poverty line families through the promotion of community initiatives and following the inter-generation approach in rural areas.
- b. The project aims at improving the nutritional status of rural communities by promoting the consumption of energy rich foods through rural marketing of the products.
- c. Initially a pilot project will be implemented in tribal villages within the Jawhar and Mokhada blocks of Thane district in Maharashtra. These two blocks comprise approximately 200 villages, which will be covered for the programme.
- d. On successful completion of the pilot and on establishing the efficacy of the programme, the project would be adapted and upscaled nationally in a phased manner.

**2. BACKGROUND**

- a. India has one of the highest incidences of malnutrition in the developing world today.
- b. Though the problem of malnutrition is widespread across the country, it is found that tribals in general have poor health and nutrition status as compared to non-tribals for various reasons.
- c. Over 9% of the total population of India is represented by tribal communities who predominantly live below the poverty line.
- d. Maharashtra hosts a wide range of tribal communities with a significantly larger population located in Thane district. Nine of the sixteen blocks in the district are predominantly inhabited by tribals and year after year, malnutrition related deaths have been reported in Jawhar and Mokhada blocks of the district during the agricultural lean season. 90% of the population in Jawhar block and 90.6% of the population in the Mokhada block is tribal. The health status of these tribals, due to



1. Thus, to tackle the problem of malnutrition a strategy of development comprising a frontal attack on poverty, unemployment and under nutrition should become a priority.
2. The urgent need is to address the problem of malnutrition with particular emphasis on the girl child and the special needs required through critical stages of life – infancy, adolescence, pregnancy & lactation.
3. It is proposed to counter this problem by providing awareness, skill for producing and marketing ‘high energy foods’ made out of locally available ingredients such as Ragi Malt (70% ragi; 15% wheat and 15% green gram) and an enriched mix for pregnant and lactating women (75% ragi; 20% defatted soya and 5% peanuts and jaggery).
4. Community involvement through ‘People’s Organisations’ and ‘Self Help Groups’ of women would form the nucleus for implementing the promotion of nutrition messages as well as the distribution and marketing of these ‘high energy foods’.
5. Therefore the focus of the project is
  - a. To build awareness and spread information in the community about nutrition issues and the intergenerational life cycle approach to facilitate behavioral changes.
  - b. To provide an income generating activity by setting up units for production of high quality nutritious energy giving foods using locally available ingredients through SHGs and other People’s Organisations.
  - c. To promote consumption of inexpensive, energy rich food in the rural areas, produced by the community themselves, which are otherwise not available to them.

#### **4. EXPRESSION OF INTEREST REQUIRED FOR:**

- a. A complete brand strategy for the ‘high energy foods’ including branding, packaging and distribution outlets for the rural markets.
- b. Articulation of complete marketing and communication strategy to generate awareness of the problem of malnutrition and create a favourable disposition towards the concept and ‘brands’ to be marketed in the rural areas.

- c. Time lines and costs for implementing the strategy including preparation of all communication materials and delivery of the communication messages to the target constituencies.

**N.B.**

**1) Interested parties would need to make a presentation on the above not later than September 18, 2006 at the 'Council for Advancement of People's Action and Rural Technology', Government of India, New Delhi.**

**2) For any further information / queries and allotment of date and time for presentation pleases contact:**

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