Community Based Demand Generation Interventions in Designated LGA for the (ENSAND) Project in Kaduna State 23:00/27.09.2023

The purpose of this Expression of Interest (EoI) is to identify viable civil society organizations to conduct demand generation activities in selected LGAs in Kaduna state. These local government areas include Kaduna South, Kaura and Sabon Gari LGAs. The goal is to increase the demand and consumption of eggs by in-school and out of school children aged 6 months to 9 years old on the school feeding programme and their siblings in designated Bottom of Pyramid households. The demand generation pathway of the ENSAND project is in 3 prongs. Prong 1 will focus on ATL/mass media through radio and Prong 2 will utilize Below The Line strategy with an emphasis on market activation/branding while Prong 3 will be rooted through community outlets led by civil society organizations. These three prong approaches will be mutual and complementary. The core activities of the prong 3/community outlet of the demand generation will include school and community-based interventions that centre on nutrition awareness and education with in-school and their out of school siblings in BoP households. The objective is to improve access and consumption of eggs in the school feeding programme and BoP households. Other elements of this approach will involve engagements with PTAs, parents/caregivers, teachers and religious/community leaders aimed at improving awareness and knowledge that will enhance the desire and motivation of parents to feed their children on eggs. Therefore, this EoI is limited to the prong 3 elements of the demand generation pathway.

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