

## Terms of Reference for Consulting Services

### Assignment Title:

### Consulting Assignment for Organising Promotion and Tasting Event of Diversified Dairy Products by Sahaj Challenge Fund 2 Winners

#### Introduction:

#### 1.1 NAMDP Phase II

Swisscontact, established in 1959 in Switzerland, is a leading partner organisation for the implementation of international development projects. The organisation promotes inclusive economic, social, and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies. It strengthens the competencies of people, improving their employability, increases the competitiveness of enterprises, growing their business, and fosters social and economic systems, promoting inclusive development.

Swisscontact, registered as an International Non-Governmental Organisation in Nepal, has been operating since 1991 and is currently implementing six development programmes across all seven provinces of Nepal.

On-going initiatives of Swisscontact in Nepal include the Nepal Agricultural Market Development Programme (NAMDP), also known as Sahaj (Nepali for 'facilitate' or 'make easier'), which contributes to a long-term vision of thriving and inclusive agriculture markets that develop comparative advantages for import substitution and export growth, and thereby contribute to poverty reduction.

NAMDP Phase II is designed with three successive phases spanning across a 12-year horizon. NAMDP Phase II's objectives are based on a vision of a thriving and inclusive agriculture sector, aiming to grow employment and income for Nepal's rural population.

NAMDP Phase II operates under a bilateral agreement between the Government of Nepal and the Government of Switzerland. NAMDP Phase II is a Swiss Agency for Development and Cooperation (SDC) project, implemented by a consortium of Swisscontact (as the lead agency) and the Center for Environmental and Agricultural Policy Research, Extension and Development (CEAPRED). The programme focuses on Koshi Province.

NAMDP Phase II objective is to support market system transformation to achieve the goal: "women and men, including from disadvantaged groups, find employment and increase income." Three interlinked outcomes contribute to this goal:

- **Outcome 1:** Agribusinesses, particularly SMEs increase the trade value of agricultural produce in key value chains.
- **Outcome 2:** Agriculture and Non-Agriculture Service Providers offer innovative services/products.
- **Outcome 3:** Federal, Provincial and Local governments create a more enabling environment for businesses and SME growth in agriculture.

## 1.2 Context of the assignment:

The Sahaj Challenge Fund (SCF) aims to boost employment and value addition in the agricultural sectors of maize, dairy, cardamom, and vegetables in Nepal's Koshi Province. Through multiple rounds of funding, SCF seeks to address key challenges hindering progress.

SCF Round 2 looked for Innovative Dairy Product Ideas to address the issue of product diversification in the Dairy Industry of Koshi Province. This round aimed to address the existing problems and challenges of the dairy sector by bringing 'break-from-the-past' type innovations in dairy products and packaging. After various processes of screening, analysing, and conducting the due diligence processes, five businesses were selected to receive the fund:

1. Aadhunik Nepal Dairy in Chitre, Laligurans Municipality-04, Tehrathum, has introduced two novel varieties of cheese: Gouda Cheese and Cheddar Cheese.
2. Goras Dairy, situated in Sundarharaicha-7, Morang, specializes in producing Lassi, available in various flavours and packaged in IML containers.
3. Ritika Dairy, located in Mechinagar -12, Jhapa, has innovated by offering flavoured milk packaged in PET bottles.
4. Suryodaya Milk and Beverage Industries, situated in Jathwa, Biratnagar-15, Morang, has introduced convenient mini packets of Dairy Whitener.
5. Delish Dairies is gearing up to establish a production facility in Fikkal, Illam, where it plans to manufacture mozzarella cheese.

This assignment primarily focuses on organising promotion and tasting events for diversified dairy products produced by the challenge fund winners. It aims to engage various stakeholders in the event and host speaking programs where guest speakers will discuss the current state of the dairy sector and the significance of introducing innovative dairy products. Its goal is to create promotional materials such as videos and photos showcasing the products, as well as utilizing influencer marketing to boost demand. NAMDP seeks to enlist an event management agency to assist in product tasting, promotion, and marketing. The main objective is to execute a comprehensive marketing campaign, including conducting tasting events, informing stakeholders about product launches, and spreading awareness in the market. The campaign aims to establish a strong online presence by collaborating with prominent social media influencers and leveraging social media strategically.

In this context, the aim is to tap into the untapped potential and enhance the visibility of these products in the market. The campaign aims to organise tasting events, inform stakeholders about the launch of innovative products, promote these dairy products, address limited market reach through social media, and overcome insufficient recognition that has hindered the growth of the dairy business. Therefore, this assignment aims to unlock the potential of the dairy sector, benefiting both producers and consumers, while promoting economic sustainability.

### 1. Objective of the Assignment:

The main objective of the assignment is to promote the diversified dairy products from the challenge fund winners in Koshi province through a half day tasting event and products boosting via social media networks.

## 2. Scope of the Assignment:

The consultancy organisation's scope of work for the assignment is listed below but not limited to the following:

### **Tasting Events:**

A Half-day tasting, and promotion event will be held in Biratnagar, Koshi Province.

The Guest speakers will be identified by NAMDP, and the event management firm require to invite organise and manage the program ensuring their participation aligns with the overarching goals of the dairy products tasting program.

For tasting activity, the focus will be on meticulously planning and executing tasting events that not only introduce related stakeholders to the innovative dairy products but also create a lasting impression. This involves selecting suitable venue, designing engaging layouts, and coordinating logistics such as product displays, sampling stations/kiosk, and attendee registration. Additionally, attention will be given to curating a diverse range of dairy products for tasting, ensuring that attendees can experience the full breadth of offerings. Throughout the event, emphasis will be placed on providing an immersive and memorable experience that leaves attendees eager to explore and purchase the showcased products.

### **Promotional Material Creation:**

In this aspect, the objective is to create visually compelling promotional materials that effectively communicate the unique attributes and benefits of the dairy products. This involves conceptualizing and producing high-quality videos and photos in the related dairies and tasting event. Special attention will be given to crafting engaging narratives and visuals that resonate with the target audience, enticing them to learn more about the products and ultimately make a purchase. The promotional materials will be designed to be versatile and shareable across various platforms, including social media and promotional events.

### **Influencer Marketing:**

For influencer marketing, the focus will be on identifying influential personalities/celebrities and collaborating with them to endorse and promote the products. The influencers can be local or from Kathmandu who have high viewership related to food blogging. This involves conducting thorough research to identify suitable influencers whose values and audience align with the brand. Once identified, partnerships will be established to create authentic and engaging content that showcases the dairy products in a favourable light. Leveraging the influencer's reach and credibility, the content will be strategically disseminated across their platforms, effectively amplifying the brand's message, and driving consumer interest and demand. Additionally, efforts will be made to foster long-term relationships with influencers to sustain ongoing promotional activities and further strengthen brand advocacy.

## 3. Expertise/Eligibility

The consultancy organisation shall have:

- 3 years of track record of successful event management, particularly in planning and executing promotional events.
- Expertise in creating and implementing marketing and promotional campaigns, preferably within the food and agriculture sector.
- Knowledge and experience in organising the similar programs.

#### 4. Timeline and Deliverables:

The duration of this assignment will be of two and half months starting from 14 June 2024 to 30 August 2024.

S.N.	Activities	June	July	August	Deliverables
1	Guest speakers				<ul style="list-style-type: none"> <li>• Invitation for the program to the related stakeholders</li> <li>• Arrangement of the guest speakers for the program and coordination management</li> <li>• Moderation of the program</li> </ul>
2	Conduction of tasting event of the four innovative dairy products				<ul style="list-style-type: none"> <li>• Selection of suitable venue, designing engaging layouts</li> <li>• Coordination of coordination such as product displays, sampling dairy stall, and attendee registration.</li> <li>• Moderation of the program</li> </ul>
3	Development of photos and videos				<ul style="list-style-type: none"> <li>• High-quality photographs and 1 minute teaser video for each four dairies focusing on innovative dairy products.</li> <li>• The short, edited footage of the video shoot.</li> </ul>
4	Development of the videos through social media/food influencers				<ul style="list-style-type: none"> <li>• Collaborations with social media/food influencers (one for each four dairies) for the development of videos</li> </ul>
5	Report				<ul style="list-style-type: none"> <li>• Campaign completion report</li> </ul>

#### 5. Request for Proposal:

The potential and interested organisations are requested to submit documents showing their keen interest to undertake the proposed assignment as listed below. The proposal should include following:

1. Cover letter expressing interest.
2. Eligibility criteria list (documents mentioned in section 9, technical and financial proposal, CV of proposed consultants, and list of previous clients)
3. Technical proposal (65% of the weightage)
4. Financial proposal (35% of the weightage).

#### 6. Structure of Technical Proposal

Cover Page  
Table of Content  
List of Tables (If required)  
List of Figures (If required)  
Abbreviations

## A. Organisation Profile

- Provide the overview of consultancy organisation.
- Highlight relevant knowledge and work experiences related to the promotion and marketing of products in the food sector.
- Mention track record in social media mobilisation.
- Highlight your proficiency in relevant activities.

## B. Methodology and detail plan for conducting the relevant events as outlined in the assignment (section 3).

## C. CV/s of the consultant/team who will be in this assignment.

Annexes (If required)

**7. Structure of Financial Proposal**

The financial proposal should include the following:

- Cost of conducting tasting events
  - Cost of the four stalls/kiosks for the product display and tasting stations
  - Cost of the moderator
  - Cost of the promotional materials
- Cost of developing the promotional materials like photos and videos in the four dairies.
- Cost of social media influencers marketing new dairy products of the four dairies.
- Other related costs to conduct the mentioned activities.

SN.	Particular	Unit/Person	Cost per unit/person	Total cost (NPR)
<b>1.</b>	<b>Promotion and tasting event</b>			
1.1	Participants cost (incl. lunch and tea/coffee and stationary materials)	70		
1.2	Rental cost for sound system, projector, etc	1		
1.3	Travel cost for local participants	35		
1.4	Travel cost for outside Biratnagar (includes flight cost)	5		
1.5	Dairy stall cost (includes kiosks, flex, photos, and other display materials)	1		
1.6	Moderator cost	1		
<b>2.</b>	<b>Development of photos and videos</b>			
2.1	Photographer and videographer	4		
2.2	IEC materials (flex, banner, etc)	4		

<b>3.</b>	<b>Development of the videos through social media/food influencers</b>			
3.1	Cost of social media/food influencers	4		

## 8. Scoring Criteria

### For technical proposal

S.N.	Instructions	Full Marks
1.	Overall understanding of the assignment by the proposer and alignment of the proposal with the ToR. <ul style="list-style-type: none"> <li>Overall concord between ToR requirements and proposal.</li> </ul>	10
2.	The organisation, and relevant skills and past work experience of the consulting firm: <ul style="list-style-type: none"> <li>General work experience: Work experience in event management and promotional activities.</li> <li>Specific work experience: Relevant work experience in similar mentioned activities.</li> </ul>	5 10
3.	Relevant skills and past work experience of the key personnel <ul style="list-style-type: none"> <li>Qualifications of the proposed team for the assignment</li> <li>Specific work experience: Relevant work experiences in event management and promotional activities will be added advantage</li> </ul>	5 10
4.	Overall plan of the campaign <ul style="list-style-type: none"> <li>Tasting Events</li> <li>Promotional Material Creation</li> <li>Influencer Marketing</li> </ul>	5 10 10
	<b>Total Marks</b>	65

### For financial proposal

The financial proposal will be evaluated following the completion of the technical evaluation. The bidder with the lowest proposed financial cost will be awarded 35 points. The financial proposal from the bidder will receive pro-rated points on the relationship of the bidder's prices to that of the lowest evaluated cost.

Both proposals must be in two separate pdf files. The financial proposal will be opened only after the technical proposal is rated. Technical proposals with scores less than 50% will not be further evaluated.

The following documents are required to be received within the date stipulated in this ToR:

- Organisation profile
- Registration certificate of the organisation along with the latest renewal certificate
- VAT registration certificate
- Latest Tax clearance certificate (F.Y 2079-80)
- Audit report of last year (F.Y 2079-80)

- Declaration of Independence (Annex 1)

## 9. Selection process and negotiation

NAMDP Phase II will follow the following method for the selection of a firm:

1. Firms missing any one of the documents mentioned in the eligibility criteria will not be included for further assessment.
2. NAMDP Phase II will evaluate the proposals based on their expertise and subject matter.

After completing the evaluation of proposals as per the conditions mentioned above, NAMDP Phase II will contact and further discuss with the finalist.

Before awarding and signing the contract with the selected organisation, NAMDP Phase II may undertake an assessment of the organisation's financial and management capacity and the relevant practices, through one or more meetings and visits.

## 10. Time Duration of Services:

Cover letter, eligibility criteria along with technical and financial proposal must be submitted in PDF format addressed to email [info.namdp@swisscontact.org](mailto:info.namdp@swisscontact.org) by 30<sup>th</sup> May 2024.

**The assignment is planned as starting from 14 June 2024 to 30 August 2024.**

## 11. Terms of payment:

The payment for services rendered by the consulting firm will be made as per NAMDP's rules and regulations. There will be a formal contract for the service. The payments will be done on a milestone basis as mentioned in section 5 and the total value of the service will be paid by a bank transfer to the firm's bank account.

## 13. Payment Modality:

The project will release payment to the consultancy organisation after the satisfactory completion of the assignment as mentioned in the timeline (section 5) by the NAMDP Phase II. Applicable taxes will be deducted before making payment to the consultancy organisation.

## 12. Reporting and communication:

The consultancy organisation shall prepare and submit the deliverables as within the stipulated deadline and a project completion report after the completion of the assignment. The project team will review and provide feedback and comments if any to incorporate in the deliverables and report.

Annex 1

### Re: Declaration of Independence

We hereby declare that we as an organisation and our staff do not have **any conflict of interest**<sup>1</sup> with Swisscontact/(NAMDP project), its key management team or its staff directly related to the execution of the proposed Partnership/Consultancy Assignment /Project implementation/Supply of Goods /Others.....

We further declare that we do not have any business, professional, personal, or other interest, including, but not limited to, the representation of other clients, that would conflict in any manner or degree with the performance of its obligations under the proposed assignment. (In case of any conflict of interest, please specify)

In addition, we further declare that we have not been punished for an offense relating to the concerned profession or business and that our Company/Firm has not been declared ineligible by any law of the land. (In case of any offense, please specify)

We ensure that if any such actual or potential conflict of interest arises during this assignment, we shall immediately inform Swisscontact/(NAMDP) in writing.

We are aware and accept that if we fail to declare any information mentioned above or if, in the reasonable judgment of Swisscontact/(NAMDP), such conflict poses a material risk to the performance and obligations under this Agreement, then Swisscontact/NAMDP may terminate the Agreement immediately upon written notice to Contractor.

- Authorized Signature:
- Name and Title of Signatory:
- Name of Firm/Company/Institute:
- Address:
- Telephone:
- Email:
- Date:

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<sup>1</sup> “Conflict of Interest” refers to a situation in which an organisation or individual or close relative of such individual has competing personal or financial interests that could potentially compromise their ability to make impartial decisions or act in the best interests of others.

“Close relative” here includes spouse, parent, child, grandparent, brother, sister, grandchild, parent-in-law, daughter/son-in-law, great-grandparent, aunt, uncle, niece, nephew, greatgrandchild, grandparent-in-law, brother/sister-in-law, grandchild-in-law, cousin, cousin brother/sister-in-law, cousin son/daughter-in-law.