

## Invitation of Expression of Interest (Eoi) for

### Pitching Ideas for Social Media Campaign to Promote *Wah! Alaichi* Phase III

Swisscontact is a leading organisation for the implementation of international development projects. Founded in 1959 and registered under Swiss law, we are an independent non-profit organisation. We are politically and denominationally neutral.

The Nepal Agricultural Market Development Programme (NAMDP), also known as Sahaj operates under a bilateral agreement between the Government of Nepal and the Government of Switzerland. Sahaj 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 program focuses on Koshi Province. Sahaj provides financial and technical support towards improved access to services and innovation for agri-business in Koshi Province. This will increase demand for smallholders' produce, including them in value-added supply chains, and build resilience in rural communities through higher employment and income.

Sahaj announce an opportunity for advertising agencies to express their interest in pitching innovative ideas for Social Media Campaign to Promote Wah! Alaichi Phase III as elaborated in Terms of Reference (ToR). The detailed ToR can be downloaded by clicking this link <https://www.swisscontact.org/en/countries/nepal/requests-for-proposal> . The brief overview of the ideas including its creative concept, target audience, and strategies for engagement must be submitted to the Swisscontact Nepal office, Oasis complex, 4<sup>th</sup> Floor 211 Madan Marg, Patan Dhoka, Lalitpur, Nepal, or in PDF format and a separate zipped file for eligibility criteria document addressed to email [info.namdp@swisscontact.org](mailto:info.namdp@swisscontact.org) latest by **11:59 PM Nepali time on 20<sup>th</sup> June, 2023**. The Eoi received after the deadline will not be eligible.

The shortlisted organizations will be invited for further discussion and presentations. Based on discussion and presentation, the organizations will be further requested for submission of detail plan and financial proposal.

Swisscontact Nepal will not entertain any phone inquiries or other such solicitations for these positions. Only shortlisted firms will be contacted for the selection process. Swisscontact Nepal reserves the right to reject any and all applicants.