

Terms of Reference (ToR)

Social Media Campaign to promote *Wah! Alaichi* Phase III

Background

Swisscontact, established in 1959 in Switzerland, is a leading partner organization for the implementation of international development projects. The organization 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 Organization 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, 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.

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 Centre for Environmental and Agricultural Policy Research, Extension and Development (CEAPRED). The programme focuses on Koshi Province. (the far-most eastern province).

Sahaj Phase II builds on the work done in the previous phase but shifts focus towards growth and investment in forward market linkages, strengthening the country's commercialisation, processing, and export of value-added agriculture products. The second phase will run from December 2020 until November 2024. The programme will provide financial and technical support towards increased provision of services and access to innovation for agri-businesses in Koshi Province. Sahaj's slogan "partner for innovations in agricultural markets" will be paramount in phase II – a strong focus on supporting investment in small and medium-sized agri-businesses with innovative services in the Koshi province. This will be done through three pillars supporting i) agriculture services, ii) non-agriculture services, and iii) the overarching business environment. Sahaj will build a portfolio of interventions (support for Small and Medium Enterprise partners), starting in the maize, dairy, cardamom, and vegetable sectors. Additionally, the programme will support the government's efforts to strengthen the federal structure by working closely with Provincial and Local Government units.

Context of the assignment

The "Wah! Alaichi" campaign is an initiative to promote the use of large cardamom, a spice native to Nepal, in domestic kitchens. As part of the campaign, a recipe book has been developed which contains a variety of traditional and fusion Nepali recipes featuring large cardamom. These recipes were developed by aspiring apprentices from culinary schools in the cities of Chitwan, Kavre, and Kathmandu during the cooking competition organized in the first phase of the campaign. The recipes were selected,

tested, and perfected by a team of professional chefs. The book also includes two recipes curated by Chef Santosh Shah, who serves as the brand ambassador for the campaign. The aim of this recipe book is to showcase the versatility and deliciousness of large cardamom in cooking and to inspire people to incorporate it more frequently in their meals.

The campaign has been divided into 3 phases. Phase 1 focused on the kick-off of the campaign, presenting brand ambassador Chef Santosh Shah, cooking competitions and an event on Swiss national day (1-Aug-22) at the Embassy. Phase 2 focused on launching the mainstream media campaign (TV ads with Chef Santosh) and a recipe book with alaichi recipes. Phase 3 will focus on making alaichi a standard ingredient in the Nepali kitchen.

Objectives of the assignment

Overall, the *Wah! Alaichi* campaign aims to increase the domestic use and sales of alaichi, in particular with restaurants, hotels and households.

For phase III, the objectives have been identified as

1. Uptake, use of the *Wah! Alaichi* recipes and promotion of recipe book through bookstore or online platforms.
2. Increase in sales, use of large cardamom in Nepal (domestic market) through awareness at household and horeca level.

Finally, for this assignment the purpose is to generate traction of alaichi on social media, leading to more use and sales of the spice in the domestic market. Key messages are that alaichi is home-grown, can be used instead of green cardamom. Note that a key requirement is that the campaign focuses on the product, not on developmental objectives or the organization/donor behind it.

Scope of work

The scope of work for this assignment is to design and run a social media campaign as a continuation of what has been done so far as part of Wah! Alaichi. (Please find a link to the campaign on Facebook here: [Wah! Alaichi](#)). Addition to this, promotion of recipes to around 25 hotels/restaurants in Koshi province so that they could pilot few recipes in their menu. These hotels should be highlighted in social media and news coverage. Marketing agencies are free to pitch any new innovative ideas other than the above mentioned to promote Alaichi in domestic market.

The social media campaign should be centered around 1-2 ideas and should be focused on creative promotion of alaichi in people's kitchen. The recipe book (and its individual recipes) should be a central part of the campaign. The campaign must be executed in such a way that social media contributors feel they own the content and they have liberty to create content freely, with minimal guidelines on promoting recipe books or compulsory content or logos etc.

The selected marketing agency will be responsible for generating interest, views and interaction around its social media campaign; it will be asked to execute its campaign according to the presented design and the proposed budget.

Qualification and Selection of marketing agency

NAMDP is looking for a reputable marketing agency with previous experience in designing and running social media campaigns. The agency should be registered in the CDO/company registrar office and have the following documentation:

- A cover letter expressing their interest to pitch the idea.
- Provide reference for the similar activity performed in the past.
- At least 3 years' experience in the related field
- Qualification of the key team members who will be involved in the campaign (CVs).
- Registration certificate (with latest renewal)
- VAT/PAN registration certificate
- Latest audit report (FY 2078/79)
- Tax clearance certificate (FY 2078/79)
- Self-declaration stating that the agency has not been declared ineligible by any law of the land.
- Declaration of conflict of interest (if any or none) with NAMDP and its team.

Selection

Interested marketing agencies will be asked to 'pitch' their concept for a social media campaign around Wah! Alaichi for the NAMDP team (including donor representatives). Interested agencies who full fill the above criteria will be invited for a 30-minute pitching session after receiving their expression of interest as a response to the advertisement and publishing of this ToRs. Based on discussion and presentation, top 3 organisations will be further requested for submission of work plan and financial proposals. The organisation with the best financial offer will be selected for contracting.

Deliverables

- Social Media promotion campaign, reaching 1 million views. Use of additional social media platforms (e.g. tiktok) is highly encouraged.
- Collaborations with social media/food influencers (at least 10).
- Monthly reports on social media statistics.
- Onboarding around 25 hotels/ restaurants of Koshi province to pilot the recipes from Wah! Alaichi recipe book.
- Any other deliverables relevant to the execution of the social media campaign.

Non-Disclosure and Confidentiality

The marketing agency must treat the contract and all associated documentation (including the Specification) and any other information relating to Swisscontact Nepal's employees, servants, officers, partners or its business or affairs (the "Confidential Information") as confidential. All Bidders shall:

- recognise the confidential nature of the Confidential Information and respect the confidence placed in the consultant by Swisscontact/NAMDP by maintaining the secrecy of the Confidential Information.
- not employ any part of the Confidential Information without Swiss Contact Nepal's prior written consent, for any purpose except that of quoting for business from Swiss Contact Nepal.

- not disclose the Confidential Information to third parties without Swiss Contact Nepal's prior written consent.
- not employ their knowledge of the Confidential Information in any way that would be detrimental or harmful to Swisscontact Nepal.
- use all reasonable efforts to prevent the disclosure of the Confidential Information to third parties.
- notify Swisscontact Nepal immediately of any possible breach of the provisions of this Condition and acknowledge that damages may not be an adequate remedy for such a breach.

Duration

Pitch the duration required to finish the campaign.