

TERMS OF REFERENCE: FOR THE DESIGN AND LABELING CONSULTANT

A. BACKGROUND:

The Meghalaya Livelihoods and Access to Markets Project (Megha-LAMP) is a state-wide project of the Government of Meghalaya that is supported by IFAD (International Fund for Agricultural Development). It was launched on the 3rd of September, 2015 and aims at improving family incomes and quality of life of the rural mass in Meghalaya through expanded and sustainable livelihood opportunities adapted to the hill environment and to the effects of climate change

Megha-LAMP is being implemented by the Meghalaya Basin Management Agency (MBMA).

The MLAMP project coverage is 1,350 villages in 18 blocks across all 11 districts will be covered under the project. The state has some exotic flora and fauna it produces and some exotic agriculture and horticulture products. There are commodities like tea, bay leaf, black pepper, turmeric, ginger and chilies. Fruits include strawberry, khasi mandarin, plums, pineapple and jackfruit. There are cashewnut, honey, arecanut, broomsticks, bamboo shoots and vegetables like cabbage, potato and squash. The range is from highly perishable to not so perishable ones. There are small volumes and high value products and low value and high volume crops. The mix is essentially on account of farmer balancing his income and cash flows not essentially producing for the markets.

Products are finding local markets, regional markets, national markets and also some international markets. The new focus is building substantial value chains and reach the right market for the products at the same time reduce wastage and enhance customer satisfaction. The agricultural and horticultural produce are sold fresh directly from farm to the market. Only a handful of the products are processed and value addition is done. All of these products are currently having various packaging items that come from different parts of India, entirely depending on the entrepreneurs taste and access to packaging material.

Design professionals in the space of food processing packaging and those for agriculture and horticulture products are non-existent. The entrepreneurial activity has been driving the packaging based on their own understanding and not proper scientific research. The current set of labeling practices impacts the marketability and is non-standard in most cases.

The State is now focusing more on green and eco-friendly packaging solutions based on the locally available material (largely) and at the same time have aesthetic appeal, easy to handle and durable.

B. OBJECTIVES:

The overall objective of this consultancy is to guide the MLAMP team in the formulation of their branding messaging/Strategies and enhance their competitiveness through the design and implementation of Innovative Branding and Labeling solutions.

The following objectives are:-

- To study the existing design of the products and see the array of the branding/packaging items/designs/products that is currently in practice.
- A full fledged study of the branding and labeling market, its scope and areas of improvement including introduction of new design.

This intervention is expected to increase the overall performance of these business as they began to streamline their product for national market and contribute to an increase in the farmer's income. Also to develop a greater understanding of how to optimize and grow a brand in their target market. In view of the foregoing, **Design and Labeling Consultant** will be engaged by the MBMA – Meghalaya Basin Management Agency, which is building various value chains and proposes to set-up Growth Hubs for agri-horti products and commodities.

C. SCOPE OF WORK:

The design and labeling consultant is required to do the following:

1. To conduct a comprehensive assessment of all the crops/product value chains currently implemented by MBMA to determine developmental needs in the areas of labeling and branding.
2. Address the current labeling challenges for the entire gamut of products in the agriculture, horticulture, processed food, bulk commodities and export products.
3. Work closely with a packaging specialist.
4. Any other requirement related to design and labeling that may come up during the course of the assignment.

D. TENURE:

Visit the State at least 5 – 10 days in a month for a period of 6 months initially

E. DELIVERABLES, TIMELINES & PAYMENT SCHEDULE:

Payments will be made based on submission of specific deliverables and report as agreed upon mutually

F. DESIRED EDUCATIONAL QUALIFICATION AND EXPERIENCES:-

Design & Labeling Specialist:-

- Graduate degree in one of the following fields: Graphic Design, Media and Communications, Fine Arts or a related field
- Experience in working with communication media, and specific experience in Graphic Design.
- Strong practical background in graphic design, including the knowledge of design software such as Adobe Design Premium-package and web design tool such as Dreamweaver and Flash. Basic understanding of web development (HTML, Java script etc.) technologies is required.
- Demonstrate a clear and mature style of design with and understanding to implement.
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management.
- Good understanding of new and evolving technologies and digital platforms.
- Knowledge of standard software packages (MS Office- MS Visio- Adobe Acrobat)
- Must have a portfolio of packaging work produced for similar sector
- Critical thinking and communication skills.

G. FACILITIES PROVIDED BY THE CLIENT:-

- Local Logistic arrangement etc.
- Boarding and Lodging to be provided by the client.
- Travel by air from home town to Meghalaya
- Any other requirement for coordination with the line department.

H. MANAGEMENT & REPORTING:-

- The Administrator for this contract is CEO- MBMA through OSD- Inclusive Supply Chain & Enterprise Development or his designate.
- All submissions must be made to the OSD or his designate.
- A team comprising the CEO or his designate is responsible for reviewing and approving the reports, plans and designs.

Satisfactory completion and submission of the deliverables outlined and acceptance of the same by the OSD- Inclusive Supply Chain & Enterprise Development or his designate will be taken as indicators of the successful completion of the work allotted.

Interested applicants may please submit their detailed CV along with soft copies of their work samples and a letter of Interest to the CEO MBMA latest by September 30, 2019. Any queries may please be directed at mbdaprocurement@gmail.com