

## TERMS OF REFERENCE: FOR THE PACKAGING 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 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.

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.

Packaging experts 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 packaging practices impacts the quality, marketability and is non-standard in most cases, therefore impacting product value and increases wastage in the absence of ease of handling.

## **B. OBJECTIVES:**

The overall objective of this consultancy is to guide the MLAMP team in the design and implementation of customized packaging solutions.

The following objectives are:-

- study the existing packaging of the products and see the array of the packaging items/designs/products that is currently in practice
- A full fledged study of the packaging market, its scope and areas of improvement including introduction of new packaging material and design is required for understanding the demand for packaging in the entire state.

## **C. SCOPE OF WORK:**

The packaging 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 packaging and see the existing packaging used.
2. Suggest changes and choice of packaging to enhance the product appeal and improve its marketability through a capacity building training in the format of a three day workshop on day each for (Spices, Perishable and Non- Perishable products).
3. Bring and introduce cost effective and natural product based packaging which are green and environment friendly.
4. Address the current packaging challenges and develop local packaging capacity for long term benefit for the entire gamut of products in the agriculture, horticulture, processed food, bulk commodities and export products.
5. Work closely with traditional packaging methods as well and wherever possible bring out the uniqueness of such packaging for the outside market. Develop Packaging as a standalone business activity for some entrepreneurs as well.
6. To design and improve customer experience for Meghalaya products for Spices (Pepper, Ginger, and Turmeric), Honey, Cashewnut and Tea in the export markets by designing practical, innovative, sustainable and appealing packaging for each product taking into consideration the varying market requirements, trends, product requirements, material possibilities, brand messaging, the safety and traceability of materials and business value, consumer perception and new technologies.
7. Any other requirement related to packaging 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:**

- Graduate/Post Graduate degree/Diploma in Marketing, Food Processing, Quality Control, Packaging and Labeling.
- At least ten (10) years senior experience in this field.
- Solid experience and knowledge in brand development, management and design.
- Excellent verbal and written communication skills, and demonstrated experience working with a variety of stakeholders
- Demonstrated ability to take initiative and work independently with limited supervision
- Excellent project management skills
- Flexibility and willingness to travel locally
- Fluency in English (both written and oral)

#### **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 an indicator 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](mailto:mbdaprocurement@gmail.com)