



## Terms of Reference (ToR) for appointing Principal Consultant for Strategic Communication and Awareness Creation for FMC

### **Project: Promote Bamboo MSME Clusters for Sustainable Development**

Tender No. FMC/EU/21-22/001

The Tender are available at <https://fmc.org.in/tender/>Please apply by 31st January, 2022 (till 5.30 PM) Please note that the Financial quote must be submitted in original with signature and seal in a separate envelopes, FMC shall open the financial quote, once the technical evaluation stage complete. For any query, please email at [accounts@msmefoundation.org](mailto:accounts@msmefoundation.org)/[hr@msmefoundation.org](mailto:hr@msmefoundation.org)

The proposals may also be submitted to:

**Mr. Amit Tyagi**

Procurement Officer

Foundation for MSME Clusters (FMC)

USO House, 2nd Floor, USO Road, Off Shaheed Jeet Singh Marg,

6, Special Institutional Area, New Delhi – 110067

Tel No. 011-40563323-24

**Employment type:** Fixed term Project based agreement for 1-year, with possible extension for another one year, subject to mutual agreement

**Duty Station:** Home base plus FMC, Delhi office and field locations (viz-Assam, Meghalaya, Mizoram, Arunachal Pradesh, Tripura, Odisha, Chhattisgarh, Jharkhand)

**Payment T&C:** Monthly remuneration will be given on actual number of person days spent by the expert, duly reflected in the project timesheet. Travel & other out of pocket expenses shall be reimbursed on actual as per FMC's rules

**Project Background:** FMC is implementing a project: '**Promoting MSME Bamboo Clusters in India in 9 states** (Viz: Assam, Arunachal Pradesh, Meghalaya, Mizoram, Tripura, Odisha, Chhattisgarh, Jharkhand & Madhya Pradesh) in India with the overall objective of **promoting bamboo as sustainable resource and generate green jobs** for a period of 4 years. The project is designed to help local community and other stakeholders collaborate for the promotion of green economy, sustainable growth, economic prosperity and poverty reduction in the MSME sector along with mitigation of climate change.

Specific objectives of the project are as follows:

1. Support enterprise development for sustainable supply of bamboo products and generate improved livelihoods
2. Promote select new bamboo products among high potential buyers
3. Sustain and upscale local initiatives through community-led multi-stakeholder development models
4. Promote sustainable linkages between financial institutions and local enterprises.
5. Strengthen policy dialogue and dissemination of proven development models relevant for bamboo sector

**Purpose of Appointing Expert:** By making bamboo products go mainstream, we can impact two

much

needed aspects – assist in mitigating climate change & help in creating a greener economy.

But there is a lot of misinformation on the internet and among consumers regarding the durability, aesthetics and potential uses of bamboo vs any other material. This perception has to be changed in order to create a market for Bamboo products in India. The typical urban consumer wants products that are contemporary, high on design, luxurious, aesthetically appealing and durable all at the same time. And all these needs can well be met by a versatile material such as bamboo.

FMC recognises this immense potential of bamboo and has embarked on a pathbreaking initiative. These efforts of FMC need to be highlighted in the right manner on the appropriate platforms to create awareness and to truly uplift the bamboo sector in India and raise its profile will be engaged as **Principal Consultant for Strategic Communication and Awareness Creation** for FMC to help boost the bamboo sector in India by promoting all aspects of the project and provide visibility to key stakeholders with the help of a comprehensive communications strategy that will take into account the multi pronged nature of the project.

**Specific Role and Duties:** The main tasks of the **Principal Consultant for Strategic Communication and Awareness Creation** will include but not be limited to the following:

**1. Creating and executing an awareness generation strategy aimed at end consumers for FMC's Bamboo project:**

- Develop digital communication strategies to promote and create awareness in the values of adopting Bamboo in everyday life. Aim should be to move beyond creation of intent and move to creating action.
- Develop digital communication strategies to promote and create awareness about FMC efforts/activities in the Bamboo MSME sector. Celebrate success stories on field and bring out the artisan story.
- Position FMC as a respected, credible and a sought after body for information regarding the bamboo sector. Give special attention to clearing misconceptions about the use and properties of bamboo.
- Provide guidance and support for creating a unified brand identity, graphics communication and content generation.
- Initiate cross promotional activities and paid partnership activities with appropriate enterprises/brands/influencers/activists, that will help fulfil our goals for the said project.
- Promote BKP and its content (skilling videos, entrepreneurship motivational videos, project profiles, tutorial videos, techno-economic viability reports, policy information among others) on social media.

**2. Comprehensive Strategy for aligning Awareness Initiatives with Bamboo Knowledge Portal (BKP):**

- Create a prominent brand language, give unified tonality and personality to the two aspects of the Bamboo project within FMC – digital B2C communication & B2B targeted BKP.
- From the generated B2B following and impact, drive interest towards BKP portal to generate entrepreneur interest for architects, builders, interior decorators, policy makers, large scale procurement agencies, etc.
- Link communication material used in social media with BKP to help the viewers get information that they are looking for.
  - Supervise and edit nature/quality of content (written and audio-visual)
  - Ensure content on BKP is aligned with FMC project goals and easily marketable for various awareness creation activities.
  - Provide inputs and guidance to prepare content for training modules and best practices documents that could be used on BKP



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**3. Participate**

and provide inputs in various knowledge sharing workshops, training and brand collaboration/marketing/ awareness campaign related meetings as and when needed.

**4. Perform any other relevant task as assigned by FMC.**

**Project Deliverables:**

Develop a 3-phase plan that incrementally builds social media from presence to dominance. The strategy to be built will aim to grow FMC's Bamboo project handle across parameters of Reach, Engagement, Thru Plays & lastly Followers.

- Phase 1 will drive establishing identity and dissemination of content to build followers.
- Phase 2 will drive cross promotions and collaborations to generate sales interest.
- Phase 3 will drive to converting all above efforts to increase in artisan's revenues.

This will be done by creating multiple content buckets namely – short videos in the form of Reels, info messaging in Carousel images and eventually drive audience to view longer duration informative video content on the BKP. Content topics from a B2B angle will address various aspects about Bamboo – Misconceptions, Benefits, Environmental Impact & Social Impact.

All deliverables along with timelines as well as success dependable will be mutually discussed and agreed upon between FMC and consultant and will be monitored by FMC on a monthly basis.