



Project Name: InElam (2025-2028)

Organization: HELVETAS Nepal

Document Type: Terms of Reference for Consultancy Service

Service Area: Consultancy Services for Developing Branding, Marketing, and Promotion Strategy of Honey from Karnali and Madhesh Provinces

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1. Background and Context

InElam, a project implemented by Helvetas Nepal, has promoted sustainable livelihoods through small enterprise development in Karnali and Madhesh Province. The current phase focuses on green jobs and circular economy principles to support small, environment-friendly enterprises that generate income for women, youth, and marginalized communities.

For this phase, the project has selected beekeeping as a key value chain which offers significant income-generation potential, especially for women, youth, and marginalized communities. Despite the potential for high-quality honey, producers face challenges related to market visibility, inconsistent quality, and weak branding.

To address this, the project is seeking a strategic partner to build a strong brand identity and marketing strategy to position the honey competitively in national market.

2. Objectives

The primary objective is to develop and implement a comprehensive branding, marketing, and promotion strategy for honey from Karnali and Madhesh Provinces. Specifically, the objective is to:

1. To establish a sustainable framework ensuring the continued adoption of Good Manufacturing Practices (GMP) in honey production.
2. To develop and deliver a comprehensive branding and marketing strategy with a clear action plan for national markets.
3. To build the capacity of association members through orientation and training on GMP, branding, and marketing fundamentals.

3. Scope of Work

The consultant will be responsible for the following key deliverables:

3.1 Branding and Marketing Strategy

The consultant will develop a complete brand identity including name, logo, story, and packaging that reflects the honey's origin and quality, supported by formal brand guidelines. This will be paired with actionable marketing strategies for national and international markets, covering distribution channels, premium pricing, digital marketing, and promotional events.

3.2 Quality and Compliance Integration

The consultant will ensure the brand narrative consistently communicates its commitment to Good Manufacturing Practices (GMP), consistent quality, and fair-trade principles. This involves developing a clear framework for communicating quality

benchmarks to consumers, potentially through packaging and marketing materials. Furthermore, the consultant will advise on pursuing relevant national and international certifications, such as organic or fair-trade, to credibly support the brand's claims.

3.4 Stakeholder Engagement and Capacity Building

The consultant will collaborate closely with government bodies, beekeeping associations, and entrepreneurs to ensure alignment and build a sense of ownership. This will include developing training materials and conducting workshops for producers and partners, focusing on the brand's values, storytelling, and the integral link between quality assurance and successful branding.

4. Key Deliverables

- i. A comprehensive Branding and Marketing Strategy document with a detailed action plan.
- ii. A complete Good Manufacturing Practices (GMP) process manual.
- iii. A conducted orientation event for association members on GMP, branding, and marketing.

5. Required Expertise and Qualifications

The consulting firm/team should demonstrate proven experience in:

- At least one member having Master degree in food technology or any other relevant areas
- Successful development and launch of Fast-Moving Consumer Goods (FMCG) or agro-product brands in national and international markets.
- Deep understanding of marketing, distribution channels, and promotional strategies.
- Knowledge of national and international quality standards, particularly Nepal Standard, Codex Alimentarius Standard for Honey, Organic Certifications requirements of major export markets, Food Safety and Management Certifications, and experience in branding fair-trade and ethical products.
- Experience working in multi-stakeholder environments, preferably in Nepal or similar contexts.
- Excellent facilitation, communication, and capacity-building skills.

6. Duration and Timeline

The assignment is expected to be completed within **30 working days**, the total duration up to 3 month the date of contract signing.

7. Reporting and Coordination

The consultant/firm will report to **InElam Project**, and coordinate closely with provincial government teams, beekeeping associations, and other relevant stakeholders as and when required. More integrally, the team will work in close collaboration with the following team members:

- Tek Bahadur Singh
- Pramod Bhari
- Krishna Lal Karna

8. Budget and Payment Modality

Payment will be made based on successful completion of deliverables as per the approved work plan and acceptance of outputs by the project. A detailed financial proposal should be submitted along with the technical proposal.

Payment Terms:

- 40% upon signing the contract
- 60% upon satisfactory completion and approval of the assignment

S.N	Particulars	Unit	Quantity	Rate	Total
1	Human Resource				
2	Travel				
	DSA (including food)				
	Accommodation				
3	Communication				
4	Consultation meeting with govt office				
5	Stationery (Logo design, including photocopy/printing)				
	Sub-total				
	VAT				
	Grand Total				
	Grand Total (in words)				

9. Ethical Considerations

All branding, marketing, and promotional activities must adhere to the highest standards of integrity. This requires that all content is accurate and avoids exaggeration, respects the cultural values of the local communities, and is fully aligned with the ethical and environmental guidelines of HELVETAS Nepal.