TERMS OF REFERENCE

Illustration for Sustainable Integrated Farming System Flipchart

Background

Welthungerhilfe, originally founded in the sixties as the National Committee of the FAO Freedom from Hunger Campaign and earlier called "German Agro Action", is a secular, non-profit organization working in the field of international development cooperation and emergency aid. Welthungerhilfe's patron is the President of the federal Republic of Germany. Welthungerhilfe is dedicated to food security and the eradication of root causes of poverty. For over 55 years, Welthungerhilfe supports voluntary and civil society partner organizations in rural India. www.welthungerhilfeindia.org

Welthungerhilfe and its partners initiated the program *Bhoomi Ka (www.bhoomika.com)*, literally meaning "from the earth", aims to increase the demand for, and supply of clean, green and fair foods. The program allows for a switch to sustainable food consumption and production patterns by addressing entire food value chains which nurtures both the pull and push factor to promote sustainable production and consumption. The program is also capacitating and training producers and small businesses so that they can play an important role in the food system transformation.

Scope and deliverable of this ToR

We are looking for an artist who can redraw/illustrate drawings already prototyped in the existing flipchart mentioned here -

https://welthungerhilfeindia.org/pdf/Nutrition%20Sensitive%20Integrated%20Farming_Flip%20Chart%20Farmer%20School_FINAL.pdf.

The artist will have to digitally illustrate 20~25 pages and submit high resolution CMYK version of the drawings. WHH India team will guide the artist on content and art forms.

Please submit your financial proposal along with work samples of your digital work by 30 December, 2025 to

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with the subject line: Proposal for Flipchart illustration.

The proposal will be evaluated based on the quality of previous assignments and its cost-effectiveness.