



Terms of Reference (ToR) for Hiring a Consultant to Develop Campaigns for Bhoomi Ka on Sustainable Food Systems

About Centre For World Solidarity (CWS)

Centre for World Solidarity (CWS) is rooted in Gandhian principles and the concept of ‘world solidarity’ as manifested by its work with diverse grass root level communities, partners and nurturing of other self-reliant sister solidarity institutes for contributing to overall well-being of society.

CWS is continuing its work with and for women and children, dalits, adivasis, minorities and small and marginal farmers as priority groups. Livelihoods, Human Dignity, and People Centered Good Governance are considered as three main thematic areas that contribute to the overall well-being of the marginalized sections of the society.

Background

Bhoomi Ka is committed to strengthening sustainable food systems by supporting farmers, Farmer Producer Organizations (FPOs), and value chain actors. Addressing key challenges such as market access, fair pricing, ecological farming, and policy advocacy requires effective campaigns to drive awareness, engagement, and systemic change. To achieve this, Bhoomi Ka seeks to engage a consultant to design and implement impactful campaigns to front issues affecting these stakeholders and build momentum for sustainable food systems.

Objectives

The primary objectives of this consultancy are:

- To develop and implement advocacy and awareness campaigns highlighting the challenges and opportunities for farmers, FPOs, and value chain actors in sustainable food systems.
- To engage key stakeholders, including policymakers, consumers, and market actors, in supporting equitable and ecological food systems.
- To create compelling storytelling, communication materials, and digital campaigns that amplify farmer voices and sustainable agriculture narratives.

Scope of Work

The consultant will be responsible for:

- Conducting a situational analysis to identify key issues and campaign opportunities.
- Developing a campaign strategy with clear objectives, target audiences, messaging, and communication channels.
- Creating content, including videos, infographics, social media posts, blogs, case studies, and policy briefs.
- Identifying and leveraging partnerships with media, civil society organizations, and influencers.

- Implementing digital and offline campaigns to engage stakeholders and create visibility.
- Creating an online petition to advocate for policy action in favor of sustainable food systems.
- Monitoring campaign reach, impact, and engagement through data analysis and feedback.

Deliverables

The consultant is expected to deliver the following:

- A detailed campaign strategy and work plan.
- Communication materials tailored to different platforms (print, digital, video, etc.).
 - Reports on campaign implementation and impact assessment.
- A toolkit for future campaign replication by Bhoomi Ka and partners.

Duration of Assignment

The consultancy is expected to last for a period of **6 months**, with key milestones and deliverables set within this timeframe.

Required Qualifications and Experience

- At least **3 years** of experience in campaign design, communication strategy, and advocacy.
- Proven track record of working on issues related to agriculture, sustainable food systems, or rural development.
- Strong skills in storytelling, content creation, and digital engagement.
- Experience in working with FPOs, farmer groups, and value chain actors is desirable.
- Ability to work independently and in collaboration with diverse stakeholders.

Application Process

Interested agencies are invited to submit:

- A **detailed proposal**, including their company profile highlighting relevant experience and past projects, approach, methodology, and timeline.
- Portfolio of previous work (samples of campaigns, content, social media engagement).
- Financial proposal, including a **breakdown of costs** for services.
- CVs of key team members involved in the project.

Selection Criteria

Proposals will be evaluated based on:

- Quality of work portfolio and experience (40%)
- Proposed approach and Methodology (30%)
- Cost-effectiveness and adherence to budget (20%)
- Timely deliverability (10%)

Deadline for Submission

All proposals must be submitted by 22nd March 2025 via email to tender@cwsorg.in with the subject line: *Proposal for Bhoomi Ka Campaign Development.*

For further queries, please contact palash@cwsorg.in