

Terms of Reference (ToR) for Selection of Firm for Branding Activities of the Subsectors under SMART Project

(Package No. PKSF/SMART/S-08)

1. Background

Bangladesh has made significant progress in reducing poverty and development over the last few decades and reached lower-middle income status in 2015. Cottage, Micro, Small and Medium (CMSMEs) enterprises have been crucial in reducing poverty and promoting growth. The CMSMEs contribute about 25% of Bangladesh's gross domestic product (GDP) and 56% of the total employment in the country. According to Bangladesh's Economic Census, about 89 percent of the 7.8 million economic establishments in Bangladesh are microenterprises (MEs).¹ The growth of MEs is a solution to unemployment and economic growth. However, the rapid growth of MEs also drives unsustainable use of resources and ecosystem degradation due to multiple forms of emission, resource use, and effluents that lead to pollution. Besides, lack of capacity to diversify their product, add value to the product line, lucrative packing and labelling, SKU (Stock Keeping Unit) extension, etc. limits their product to differentiate from others. Furthermore, most of the MEs operate in small, domestic markets, with 87.4 percent of manufacturers selling all their products to local markets often using green and organic processes but not always verified. Limited access to technology and digital platforms limits their reach to a boarder audience.

PKSF was established in 1990 by the government of Bangladesh to alleviate poverty by creating sustainable employment opportunities. Its journey started as a provider of funds to its Partner Organizations (POs), which are mostly Non-Governmental Organizations (NGOs), to extend microcredit to poor households to attain its goals. PKSF's present financing program includes the moderate poor of both urban and rural areas, ultra-poor, micro-entrepreneurs, marginal and small farmers. Enabling the poor to come out of the low productivity trap, PKSF has integrated capacity building, technology transfer, value chain development and other technical services in its development program.

PKSF launched its microenterprise program in 2001, targeting the progressive borrowers of microcredit programs. The program aimed at expediting poverty reduction by expanding opportunities for self and wage employment in Bangladesh. The ME program created scope for micro-entrepreneurs to get bigger loans to run and enlarge their businesses. The microenterprise program of the PKSF, later renamed Agrosor, has been developed through an evolutionary process in line with a specific policy guideline. PKSF defines the ME in terms of its investment size for the sake of convenience in providing financial services. According to the latest ME lending policy of the PKSF, a microenterprise is an economic entity involving investment amounts from BDT 0.1 million to BDT 20.0 million, excluding the value of land and buildings, and partial or full-time employment of less than 100 persons. Since 2001, PKSF has

¹Government of the People's Republic of Bangladesh. 2013. Economic Census 2013. Dhaka: Bangladesh Bureau of Statistics

supported microenterprise development through various projects. Currently, six projects are underway in collaboration with IFAD, the World Bank, and other development partners, offering financial, technical, skill development, technology, value chain development, and market linkage support for microenterprise development across the nation.

PKSF has recently completed a project titled Sustainable Enterprise Project (SEP) which provided access to finance while successfully introducing environmental practices to more than 40,000 MEs. SEP's success highlighted the need for a larger-scale investment to reduce the negative environmental externalities of MEs growth to continue reducing poverty and inequality and provided a rationale to promote climate-resilient resource efficient and cleaner production (RECP) approaches and technologies in the ME sector for green and resilient growth. SEP's success also highlighted the necessity of product development, eco-labelling, standardization, certification, strategic marketing and brand position for ME's growth and competitiveness in both regional and national even in the global market.

Embarking on a pathway of green growth of MEs sector, PKSF has undertaken a new project titled Sustainable Microenterprise and Resilient Transformation (SMART) to promote climate-resilient Resource Efficiency and Cleaner Production (RECP) practices and technologies among MEs. This, in turn, will equip the MEs to anticipate, prepare for, and respond effectively to climate-related challenges.

The SMART project also aims to promote MEs for branding, marketing and certification of their product to access domestic regional and international markets. Accordingly, MEs will be supported in product diversification, packaging, eco-labelling products i.e., safe, organic, green, and agro-ecological), transportation, organizing events to showcase MEs' products to buyers and markets and organizing linkages to markets. To facilitate MEs for branding, marketing and certification of their product, PKSF is looking to hire an experienced consultancy firm.

2. Objective of the assignment

The main objective of this assignment can be divided into two parts: (1) develop and implement comprehensive branding and marketing strategies for selected products that would have potential for branding, across the 21 sub-sectors, by creating a distinct brand identity and (2) explore and leverage new market opportunities for selected products to achieve sustainable growth, increase market share, and establish a strong presence in both current and new markets.

3. Specific objectives

- a) Suggest a methodology to identify products with potential for branding; suggest a methodology and criteria to identify 700 MEs out of 80,000 MEs who are involved in production of these products within the product line, ;
- b) Develop and execute a comprehensive marketing and branding strategy for selected products or product line of MEs
- c) Support to improve product development to meet market demand and eco-label products of MEs as safe, organic, green, agro-ecological;
- d) Enhance MEs' competencies in product standardization and support to get the required certification;
- e) Strengthen the market positioning of MEs' products with effective branding and communication support;
- f) Penetrate the market through effective sales channels and development an extensive market expansion approach; and

g) Track the sales of the targeted MEs and measure the outcome of the assignment.

4. Scope of the Assignment

Based on the specific objectives, the selected firm will carry out all the necessary tasks to complete the assignment.

Sl.	Specific objective	Scope of the assignment
1.	Suggest a methodology to identify products of 700 MEs that would have potential for branding and marketing activities; Assess the capacity of the selective 700 MEs out of 80,000 targeted MEs.	<ul style="list-style-type: none"> ➤ Propose a method of identifying product line for branding, marketing and certification activities under selective 13 sub-sectors. ➤ Propose a systematic approach for assessing and selecting the microenterprises (MEs) ➤ Initiate the capacity assessment of MEs to meet the market demand of the selective product line ➤ Select the expected 700 MEs based on the assessment ➤ Preparation and submission of the Inception Report
2.	Develop and execute a comprehensive marketing and branding strategy for the product line of 700 MEs'.	<ul style="list-style-type: none"> ➤ Strategy Development: Conduct a thorough market study and formulate a comprehensive marketing and branding plan, including target audiences for the product line. ➤ Brand Identity Creation: Develop a consistent and appealing brand identity, including name, logo, and visual style, that reflect the product's values. ➤ Channel Utilization and Implementation: Identify and utilize various marketing channels and create a detailed implementation plan with timelines and responsibilities. ➤ Monitoring and Evaluation: Establish metrics to track performance and regularly assess and adjust the strategy to ensure that it meets the objectives.
3.	Support to improve product development to meet market demand and eco-label products as safe, organic, green, agro-ecological	<ul style="list-style-type: none"> ➤ Market Demand Analysis: Assist microenterprises in analyzing market trends and consumer preferences to identify key product features and improvements. ➤ Product Improvement: Guide on refining product design and functionality to meet market demands, including improvement and quality enhancements. ➤ Safe, organic, green and agroecological standards: Ensure product safety regulations and eco-label practices, Product packaging including sustainable eco-friendly materials and Environmental Product Declaration (EPD) and energy-efficiency process. ➤ Sustainability Integration and Training: Support incorporating sustainability into the product lifecycle and provide training on best practices in product development.

Sl.	Specific objective	Scope of the assignment
4.	Focus on ensuring product standardization and supporting selective MEs to enhance their competencies in obtaining the necessary certifications.	<ul style="list-style-type: none"> ➤ Competency Development: Focus on aligning products with standardization practices and industry benchmarks to ensure consistency, quality, and reliability across production. ➤ Understanding and Implementation: Guide MEs in understanding the relevant product standards, helping them implement processes for testing, quality assurance, and proper documentation to meet these standards. ➤ Certification Support: Assist MEs in preparing for and obtaining necessary product certifications by supporting the application process, ensuring ongoing compliance, and providing access to essential resources.
5.	Strengthen the presence of products by providing effective branding strategies and communication support to MEs, ensuring they stand out in appropriate market.	<ul style="list-style-type: none"> ➤ Targeted Communication: Develop and execute targeted marketing campaigns using both digital and traditional media channels to reach and engage the right audiences. ➤ Market Positioning and Engagement: Strengthen market position by building brand trust, attracting loyal customers, and increasing market share through strategic branding and communication efforts.
6.	Penetration into the target market through effective sales channel development and a comprehensive market expansion approach.	<ul style="list-style-type: none"> ➤ Sales Channel Development: Identify, build, and optimize various distribution channels, including modern trade retail, e-commerce platforms, and partnerships, to enhance product accessibility and reach. ➤ Market Penetration and Organizing Events: Increase product availability and sales within existing markets by improving distribution and exploring new customer segments. Support MEs to attain regional and national trade fair ➤ Market Expansion: Strategically enter new markets, including new geographic regions (Local, Regional, National and International) and demographic segments, to achieve broader market coverage and increased sales volume.
7.	Track the sales performance of targeted products or product line and measure the outcomes of the assignment, ensuring achievement with overall objectives.	<ul style="list-style-type: none"> ➤ Activity Tracking: Maintain detailed and accurate tracking of individual activities and their outcomes to ensure clarity on progress and performance. ➤ Data-driven Decisions: Use tracked data to make informed decisions, adjust strategies, and optimize future results based on performance insights, mostly Sales Data. ➤ Transparency and Accountability: Ensure transparency and accountability by documenting and evaluating each activity's contribution to the overall success of the project.

Moreover, the firm should actively engage in understanding the assignment and be prepared for extensive travel across the project area. To begin with, the firm will develop an initial report detailing the work plan, schedule, strategy and other necessary information regarding the completion and submission of the required tasks. They will also develop branding and marketing-related necessary creative works as well as

production of required particles such as design, packaging, OVCs, video clips, teasers, reels, write-ups, articles, and scripts in consultation with PKSf and later get those approved by the client.

5. Targeted MEs for the assignment

A total of 700 MEs out of 80,000 will be selected and supported through this assignment. Targeted MEs will be identified through an assessment mentioned in section 4. The consulting firm, in consultation with PKSf, will finalize the list of MEs.

6. Duration of the assignment

The total duration of the assignment is **36 (thirty-six) months** starting from the date of signing the contract.

7. Qualification of the firm/consortium

A consulting firm/consortium with broad experience in conducting similar assignments is required. The firm should have:

- 7.1 Ten (10) years of experience in the field of branding and marketing of products or services nationally or internationally;
- 7.2 Experience in implementing 03 relevant full-fledged (360-degree) marketing and branding campaigns (each comprising at least 05 of the tasks mentioned in Annexure-1) within the last 10 years;
- 7.3 Accomplishing product development, branding, and marketing at microenterprise-level will be regarded as added advantage;
- 7.4 Working experience in similar assignments with the World Bank/ UN agencies or in the projects/programs funded by the World Bank/ UN agencies will be regarded as added advantage;
- 7.5 Valid business documents (i.e. Trade License, TIN, and VAT Certificate);
- 7.6 Availability of appropriate professional skills among staff and availability of other necessary resources;
- 7.7 Strong financial capability to carry out such assignment.

8. Team Composition

The firm must showcase the following key personnel in their proposed team:

Key Personnel

Sl.	Position (number)	Educational qualification and experience	Expected engagement (man-months)
1.	Team Leader (Creative Director/ Head of strategic planning) (01)	<ul style="list-style-type: none"> i. Minimum bachelor's degree from any discipline ii. 10 years of experience in strategic planning, brand management, copywriting, and design and production iii. Experience in 360-degree product campaign 	36

Sl.	Position (number)	Educational qualification and experience	Expected engagement (man-months)
		nationally (Need to submit evidence in the form of online-links or hard copy)	
2.	Art Director (01)	<ul style="list-style-type: none"> i. Bachelor's degree in fine arts/ in any discipline with a certification in fine art, graphic design, or similar field. ii. 07 years of experience as an Art Director in a recognized firm iii. Must have experience in typography, layout, and prototyping (Need to submit samples in the form of online-links or hard copy) 	12
3.	Digital Marketing Expert (01)	<ul style="list-style-type: none"> i. Minimum Bachelor's degree with a certification in Digital Marketing. ii. 05 years of relevant experience in executing digital marketing and social media campaigns iii. Working experience in English composition, digital resources, content-creation software and content management systems (Need to submit evidence in the form of online-links or hard copy) iv. Experience in Digital payment gateway and promotional boosting activities and algorithms will be an added advantage (Need to submit evidence in the form of online-links or hard copy) 	18
4.	Sales/ Market Development Manager (01)	<ul style="list-style-type: none"> i. Graduation from any UGC-approved university ii. 07 years of experience in professional sales and marketing preferred in MT (Modern Trade), GT (General Trade), and B2B channels iii. Proven track record of sales and marketing team leading capacity 	24
5.	Copywriter (01)	<ul style="list-style-type: none"> i. Bachelor's degree in Journalism, English, Mass Communications, or related discipline ii. 05 years of professional copywriting experience with a solid portfolio of work (Need to submit samples of previous works in the form of online-links or hard copy) iii. Experience in writing scripts (at least 15 documentaries/ TVC/ RDC/ dramas/ films etc.) (Need to submit evidence in the form of online-links or hard copy) 	36

Sl.	Position (number)	Educational qualification and experience	Expected engagement (man-months)
6.	Media Buying Expert (01)	<ul style="list-style-type: none"> i. Graduation from any UGC-approved university, preferably in Mass Communication / Literature / Business studies ii. 10 years of experience in reputed news outlets/ news agencies/ media houses. iii. Prior experience working with media and production houses would be an added advantage iv. Experience in Press media, social media (digital Marketing), outdoor branding (Billboard) buying (need to submit evidence) 	15
7.	Event Manager (01)	<ul style="list-style-type: none"> i. Graduate from a UGC-approved university ii. 10 years of relevant experience of event management iii. Prior experience in working with development agencies (World Bank/UN bodies)/ development partner funded projects would be an added advantage 	24

Notably, inclusion of consultants/experts having working experience in Bangladesh among the proposed key-expert positions may carry additional points in time of proposal evaluation.

Non-Key Personnel

The firm will also need to recruit the following non-key personnel in their proposed team:

Sl.	Position (number)	Educational qualification and experience	Expected engagement (man-months)
1.	Graphic Designer (02)	<ul style="list-style-type: none"> ➤ Diploma in graphic design or similar discipline/ certified course on graphic design ➤ 5 years of experience as a professional graphic designer ➤ Proficiency with design software including Adobe Creative Suite ➤ Sound knowledge on social media creatives, product packaging/Logo/ POSM branding materials designing and outdoor branding. 	36
2.	Sales/ Market Development Executive (06)	<ul style="list-style-type: none"> ➤ Graduation from any UGC-approved university ➤ At least 3 years of experience in the field of sales and marketing preferred in MT, GT, and B2B channels. 	24
3.	Client service executive (6)	<ul style="list-style-type: none"> ➤ Bachelor's degree in any discipline ➤ 3 years of experience in client servicing in agency set-up ➤ Strong verbal and written communication skills ➤ Ability to prepare reports 	36

Sl.	Position (number)	Educational qualification and experience	Expected engagement (man-months)
4.	Photographer (01)	<ul style="list-style-type: none"> • Bachelor's degree from a UGC-approved university • Experience in working on at least 15 documentaries/ audiovisuals/ photography projects for development organizations 	10
5.	Videographer (01)	<ul style="list-style-type: none"> • Bachelor's degree from a UGC-approved university • Experience in working on at least 15 documentaries/ audiovisuals/ photography projects for development organizations • Working experience in full-length feature films/web series would be an added advantage. 	8
6.	Video Editor (01)	<ul style="list-style-type: none"> • Bachelor's degree from a UGC-approved university • Experience in working on at least 20 documentaries/ audiovisuals/ photography projects for development organizations • Sound knowledge in digital marketing is mandatory • Working experience in large production and a degree in the relevant field would be an added advantage. 	12

9. Service and facilities to be provided by the client

The necessary information on the SMART project will be provided by PKSf. Additionally, PKSf will also provide necessary guidance and comments on the draft versions of the documents and contents within the required period. The client will not provide any logistic support to the firm.

10. Service and facilities to be provided by the firm/consortium

The firm/consortium will provide the deliverables within the mentioned period using their own office space and other necessary logistics along with the raw footage/design in a storage device, preferably in SSD, with samples of each possible particular. Additionally, the firm/consortium will host any member of the client while correcting the draft versions of the marketing and branding materials. The firm/consortium will provide all the final versions of the deliverables along with the raw footage/design in an SSD storage device.

11. Selection process

Quality and Cost-based Selection (QCBS) method, as described in the World Bank Procurement Regulations, will be followed to select the firm/consortium for this assignment.

12. Expected outcomes after completion of this assignment

Based on the specific objectives, the expected outcome should be measured based on some common criteria as follows:

- a) An assessment report with an appropriate methodology for identifying and selecting microenterprises (MEs) with high potential, aimed at enhancing their marketing and branding capabilities.
- b) A report on marketing and Branding strategies for selected MEs.
- c) Train and facilitate MEs for achieving 100% (required sector) basic business certification /document and 10% of other required mandatory certification for business and product compliance from government /private authority.
- d) Expand sales channels for MEs, by increasing 10% market reach (channel) and 20% sales (revenue) of targeted MEs compared to the baseline.

13. Deliverables and mode of payment

SL	Deliverables	Description	Quantity	Deadline	Payments (% of Contract Value)
1	Inception report with work plan and timeline of implementation	An inception report clearly explaining how the firm will carry out the assignment (with a Gantt chart)	One	within 30 working days from contract signing	10%
2	1 st Activity Progression Report	A report on work progress including proof of conducting the activities done as per the specifications and work plan	One	within 06 months from contract signing	20%
3	2 nd Activity Progression Report	A report on work progress including proof of conducting the activities done as per the specifications and work plan.	One	within 12 months from contract signing	-
4	3 rd Activity Progression Report	A report on work progress including proof of conducting the activities done as per the specifications and work plan.	One	within 18 months from contract signing	20%
5	4 th Activity Progression Report	A report on work progress including proof of conducting the activities done as per the specifications and work plan	One	within 24 months from contract signing	20%
6	5 th Activity Progression Report	A report on work progress including proof of conducting the activities done as per the specifications and work plan.	One	within 30 months from contract signing	-
7	6 th Activity Progression Report and Final Report	A report on work progress including proof of conducting the activities done as per the specifications and work plan. And Final report should be prepared incorporating all the learnings and comments of the agency. This report has	Two	within 36 months from contract signing	30%

SL	Deliverables	Description	Quantity	Deadline	Payments (% of Contract Value)
		to combine all the activity progression reports and to show the clear pathway on the brands that are developed in the market. This report will also contain a sustainable plan of actions to retain such brands in future. The progress of sales of the products of target MEs after having all the branding activities need to be presented in the report.			

14. Professional Liabilities

The consortium/firm is expected to carry out the assignment with due diligence and in accordance with prevailing professional standards. A proper consultation with PKSf needs to be maintained in terms of planning, designing, documentation, development and reporting.

15. Confidentiality

All documents, reports and information from this assignment will be regarded as PKSf’s property, so the mentioned outputs or part of it cannot be sold or used in any other case without the prior permission of PKSf or the government.

16. Rights

PKSf will reserve the Intellectual Property Rights (IPR) for all deliverables of the assignment. PKSf authority also reserves the right to cancel, change, and modify any part or the whole assignment any time before the contract or during the contract period.

Annexure 1

The list of branding and marketing-related tasks under the SMART project

SL	TASKS	TASK DETAILS	No. of Unit	No. of MEs
1	Design Support (Intellectual work)	Brand Name and Logo creation	1	700
		Visiting Card	1	700
		Leaflet /Brochure /Design Book/ Product Catalog for Channel Development	13	
		Banner	1	700
		Shop sign /bell sign / Shop Light Box	1	100
		Product Packaging / Master Packaging	3	500
		Price Tag (1 basic format but multiple products)	1	350
		Sub-sector billboard (Highlighting Top selective MEs Brands)	13	13
		Cutout	1	100
		Modern Trade/ Retail Shelf Branding	1	20
		Other POSM (Point of Sales Materials) items design like wobblers, shelf talker, Bunting, Sticker etc.	1	100
2	Branding particulars delivery (Materials & All Logistics)	Visiting Card (1000 Pcs /per)	1	700
		Leaflet /Brochure /Design Book/ Product Catalog for Channel Development (500 Pcs * 6 Executives Total 3000 Pcs)	13	
		Banner/festoon (2 Pcs) Requirement basis size.	1	700
		Shop sign (10'x2.5') /bell sign (Recommended shape)	1	100
		Product Packaging / Master Packaging (1000 Pcs /per)	3	500
		Price Tag (1000 Pc/ per) each	1	350
		Billboard (13 pcs for conditional 2 years, 40'x25' or available best possible options)	13	13
		Cutout Board (1 Pcs/ per) Die cut design / plain board design	1	100
		Modern Trade/ Retail Shelf Branding work	1	20
		Other POSM items like wobblers, shelf talker, Bunting, Sticker etc.	1	100
3	Local licensing/Certification/ Clearance support	Business License: Trade License / Local Permission Etc.	1	700
		Product License: BSTI / b' Mark / Packaging Approval Etc.	1	70
		Environmental License: Any NOC from concern authority	1	70
4	Product Testing Support	Product Testing Support {Sampling / Basic R&D for certification, USP (Unit Selling Proposition) development, Export etc.}	1	350
5	Social Media Support	Face Book Page Development	1	700
		YouTube Channel Development	1	500
		Static & animated post design (5 times/ per)	1	700
		OVC & Documentary Sub sectoral but selective top 5 individual MEs brand wise (selected 13 Sub sectors). Contract Ambassador/ Artist/performer will be used as a central character. Expected duration is 2 mins with basic text animation. - Required number of Teasers & reels based on OVC and Documentary	1	13
6	Social Media Support	Minimum 3 boosting of MEs FB page/ YouTube channel expected 50K reach for 10 days for each boosting,	1	700
		Product promotional boosting etc. (Media Buying) Sub sectoral	1	13
7	Promotional advertisement support (Intellectual work)	Print Media (9 Press Ad Creatives National Fair and Divisional/ Regional Fair, Campaign)	1	
		Print Media (20 Press Release writeup)	1	

SL	TASKS	TASK DETAILS	No. of Unit	No. of MEs
		Digital Media (Top 5 News portal) for 20 selective posts on Fair & other promotional information.	20	
		Making / Voiceover (Regional Campaign 8 Regions)	8	8
8	Promotional advertisement support (Media Buying & TRP)	Print Media (Press add for 8 Regional Fair, Quarter Page color in Top 2 regional Newspapers. -Press add for 1 National Fair, Quarter Page color in Top National 5 Newspapers in 2 times)	1	
		Print Media (15 Press Release writeup for 5 Dailies)	1	
		Digital Media (Top 5 News portal) for 20 selective posts on Fair & other promotional information.	1	
		Making / Voiceover (Regional Campaign 8 Regions)	1	
9	Market Linkage Support (Product Sampling & Logistics Support)	B2B Partnership & Product sales Channel Development	1	100
		Modern Trade/Retail Shelf Rental (7 Product Category, 3months, 20 selective shops of top retailers) and decoration	20	
		Exporter Linkage support for: Handicrafts items, Jewelry, Leather items, Fruits, Vegetables, Fish. Related support work like Exporter Link, Packaging, processing, Cold-chain, promotional support etc.	5	5
		E-Commerce Promotion Budget (Chaldal.com, Daraz etc.) Promote 5 E-commerce sites with targeting 13 selective categories.	5	
		Brand Promoters for Selective Shops (Selective 20 shops for 1 month)	20	
		B2C Channel Expansion (Dealer engage & Product lifting)	1	700
10	Capacity Building Training on Branding	Capacity Building Training on Branding for PO & ME (700 ME Training Session Through Sectoral Experts in 10/15 MEs group basis)		700
11	Advocacy workshop	Advocacy workshop Sectoral with related govt. body, traders, business association & others (13 workshop)	13	
12	Participate local & national fair	Regional 2days Small Fair (8 Fair) participating 50 ME per Fair. Held at prime location. Location rent for Minimum 3 days, need to include: Logistic support, transportation, stalls set up, accommodation & other support for the MEs, food, branding and promotions online and offline of the event, stall sign and banner printing, P.A system for announcements, event assistance support	8	
		National 3days Fair (1 Fair) participating 200 ME per Fair. Held at Dhaka city (BICC / similar venue). Location rent for Minimum 4 days, need to include: Logistic support, transportation, stalls set up, accommodation & other support for the MEs, food, branding and promotions online and offline of the event, stall sign and banner printing, P.A system for announcements, event assistance support	1	1
13	Brand ambassador/influencer (Intellectual work & Related Promotional Expenses)	Brand ambassador/influencer for brand development and establishment. Promote MEs different required promotional activities (6 selective Sectoral Brand ambassador/influencer)24 months engagement with monthly 1 content created for the respective sectors. Initiate dialogues online, offline at events, self-social media platforms (FB, Instagram, Blogs). Content will be static posts, write-ups with proper images, videos -1-3 mins durations. Photo shoot will be used in relevant POSM promotional materials like Cutout, leaflets etc. Minimum 50,000 followers on social media pages	1	6

Mentionable

The marketing, branding, and certification activities outlined above may be adjusted based on the potential of different sectors and available resources. Each specific task should be documented with its results or reports, rather than being grouped with other tasks.

Annexure 2

List of sub-sectors under the SMART project:

SL#	Business area	Sector	Subsectors
1	Agriculture	Horticulture	High-value crops (vegetables, fruits, tea, and so forth)
2		Livestock	Cattle & buffalo (Dairy)
3			Poultry
4		Aquaculture	Pisciculture
5	Manufacturing and processing	Footwear & leather products	Leather products
6		Mini-textile	Mini-garments
7			Loom
8			High value-handicrafts rural area
9		Light engineering	Machinery & equipment
10			Eco-friendly construction materials
11			Metal products (imitation, metallic, steel)
12		Plastic recycling	Plastic recycles
13		Food processing	Salt processing
14			Dry fish processing and trade
15			Rice mill
16	Jaggery processing		
17	Service	Service	Eco-friendly tourism development
18			New logistics, packaging, transportation including courier service, IT services
19			Existing and new waste-management services

SL#	Business area	Sector	Subsectors
20			Restaurants, street and bakery food
21			Automobile workshop
	03	09	21

List of Selective 13 sub-sectors for Marketing, Branding and Certification:

Business area	Sector	Subsectors
Agriculture	Horticulture and Livestock	Value-added products Fruits & Veg.
		Dairy Products
		Poultry
Manufacturing and processing	Footwear & leather products	Leather products
	Mini textile	Mini garments
		Loom
		High value-handicrafts rural area
	Light engineering	Machinery & equipment
		Metal products (imitation, metallic, steel)
	Food processing	Dry fish processing and trade
Full grain rice		
Service	Service	Eco-friendly tourism
		Automobile workshop