



TERMS OF REFERENCE VISUAL PACKAGING GUIDE

Project Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization, focusing on developing the export capabilities of small and medium-sized businesses in developing and transition economies. ITC is 100% "Aid for Trade", supporting trade that delivers inclusive and sustainable development results.

In close collaboration with the Government of the Republic of The Gambia, ITC is implementing several private sector development initiatives in The Gambia including the Youth Empowerment Project (YEP), She-Trades Gambia, initiatives under the UN Peacebuilding fund and the Jobs Skills and Finance (JSF) Project. These initiatives take a market-driven approach to enhance employability and self-employment opportunities, foster growth and competitiveness of micro, small and medium-sized enterprises and boost value addition and market linkages.

The '*Building resilience of vulnerable communities*' project is part of a larger UNDP led initiative that seeks to reduce economic and social vulnerability of the poor and marginalized populations affected by COVID-19 through green and eco-friendly community livelihood interventions. The project will implement community based social protection initiatives focusing on populations living around protected areas in North Bank Region, Central River Region and Lower River Region. The support will focus on generating and diversifying income opportunities related to beekeeping, poultry and arts & crafts.

Packaging is an essential determinant of the competitiveness of micro, small, and medium-sized enterprises (MSMEs). Entrepreneurs and MSMEs in The Gambia continue to face bottlenecks in accessing affordable quality packaging materials and solutions, knowledge of packaging processes systems and related business support services.

The current TOR is to design and develop a pictorial packaging guide to optimize the utilization of the available written packaging training manuals. This visual packaging guide will complement the already existing packaging manual to facilitate knowledge sharing with entrepreneurs and farmers.

Requested services

The content of the manual should cover the following:

- Horticulture products falling within the family groups indicated in the table below. The crops shown in the table below should be depicted in the step-by-step guide. The steps should range from start to finish, as indicated in the ITC packaging manual. The step-by-step guide should show how to package the products in their various forms as depicted in the table below.

Family Name	Crop/alias	Fresh	Sliced	Dried	Liquid/ paste	Powder
Solanacea	Tomatoe	Yes	Yes	Yes	Yes	No
	Eggplant,	Yes	Yes	Yes	No	No
	Chillies	Yes	Yes	Yes	Yes	Yes
Brassicaceae	Cabbage	Yes	Yes	Yes	No	No



	Lettuce	Yes	No	No	No	No
	Ginger	Yes	Yes	Yes	Yes	Yes
Cucurbitaceae	Watermelon	No	Yes	No	Yes	No
	Cucumber	Yes	Yes	No	No	No
	Pumpkin	No	Yes	Yes	No	No
Lamiaceae	Mint	Yes	No	Yes	No	Yes
	Basil	Yes	No	Yes	No	Yes

- 1) Poultry products, i.e. meat and eggs - the pictorial manual should also include a step by step process of packaging the poultry meat and the eggs. The steps should range from start to finish, as indicated in the ITC packaging manual.
- 2) Honey - the pictorial manual should include a step by step process of packaging honey as per ITC packaging manual.

Timeline for service delivery

The manual is to be finalized by 13 June 2022. The process will include a user-feedback session that will be facilitated by ITC.

Requested documents

- A proposal detailing the technical approach for developing the visual packaging guide and a financial proposal.
- References of similar work
- Business registration

Application process and deadlines

Proposals should be submitted to ITC no later than 9 May 2022. Proposals can be sent via email to yep@intracen.org or rfofana@intracen.org with the subject "Visual Packaging Guide" or delivered as a hard copy to

International Trade Centre
Sait Matty Road, Bakau
The Gambia

UN general Terms and Conditions Acceptance of your Quotation: Upon receipt, your quotation will be examined, and you will be advised as promptly as possible as to its acceptability. Any contract subsequently arranged would be subject to the relevant provisions of the UN's General Conditions of Contract (GCC), a copy of which will be attached to the Contract or given upon request (a copy of the General Conditions is available on our website: <http://www.intracen.org/about/procurement/general-conditions/>). By submitting a quote, vendors confirm their acceptance of UN GCC.

Questions and clarifications on the process:

Any questions about the process or scope of service may be submitted to Ms. Rohey Fofana through email at rfofana@intracen.org