

Request for Proposal (RFP)

“Request for Proposal (RFP) for Engagement of Strategy Execution Consultant for Packaging, Traceability, Brand Visibility and Operational Readiness”

Ref No.: _

Issued by: Sikkim IFFCO Organics Ltd

Date: 14-May-2026

Location: Gangtok, Sikkim

1. Background

Sikkim IFFCO Organics Ltd (SIOL), a Government of Sikkim Company, involved in processing of organic agricultural commodities in Sikkim intends to strengthen the market readiness and commercial scalability of its product portfolio by improving:

- Product packaging implementation
- End-to-end traceability and GS1 integration
- Vendor coordination and production readiness
- Brand visibility and consumer communication
- Regulatory compliance and operational alignment

Ten (10) distinct but inter-linked workstreams have been defined under this initiative. The engagement period for all the works is expected to be up to one year (or for the duration of the assigned workstream/s), whichever is shorter.

2. Objective

The objective is to engage individual consultants (or small firms) to support defined workstreams so that:

- Product, packaging, traceability and brand visibility are developed in a coordinated manner.
- Activities are aligned with consumer communication, regulatory requirements, vendor feasibility, production timelines, and future scalability.

Consultants will work under the guidance of SIOL project management team and may be required to collaborate with internal teams, vendors, and external agencies.

3. Scope of Engagement (High-Level)

3.1 Workstream 1: Project Discovery and Alignment

The Consultant shall conduct an initial project-alignment exercise with SIOI to understand the current status of the product portfolio, packaging work, traceability expectations, vendor readiness and launch priorities.

Activities

1. Review available product, packaging and brand-related material.
2. Understand product categories, SKU priorities, pack formats and launch timelines.
3. Review existing samples, prototypes, mock-ups, vendor references and product information.
4. Identify gaps in packaging execution, traceability readiness, GS1 integration, vendor coordination and brand visibility.
5. Prepare an initial project roadmap covering priority workstreams, dependencies and timelines.

Deliverables

1. Project initiation note.
2. Workstream-wise execution roadmap.
3. Dependency tracker.
4. Preliminary project timeline.

3.2 Workstream 2: Packaging Implementation Coordination

The Consultant shall coordinate the packaging implementation process to ensure that packaging outputs move from approved design direction to vendor-ready execution.

Activities

1. Coordinate packaging implementation across selected SKUs.
2. Liaise with SIOI for SKU information, product details, claims, certification inputs and regulatory information.
3. Coordinate with packaging vendors for deadlines, substrates, printing feasibility, finish options, MOQ, cost inputs and production timelines.
4. Track artwork, sample and vendor-readiness milestones.
5. Ensure packaging implementation follows the approved master asset system and defined production protocol.
6. Coordinate review of sample output, print trials and prototype corrections.
7. Maintain packaging implementation tracker across SKUs.

Deliverables

1. SKU-wise packaging implementation tracker.
2. Vendor input tracker.
3. Sample and prototype coordination tracker.
4. Packaging readiness status report.
5. Consolidated list of open inputs required from SIOL.

3.3 Workstream 3: Packaging Governance and Master Asset Protocol

To ensure packaging consistency, print accuracy and brand continuity, the project shall follow a defined packaging governance process.

Activities

1. Establish a packaging governance protocol for all SKU extensions, label adaptations, prototype visuals, QR and barcode placement and vendor-ready artwork.
2. Ensure that all packaging outputs are developed only from approved master design assets, controlled native artwork files, defined layout structures, approved colour references, typography hierarchy, SKU architecture and production specifications.
3. Ensure that packaging assets are not recreated from screenshots, PDFs, photographs, WhatsApp references, sample scans, non-native files or informal vendor interpretations.
4. Ensure that any new adaptation, SKU extension, regulatory panel update, QR placement, barcode placement, colour change, copy change, pack-size change or vendor modification follows the artwork approval process and the change-control process.
5. Establish and maintain a controlled vendor-release process for all production-facing packaging files.
6. Ensure that vendors do not independently recreate, redesign, reinterpret or alter packaging designs except for technical production inputs formally cleared through the approval process.

Deliverables

1. Packaging governance protocol.
2. Artwork approval checklist.
3. Vendor-release checklist.
4. Master asset usage note.
5. Packaging change-control format.

3.4 Workstream 4: Traceability Framework

The Consultant shall support SIOL in defining a traceability approach that connects product origin, farmer and source information, batch-level information and consumer-facing provenance communication.

Activities

1. Map the intended farm-to-consumer traceability journey.
2. Identify traceability data points required at source, aggregation, processing, packaging and dispatch stages.
3. Define batch-level traceability requirements.
4. Identify consumer-facing traceability information suitable for QR-based access.
5. Support preparation of a traceability data structure for technology-vendor briefing.
6. Coordinate with internal stakeholders and vendors to understand feasibility of collecting, maintaining and displaying traceability data.
7. Ensure traceability information is aligned with packaging space, claims, consumer readability and QR and GS1 requirements.

Deliverables

1. Traceability framework note.
2. Farm-to-consumer data map.
3. Batch-level information checklist.
4. Consumer-facing traceability content structure.
5. Traceability implementation brief for technology vendor.

3.5 Workstream 5: GS1 and QR/Barcode Integration Support

The Consultant shall guide SIOL on the practical integration of GS1, barcode and QR requirements and product-level identification.

Activities

1. Coordinate understanding of GS1 requirements applicable to the product portfolio.
2. Support SKU-level barcode and QR planning.
3. Coordinate with GS1-related stakeholders or implementation partners where required.
4. Ensure QR and barcode requirements are captured early for packaging placement.
5. Coordinate with packaging and technology teams to ensure scannability, placement, size, contrast and production feasibility.

6. Support alignment between product identification, traceability information and consumer-facing digital experience.
7. Track unresolved GS1, QR and barcode issues until closure.

Deliverables

1. GS1 coordination note.
2. SKU-wise barcode and QR tracker.
3. QR placement requirements note.
4. Packaging integration checklist.
5. Open-issue tracker for GS1 and QR implementation.

3.6 Workstream 6: Technology Solution Guidance for Traceability

The Consultant shall support SIOL in developing a functional brief for the required traceability technology solution.

Activities

1. Translate traceability requirements into a technology-solution brief.
2. Identify basic user journeys for different stakeholders, including producer and source, internal team, vendor, admin and consumer.
3. Define consumer-facing QR journey requirements.
4. Coordinate with technology vendors for scope understanding, feasibility, timelines and cost estimates.
5. Support evaluation of vendor responses.
6. Ensure that the technology journey remains aligned with packaging, GS1, QR placement and consumer communication.
7. Support SIOL in identifying immediate, phased and future-state technology requirements.

Deliverables

1. Traceability technology brief.
2. User journey outline.
3. Vendor briefing note.
4. Vendor comparison matrix.
5. Phase-wise implementation recommendation.

3.7 Workstream 7: Vendor Identification and Coordination

The Consultant shall support identification, evaluation and coordination of vendors required for packaging, prototyping, printing, traceability and technology implementation.

Activities

1. Identify relevant vendors for packaging, printing, prototyping, QR and barcode implementation, traceability technology and related services.
2. Coordinate vendor conversations and collect quotations, timelines, technical specifications and feasibility inputs.
3. Maintain vendor comparison sheets.
4. Coordinate sample movement, substrate discussion, printing feasibility and production timelines.
5. Ensure vendor inputs are routed into the appropriate packaging, traceability or technology workstream.
6. Ensure vendors remain within their defined technical role and do not independently alter approved packaging or brand assets.
7. Support SIOI in shortlisting vendors based on cost, capability, reliability, timelines and production suitability.

Deliverables

1. Vendor longlist.
2. Vendor shortlist.
3. Vendor comparison matrix.
4. Vendor meeting notes.
5. Quotation and feasibility tracker.
6. Sample development tracker.

3.8 Workstream 8: Brand Visibility Coordination

The Consultant shall support SIOI in planning brand visibility requirements linked to launch, market presentation, trade engagement and retail and institutional buyer communication.

Activities

1. Identify visibility requirements for product launch, trade presentations, sampling, exhibitions, retail discussions, institutional buyers or government-supported platforms.
2. Coordinate development of brand visibility assets through the Approved Asset Controller or specialist execution resources separately authorised by SIOI under the asset-control process.

3. Ensure visibility outputs remain aligned with the approved packaging system, product positioning, traceability narrative and consumer-facing communication.
4. Coordinate required formats such as product presentation material, launch collateral, display concepts, digital visibility support, catalogue inputs or basic B2B presentation assets.
5. Support rollout planning for brand visibility across priority channels.

Deliverables

1. Brand visibility requirement note.
2. Visibility asset list.
3. Launch and presentation support checklist.
4. Coordination tracker for visibility assets.
5. Rollout support note.

3.9 Workstream 9: Operations and Strategy Support

The Consultant shall provide operational and strategic inputs to help SIOL convert the packaging, traceability and visibility work into a practical execution programme.

Activities

1. Support prioritisation of SKUs for launch or market testing.
2. Identify operational dependencies between product readiness, packaging, traceability, vendor timelines and market-facing activity.
3. Support preparation of a practical implementation calendar.
4. Identify risks relating to vendor delays, incomplete data, unclear claims, regulatory gaps, QR readiness, packaging file readiness or production feasibility.
5. Provide periodic strategic inputs on readiness, sequencing and execution bottlenecks.
6. Help SIOL align product, packaging, traceability and launch-related decisions.

Deliverables

1. SKU prioritisation support note.
2. Implementation calendar.
3. Risk and dependency tracker.
4. Monthly strategy and operations summary.
5. Action tracker.

3.10 Workstream 10: Reporting and Review

The Consultant shall provide structured project reporting to SIOL.

Activities

1. Maintain a project tracker covering workstreams, deliverables, responsibilities, pending inputs and timelines.
2. Conduct periodic review calls and meetings as mutually agreed.
3. Share action notes after major project discussions.
4. Track pending decisions from SIOL, vendors, technology partners and specialist execution resources.
5. Escalate risks relating to timeline, cost, vendor output, incomplete information or dependency delays.

Deliverables

1. Weekly and fortnightly project status report.
2. Decision tracker.
3. Pending-input tracker.
4. Risk register.
5. Final engagement summary report.

4. Eligibility of Consultants

Individual consultants (or small firms) should possess:

- Graduation or equivalent experience in relevant fields (packaging, logistics, supply chain, branding, consumer behaviour, or similar).
- Demonstrable experience in packaging, traceability, branding or related consulting projects.
- Familiarity with GS1 standards, retail environment, and regulatory requirements is preferred.
- Ability to work independently and deliver within tight timelines.

5. Mode of Engagement

- Consultant will be engaged on a **project-based** or **time based** (per-day/per-month) fee basis.
- Period of engagement: up to one year or until completion of the assigned workstream(s).

- The selected consultant will enter into a Service Agreement with SIOL as per mutually agreed terms.

6. Submission Requirements

Interested consultants shall submit two separate envelopes (or separate PDFs if submitting online):

- Envelope A – Technical Proposal
- Envelope B – Financial Bid (using the format provided in Section 8)

Submissions must be received by: [28th May, 2026, 06:00 p.m.]

Mode of submission: Physically at Gangtok Corporate Office, Sikkim IFFCO Organics Limited, Basement Floor, Directorate of Sikkim State Lotteries Building, Opposite Siliguri Stand, Deorali, Gangtok, Sikkim, 737 102

7. Technical Bid Contents (Envelope A)

PART A – TECHNICAL BID: CONTENTS

All bidders must submit the following in Envelope A / Technical Bid:

1. Cover Letter (Brief)

- A short letter (1 page max) introducing the bidder.
- Duration for which the bidder is available for the engagement (e.g., per-day, per-month, or project-based).

2. Curriculum Vitae / Profile

- Full CV with:
 - Name, contact details, and address.
 - Educational qualifications (especially in design, packaging, branding, marketing, agrifood, or related fields).
 - Years of experience.
- For individual consultants: clearly state if applying as an individual or as a sole proprietor.

3. Relevant Experience

- Relevant experience in this sector for a minimum of 5 years.
- List of 3–5 recent projects (preferably in packaging, branding, FMCG, or agri-food) with:
 - Client name (if permitted).

- Project title and brief objective.
- Duration and key role (e.g., “Lead Packaging Designer”, “Brand Consultant”).
- Link to portfolio or samples (if available: email, website, or attachments).
- If no formal projects have been handled, details on training, internships, or academic projects in packaging / design / branding may be submitted.

4. **Portfolio / Work Samples**

- Minimum 3–5 examples of packaging or branding work (screenshots, PDFs, or links), including:
 - Spice or food-related packs (even non-organic is acceptable).
 - Any work on retail-ready packs (on-shelf mock-ups, 3D renders, etc.).
- If the bidder does not have experience, conceptual mock-ups for organic spices/grains (even if not implemented) may be submitted.

5. **Methodology** / **Approach**

A short narrative (1–2 pages) on how the consultant will handle the work, including:

- Understanding of our products:
 - Ginger, turmeric, large cardamom, buckwheat – organic, Himalayan origin, health/nutrition focus, (even non organic).
- Packaging approach:
 - Positioning (premium vs mass-value, health-focused, export-ready).
 - Shelf-impact, on-pack communication (claims, benefits, origin, certification logos).
 - Material selection (sustainability, shelf-life, logistics).
- Design process:
 - Steps from concept to final artwork (moodboards, drafts, iterations, feedback loops).
- Consumer- and regulator-friendly design:
 - How claims, FSSAI-style information, and organic labels will be integrated.

6. **Understanding of Our Requirements**

- A short note (½–1 page) on:
 - How you understand the brand personality of your company (e.g., “clean, organic, Himalayan, premium”).

- How packaging should reflect Sikkim / Himalayan origin and organic certification.
- Any ideas on pack-size strategy (e.g., consumer packs, gift packs, export packs).

7. Technical & Tool Competence

- Details of:
 - Design software (e.g., Adobe Illustrator, Photoshop, InDesign).
 - Any experience with pack-engineering or prototyping (even if basic).
 - Familiarity with print processes, colour management, and artwork handover to printers.

8. Availability & Time Commitment

- Proposed mode of working (onsite, remote, hybrid).
- Weekly / monthly availability (e.g., “15–20 hours per week”).
- Indication of overlapping commitments (whether they can handle multiple workstreams or only one product line).

9. References

- 2–3 professional references (name, position, company, email, phone).
- At least one reference from a food / spice / FMCG packaging project (if available).

10. Declaration

- A simple signed declaration page (last page of Technical Bid) stating:
 - That the information is true and correct.
 - There is no conflict of interest with SIOL.
 - Consent that disqualified proposals may be discarded without assigning reasons (if you wish to keep this clause).

8. Format for Financial Bid (Envelope B)

Bidder/applicant shall submit the Financial Bid in the form prescribed below

FINANCIAL BID FORM

Tender / RFP No.: [Ref No.]

Project Title: Engagement of Strategy Execution Consultant – for packaging, traceability, brand visibility and operational readiness

Name of Consultant: _

Address: _

Mobile: _

Email: _

I/We, the undersigned, hereby submit our Financial Proposal for providing consultancy services to SIOL for the above-referenced work.

A. Proposed Fee Structure

Please select and fill in the applicable option:

Option 1: Time-based

- Nature of fee: Per day / Per month
- Proposed rate: ₹ per day / ₹ per month
- Estimated duration (in months / days):
- Total estimated fee (in figures): ₹
- Total estimated fee (in words): _

Option 2: Lump-sum / Project-based

- Total project fee (in figures): ₹
- Total project fee (in words): _

B. Break-up of Fee (if applicable)

S. No	Description of Workstream / Activity	Fee (₹)
1	Project Discovery and Alignment	
2	Packaging Implementation Coordination	
3	Packaging Governance and Master Asset Protocol	
4	Traceability Framework	
5	GS1 and QR/Barcode Integration Support	
6	Technology Solution Guidance for Traceability	
7	Vendor Identification and Coordination	

8	Brand Visibility Coordination	
9	Operations and Strategy Support	
10	Reporting and Review	
	TOTAL (in figures):	
	TOTAL (in words):	

C. Declaration

I/We declare that:

1. The quoted amount is inclusive of all applicable taxes, levies, reimbursement, travel, communication, and other incidental expenses, unless otherwise specified.
2. I/We are not participating in any other similar proposal for the same project under an alternate name or entity.
3. I/We shall abide by the terms and conditions stipulated in the tender document and the subsequent Service Agreement, if selected.

We request that you consider our Technical Proposal (Envelope A) and Financial Bid (Envelope B) together for the selection process.

For and on behalf of:

[Name of Consultant / Firm]

Signature:

Name:

Designation:

Date:

Place: _