



Terms of Reference (TOR) for Short-Term Wall Art Consultant – Assam, India

Vacancy Announcement: Short-Term Wall Art Consultant – Assam, India

Location: Assam, India

Project Title: Visual Messaging through Wall Art for Worker Collectivization at 3 Tea Estates in Assam India (Under Assam Approach Project) based on Outputs from Participatory Workshop on Slogans, Song Writing and Worker Artworks.

Fairtrade Network of Asia and Pacific Producers: Fairtrade NAPP is a Network of Fairtrade certified Producers in Asia Pacific region registered in Singapore as a nonprofit entity. NAPP is a part of a global organization Fairtrade International, working to secure a better deal for farmers and workers in Asia and Pacific. Currently NAPP has 284 Producer Organizations across 20 countries in Asia and Pacific Region supporting more than 260,000 farmers and workers. NAPP's mission is to facilitate the incorporation of more producers to be able to join the Fairtrade movement in Asia and the Pacific through an existing wide range of products and services. For more information please visit: <http://www.fairtrade.net/napp-en>

Fairtrade NAPP is committed to supporting tea estates in fostering an enabling environment where workers are organized, informed, and empowered to actively claim their rights, participate in workplace dialogue and decision-making processes.

This activity forms part of the broader Assam Training Plan aimed at strengthening worker participation, collective engagement, and awareness of rights and responsibilities within Tea Hired Labour Organizations in Assam.

Worker collectivization and visual messaging are key strategies to enhance awareness on worker rights, grievance mechanisms, gender equality, child rights and protection, occupational health and safety, responsible workplace practices, etc. The activity will be conducted at 3 Tea Estates of MRIL in Assam to strengthen worker awareness through visual advocacy and communication.

Objective of the Activity:

The primary objective of this activity is to strengthen worker collectivization and awareness through visual advocacy and communication. The activity aims to:

- Develop permanent visual messaging within the tea estate through wall paintings based on the themes/materials and text shared by Fairtrade NAPP from the participatory workshop with workers.

Scope of Work:

The consultant engaged for this short-term assignment will undertake the following tasks:

- **Area and dimension identification for Wall Paintings**
Conduct assessment of available areas and recommend/ finalize the wall areas for wall paintings ensuring appropriate placement and visibility within the estate
- **Create Wall Paintings:**
Create 50 wall paintings (about 20-30% wall paintings unique for each estate) in each of the 3 estates with:

Fairtrade Network of Asia and Pacific Producers Ltd.

Registered Office: Suite N0:S05080, Just Co, Level 5, International Plaza, 10 Anson Road, Singapore 079903

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- Quality and clarity of messaging
- Consistency with text of slogans and messages shared by Fairtrade NAPP
- Refine artwork if needed
- **Procure painting material:**
Use of waterproof paint is essential.

Deliverables for the Activity:

1. Create artwork concepts/designs for wall paintings. The designs have to be in compliance with Fairtrade's visual policies and approved by Fairtrade NAPP.
2. Complete 50 wall paintings (about 20-30% wall paintings unique for each estate) within designated areas of the 3 tea estates.
3. A short completion report including wall dimensions, site details, and total surface area covered.

Timeline for Activity: July-August 2026

Reporting: The consultant will be required to report to the Regional General Manager, South Asia, or any person designated by them for this project activity.

Desirable Consultant Profile:

The consultant should possess:

- Skill and experience of creating public wall paintings.
- Knowledge of Assamese and Hindi is essential.
- Skill to suggest improvements to artwork concepts and conceptualizing/designing artworks is a plus.
- Experience in visual communication, advocacy messaging, or community art initiatives.
- Understanding of concepts in Fairtrade Hired Labour Standards vis-a-vis worker rights and environment is desirable.

Consultancy Fees: A maximum of 1000 Euros, excluding travel, lodging & food.

How to Apply: Interested and qualified candidates are invited to submit a comprehensive proposal package via email to gaurav@fairtradenapp.org with cc to sandeepan@fairtradenapp.org with the subject line: "Proposal for Short-term Wall Art Consultant – Assam."

This is an urgent requirement. Applications are open till candidate is shortlisted.

The proposal package must include the following components **in a single attachment:**

1. Cover Letter (maximum 1 page):
 - a. A brief introduction highlighting your suitability for the consultancy, drawing attention to your relevant experience and qualifications.
 - b. Your understanding of the TOR
 - c. Confirmation of your availability and timeframe to commence the assignment with preferred date.
2. Curriculum Vitae (CV):
 - a. Detailed CV outlining your experience in wall art, visual messaging and creative content development.
3. Sample of Creative Content Development:

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- a. It would be preferred to include any content developed.
4. Technical Proposal/Work Plan (maximum 2 pages):
 - a. Understanding of the Assignment: Articulate your understanding of the scope of work and the objectives of this consultancy.
 - b. Proposed Work Plan and Timeline: A clear, detailed work plan with specific milestones and timelines for each phase of the consultancy, aligning with the deliverables outlined in this TOR.
 - c. Risk Assessment and Mitigation (optional but recommended): Briefly identify potential challenges and how you propose to mitigate them.
5. Financial Proposal:
 - a. A detailed financial proposal outlining the break-up of charges (rates for wall paintings, daily/hourly rate or a lump-sum fee for the entire assignment) inclusive of all taxes.
 - b. Clearly itemize any other anticipated costs.
6. Professional References: Contact details (name, title, organization, email, phone number) of at least two professional referees who can attest to your experience and capabilities in similar assignments.