

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-19	BRP:	Jayakrishnan B
Brand:	WSO	Contact Person :	Dr. PS Sreekantan Thampi
Project Title :	Brochure		
Category:	Printing		

Background

World Spice Organisation (WSO), is a common platform for all the stakeholders of the spice industry—farmers, processors, academia and end-users—to work towards sustainable development. WSO seeks to identify areas of potential growth, ensure proper allocation of resources, interact with the academia, engage with the governments on legislations and stand by and help the farmer to increase production and productivity through eco-friendly methods.

Communication Objective

Create awareness about the spice initiatives by WSO for the growth of the industry

Target Audience

Farmers and various stakeholders of the Spice Industry

Focus of Communication

All these initiatives are to create sustainability drive in the spices sector in India for making a positive difference in our growth

Proposition

People, Profit and Planet

Reasons why consumers will believe/buy

WSO works together with govt. and other organizations for the upliftments of farmers and industry through sustainable initiatives. The primary objective is food safety and sustainability

Deliverables/Execution Specifics

6 page brochure Size - Trimmed A4

Check List

Attached content <http://www.wsospice.org>

Comments if any

na

Deadline

16.10.19