

## Terms of Reference (ToRs)

<b>Development, publishing and distribution of graphic story book on women entrepreneurs</b>	<b>Project number/ cost centre: PN 2016.2079.8</b>
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**0. List of abbreviations**

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of reference

## 1. Context

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a service provider in the field of international cooperation for sustainable development and international education work, dedicated to shaping a future worth living around the world. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment promotion, energy and the environment, and peace and security. GIZ's main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ). As a federal enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development in more than 120 countries worldwide.

The Government of India regards the promotion of entrepreneurship as a key mechanism for achieving its goals of sustainable economic growth and employment creation. To this end it is promoting existing businesses and business start-ups under several newly launched state programmes. The government is placing a particular focus on supporting hitherto disadvantaged groups, especially women. On behalf of BMZ and in partnership with the Indian Ministry of Skill Development and Entrepreneurship (MoSDE), GIZ is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' to promote aspiring and existing women entrepreneurs in India.

One component of the project is a film- and media campaign going by the name of 'Her&Now – Empowering Women Entrepreneurs'. Its objective is to raise awareness and to increase recognition/acceptance of women entrepreneurs in Indian society and ultimately create an enabling environment for women entrepreneurship. By tackling mindsets and breaking with gender stereotypes, the campaign contributes to improving the framework conditions for women entrepreneurs on a societal level. It has both a pan-India level approach and a direct link to the project's support programmes for women entrepreneurs in Maharashtra, the North Eastern Region, Rajasthan, Telangana and Uttar Pradesh. The target group of the media campaign is mainly composed of the immediate surroundings (=family, husbands, brothers, etc.) of potential women entrepreneurs, but the campaign shall also target women themselves and encourage them to become entrepreneurs.

Presenting women entrepreneurs as relatable role models and thereby challenging existing gender stereotypes is an essential feature of the project's media campaign. In addition to various online channels, the campaign would also like to use an offline medium in order to effectively reach all segments of the above-mentioned target group. For this, powerful stories of women entrepreneurs from the Her&Now support programmes should be told in the form of a graphic story book for adults. Their individual journey, challenges and success will be portrayed through engaging, gender-sensitive and inclusive storytelling – both in writing as well as creative illustrations. The final product should be a visually attractive book that invites the target group to read about and be inspired by diverse women entrepreneurs. Together with local partners, hard copy versions of the book will should be widely distributed in the regions where the project is being implemented. The objective is not to tell success stories in the style of an ordinary project impact report, but to have an appealing book that has the potential to change gender narratives and stir a mindset change around women entrepreneurship.

For the entire conceptualisation, development, publishing and distribution of this graphic story book on women entrepreneurs, the project is contracting a publishing partner.

## 2. Tasks to be performed by the contractor

The contractor is responsible for providing the following work results:

Final product:

Graphic story book	
Number of pages	Roughly 170 pages
Formats	Hardcover + e-book + pdf
Size	Roughly 18.5 x 24.9 cm
Languages	English + Hindi
Number of prints/hard copies	4500 (3000 English copies + 1500 Hindi copies)
Style	Non-fiction storytelling for an adult audience in tier II and tier III cities in India, as a combination of text and illustration with an inclusive and feminist lens

### I. Conceptualisation

- a. Kick-off discussion with the project on objectives, target group and messaging of the graphic story book and next steps
- b. Developing the concept and design of the graphic story book, along the lines of basic requirements of the final product (see table above) in coordination with the project
- c. Selecting 20 entrepreneurs from the Her&Now support programmes to be portrayed (the project will present a broader shortlist out of which the selection will be mutually agreed upon). The selected entrepreneurs are to represent diversity vis-a-vis regions, businesses, class, sectors, age, entrepreneurial stories, etc.
- d. Developing the detailed manuscript of the graphic story book, including story-telling narrative and illustration
- e. Onboarding the author(s) to write the stories in English
- f. Onboarding the illustrator(s) to create illustrations and graphic designs

### II. Data collection

- a. Conducting in-depth telephonic/video call interviews with the selected entrepreneurs (and family members, team, etc., as needed) to record their stories
- b. Collecting photographs, videos, and other available collateral with the entrepreneurs, to refer to while illustrating

### III. Content production, editing and proofing

- a. Writing the stories in English, based on the data collection
- b. Creating the graphic designs and illustrations for each story, based on the data collection
- c. Cover design of book in English

- d. Design/layouting, typesetting, editing, proofreading and finalisation of the book in English
- IV. Artist management, coordination and supervision
  - a. Overseeing and coordinating with the authors, illustrators and other parties involved
  - b. Supervising the process of content development
- V. Translation
  - a. Translation of the graphic story book content into Hindi
  - b. Cover design of book in Hindi
  - c. Design/layouting, typesetting, editing, proofreading and finalisation of the book in Hindi
- VI. Printing and publishing
  - a. Printing and publishing 3000 hard copies of the graphic story book in English (see table above)
  - b. Printing and publishing 1500 hard copies of the graphic story book in Hindi (see table above)
  - c. Creation of e-book and pdf-format of the graphic story book in both English and Hindi
- VII. Marketing and promotions
  - a. Developing an online plan to promote the launch of the book in collaboration with the project
  - b. Conducting a month-long awareness generation campaign around the book through social media channels (eg. organise virtual panels, online book reading, organic brand collaborations/live chats with feminist influencers) and local press articles
- VIII. Distribution
  - a. Identifying grassroot organisations working with women (entrepreneurs) in tier II and tier III cities in the North Eastern Region (Mizoram, Meghalaya, Manipur, Nagaland, Assam, Tripura, Arunachal Pradesh and Sikkim), Rajasthan, Maharashtra, Uttar Pradesh and Telangana
  - b. Distributing 3400 copies of the graphic story book (2300 copies in English and 1100 in Hindi) for free through the identified local organisations
  - c. Identifying local book stores and distribution outlets in tier II and tier III cities in the North Eastern Region (Guwahati, Imphal, Kohima, Dimapur, Shillong), Rajasthan (Jaipur, Jodhpur, Udaipur, Kota, Ajmer), Maharashtra (Pune, Chiplun, Satara), Uttar Pradesh (Saharanpur, Hapur, Moradabad, Bulandshahar, Kanpur) and Telangana (Khammam, Warangal, Mahbubnagar, Narayanpet, Medchal-Malkajgiri) + 1-2 stores in Delhi.
  - d. Making 600 graphic story books (300 in English and 300 in Hindi) available through the identified local bookstores and outlets where they can be purchased at an adequate prize. While GIZ will have paid for the printing and publishing of these books, GIZ will not make any revenue from them at any time.
  - e. Putting up the English and Hindi e-book version on open websites / platforms or own website and making it accessible free of cost. After the end of the contract, the contractor is free to sell the e-book at their own adequate price estimate. No revenues generated by sales will be credited to GIZ at any time.
  - f. Providing data on both hard copy as well as e-book sales towards the end of the contract
  - g. 500 copies (400 in English, 100 in Hindi) will remain with the project for its own distribution

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term:

<b>Milestone</b>	<b>Deadline/place/person responsible</b>
Kick-off discussion with project	16.04.2021
Concept developed	15.05.2021
Data collected	30.06.2021
Detailed manuscript developed	31.08.2021
Content for 10 stories developed	15.11.2021
Content for 10 remaining stories developed	31.01.2021
Graphic story book printed/published/launched	15.04.2022
Graphic story book promoted and distributed	31.05.2022

Period of assignment: From 15.04.2021 until 31.05.2022.

Additional requirements:

- **Quality management**  
During the whole duration of the contract, the contractor is expected to conduct all necessary rounds of review and discussion with the project and to integrate the feedback accordingly. The contractor is responsible to make sure the content of the book is in line with the values and objectives of the campaign, the project and GIZ as a whole.
- **Branding and design identity**  
Throughout all activities and content, the correct branding and design identity of both the project Her&Now as well as GIZ and its commissioning and partner ministries will have to be adhered to (eg. logos, imprint). All communication and collaterals will have to be approved by the project before usage. This will not interfere with the artistic and creative development of the content.
- **Copyrights**  
The book will be published jointly by GIZ and the contractor. The copyright will be credited to both GIZ and the contractor. The contractor will be free to re-print and re-sale the graphic story book at their own after the end of the contract.

The contractor shall ensure that GIZ's copyrights are respected at all times. The contractor shall be responsible for obtaining necessary permissions for any material used, unless provided by the project or developed from the scratch. In case of any direct or indirect copyright infringement by the contractor, GIZ reserves the right to terminate the contractual arrangement with the contractor immediately.

- **Monetisation**  
As per its mandate, GIZ will not monetise the graphic story book. No revenues generated during the distribution of the book will be credited to GIZ at any time. After the end of the contract, the contractor is free to sell the e-book as well as re-print and sell of

the hardcopy at their own adequate price estimate – while keeping in mind that the book should still be easily attainable for the target group.

- Data protection  
To deliver the assignment, the contractor can be entrusted with personal data collected by GIZ. As a data controller in its own right, the contractor is expected to comply with applicable obligations under the data protection legislation including in particular the European General Data Protection Regulation. The contractor is furthermore expected to ensure that GIZ has a legitimate legal basis for the use of any deliverables incorporating personal data, including especially a valid consent and notice towards data subjects.

### 3. Concept

In the technical bid, the bidder is required to propose a concept elaborating in detail on how to fulfil the work results defined in Chapter 2 according to the following structure:

#### Eligibility of firm

- Please provide documentation of the **commercial register entry**.
- Please provide documentation of the **average annual turnover** (at least EUR 80.000) of your firm for the last three financial years (last- but- four financial year can be included in case of invitation to tender held within six months of end of last financial year)
- Please provide documentation of the **number of employees** (at least 5) as at 31.12. of the previous year.
- Please provide information on at least **3 reference projects of a minimum commission value of EUR 40.000** (at least 1 in the last 3 years) in the field of development/publishing/distribution of books on gender issues.
- Please provide information on the **technical experience** (minimum 10 years) in
  - o commissioning/overseeing **content development (writing/editing)** with an inclusive and feminist lens,
  - o commissioning/overseeing **content development (illustration)** with an inclusive and feminist lens,
  - o and **publishing/distribution of hard copy books on gender issues**
  - o in **India**.

#### Technical-methodological concept

The bidder presents and justifies the **strategy** (= assessment grid 1.1.2) with which it intends to achieve the work results for which it is responsible:

- I. Please propose a sample concept for the graphic story book, along the lines of the basic requirements of the final product (see table in Chapter 2), including a sample narrative of a women entrepreneur portrait, taking into account the objectives/messaging of the campaign (see Chapter 1). Please elaborate on your previous experience with similar tasks.

The bidder is required to describe the key **processes** (= assessment grid 1.4.1) for the work results for which it is responsible and create a schedule that describes how the work results are to be achieved:

- I. Please propose a concept for the data collection. Please elaborate on your previous experience with similar tasks.
- II. Please propose a concept for the content production with an inclusive and feminist lens, including the onboarding and coordination of author(s) and illustrator(s). Please elaborate on your previous experience with similar tasks.
- III. Please propose a concept for the translation of the graphic story book into Hindi. Please elaborate on your previous experience with similar tasks.
- IV. Please propose a concept for the printing and publishing of the graphic story book. Please elaborate on your previous experience with similar tasks.
- V. Please propose a concept for marketing and promotions of the graphic story book. Please elaborate on your previous experience with similar tasks.
- VI. Please propose a concept for the distribution of the graphic story book, with a focus on potential local partner organisations and book stores. Please elaborate on your previous experience with similar tasks.

#### **4. Personnel concept**

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs, the range of tasks involved and the required qualifications.

##### **Team leader**

###### Tasks of the team leader

- Overall responsibility for the work results of the contractor (quality and deadlines)
- Coordinating and ensuring communication with the project, partners and others involved in the assignment
- Personnel management
- Regular reporting in accordance with deadlines
- Concept development
- Supervising the entire project

###### Qualifications of the team leader

- Education/training (2.1.1): Bachelors degree in social sciences, business administration, event management or public relations
- Language (2.1.2): Business fluency in English and Hindi; Marathi and Telugu desirable
- General professional experience (2.1.3): 15+ years of professional experience in supervising large scale projects in book publishing, launch and distribution.
- Specific professional experience (2.1.4): Prior experience in overseeing content creation on gender issues and/or with an inclusive and feminist lens.
- Leadership/management experience (2.1.5): 10+ years of management/leadership of small teams
- Regional experience (2.1.6): Relevant work experience in the North Eastern Region, Maharashtra, Rajasthan, Uttar Pradesh, and Telangana.

##### **Expert 1**

###### Tasks of expert 1

- Directly managing the entire project
- Overseeing data collection from entrepreneurs
- Coordinating with the author(s), illustrator(s) and other stakeholders during content creation



- Ideating and building consensus between the project and the author(s)/Illustrator(s)
- Overseeing the editing, proofing printing, publishing, translation and distribution processes

#### Qualifications of expert 1

- Education/training (2.2.1): Bachelors degree in social sciences, business administration, event management or public relations
- Language (2.2.2): Business fluency in English and Hindi; Marathi and Telugu desirable
- General professional experience (2.2.3): 10+ years of professional experience in direct project management with multiple stakeholders
- Specific professional experience (2.2.4): Prior experience in overseeing content creation on gender issues and/or with an inclusive and feminist lens.
- Leadership/management experience (2.2.5): 5+ years of leadership/management of small teams
- Regional experience (2.2.6): Relevant work experience in the North East Region, Maharashtra, Rajasthan, Uttar Pradesh, and Telangana

#### **Short-term expert pool 1 (with minimum 1, maximum 2 authors)**

##### Tasks of the short-term expert pool 1

- Authoring portraits of women entrepreneurs
- Working with the contractor and the project to get all the necessary and relevant details from the entrepreneurs that will help in writing the book
- Thinking of relevant and possible book titles
- Writing the book from end-to-end; creatively crafting stories of 20 women entrepreneurs
- Using an innovative storytelling approach that brings out the uniqueness in each story
- Content creation wherever the manuscript demands

#### Qualifications of the short-term expert pool 1

- Education/training (2.6.1): University qualification (Diploma/Masters Degree) in journalism, English literature, social sciences or communications
- Language (2.6.2): Outstanding language skills in English and Hindi
- General professional experience (2.6.3): 10+ years of professional writing experience in English, ideally in the social impact / development sector
- Specific professional experience (2.6.4): Prior professional writing experience in English on gender issues and/or with an inclusive and feminist lens
- Regional experience (2.6.5): 1 expert with relevant work experience in Northern and Southern India, 1 expert relevant work experience in the North Eastern Region

#### **Short-term expert pool 2 (with minimum 1, maximum 3 illustrators)**

##### Tasks of the short-term expert pool 2

- Illustrating portraits of women entrepreneurs
- Working with the contractor and the project to get all the necessary and relevant details from the entrepreneurs that will help in graphic design and illustrations of the stories
- Illustration of the book cover
- Creative, out-of-the-box illustrations of stories of 20 women entrepreneurs
- Illustration wherever the manuscript demands

#### Qualifications of the short-term expert pool 2

- Education/training (2.7.1): University qualification (Bachelors Degree) in design, art & aesthetics or architecture
- Language (2.7.2): Very good language skills in English and Hindi. Marathi and Telugu desirable
- General professional experience (2.7.3): 5+ years of design and illustration experience, ideally in the social impact / development sector
- Specific professional experience (2.7.4): 2+ years of design and illustration experience focusing on gender issues and/or with an inclusive and feminist lens
- Regional experience (2.7.5): 1 expert with relevant work experience in Northern India, 1 expert with relevant work experience in Southern India, 1 expert with relevant work experience in the North Eastern Region

The bidder must provide a clear overview of all proposed short-term experts and their individual qualifications.

## **5. Costing requirements**

### **Assignment of personnel**

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable fee costs for the proposed experts. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is still required.

### **Travel**

- Not applicable-

All tasks are to be completed in virtual collaboration. No travel costs are foreseen/to be budgeted.

### **Other costs**

The bidder is required to calculate and break down all other costs associated with implementing the tasks defined in Chapter 2 (eg. translation, proofreading, design/layout, printing, marketing, overheads, distribution, etc.)

## **6. Inputs of GIZ or other actors**

GIZ and/or other actors are expected to make the following available:

- Suggesting women entrepreneurs to be portrayed from Her&Now support programmes
- Establishing contact between the contractor and the selected women entrepreneurs to be portrayed

## 7. Requirements on the format of the bid

The structure of the **technical bid** must correspond to the structure of the ToRs. In particular, the detailed structure and content of the concept (Chapter 3). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English.

The complete bid shall not exceed 10 pages (excluding CVs).

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages. The CVs must clearly show the position and job the proposed person held in the reference project and for how long.

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Please calculate your **price bid** based exactly on the aforementioned costing requirements (Chapter 5). In the contract the contractor has no claim to fully exhaust the fee/other costs budgets. The budget amounts shall be agreed in the contract as 'up to' amounts. Costs other than fees will be reimbursed only against actuals/provision of evidence.

The technical bid and price bid are to be handed in separately.

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on movements, shutdown of services, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the work results to be delivered and, if necessary, to the remuneration.