

# Terms of reference (ToRs) for the procurement of services below the EU threshold

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<b>To disseminate the results achieved under IGEN Access-II programme within the Energy Security and Decentralised Renewable Energy (DRE) ecosystem.</b>	<b>Project number/ cost centre:  17.2166.1-001.00</b>
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**0. List of abbreviations**

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2017
ToRs	Terms of reference

## 1. Context

### Background

The Indo-German Energy Programme, Access to Energy in Rural Areas (IGEN Access - II) is a bilateral cooperation project carried out by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Indian Ministry of New and Renewable Energy. IGEN Access-II Programme is geared to specialists and managers at state-run and private energy companies, to providers of financial and other services and to private and public training facilities and networks. Acting through these intermediaries, the module will indirectly reach the rural population who will then benefit from a modern, environment-friendly, high-quality energy supply, irrespective of gender, age, income, or ethnicity. It is expected that implementing the below-mentioned measures will increase the share of RE in rural areas of the partner federal states, and thus boost diversification in the Indian energy matrix (results hypothesis). In the long term, expanding RE will reduce the need to operate conventional power plants and thus increase their capacities. The upshot: fuel savings and reduced emissions of climate-noxious gases. In this way, the project will make another important contribution to a sustainable and above all eco-friendly energy supply in India, thus contributing directly to the achievement of the programme objective.

The IGEN-ACCESS II module aims to improve rural energy supply in selected Indian federal states. Therefore, one of its key elements centres on strategic advice for political decision-makers (e.g. State Nodal Agencies, SNAs) regarding the initiation of a cross-sector energy planning process for rural areas. Studies and analyses, along with the organization of interdisciplinary working meetings and workshops, will empower partner experts to remedy their information deficits and enable advisory services to be customized more accurately.

This will lead to specific recommendations for action with respect to the targeted design and implementation of federal state energy plans, which should result in an improved energy supply involving an ever-greater share of renewable energy.

### Indicators of the IGEN-Access -II Programme

Module objective: The energy supply is improved in rural areas of selected federal states.

**Module objective indicator 1:** Implementation of one component from the energy plans (e.g. remuneration system for integrated decentralised energy systems, subsidy programme for promoting electric mobility) is funded in 2 federal states respectively.

**Module objective indicator 2:** The number of RE systems sold to rural users by module-backed providers has quadrupled.

**Module objective indicator 3:** 4 recommendations elaborated by the module for improving the quality of the energy supply under certain specific conditions are implemented.

**Module objective indicator 4:** 40% of women-led Village Level Enterprises (VLEs) that disseminate RE confirm that their standard of living has improved by two points on a scale from 1 to 5.

IGEN Access II seeks to upscale the proven results achieved in Phase I of the project. The project plans to deliver by adopting a holistic approach in overall planning by assisting the states in developing Energy Action Plans, disseminating proven business models and instruments for improving the basic energy supply and establishing a conceptual basis for enhancing the energy supply.

IGEN-Access II is an initiative with the potential to impact a large number of actors from the public sector, Renewable Energy Enterprises, training institutions, financial institutions, Non-Government Organisations and rural households. It is also a knowledge building programme as one of the outputs is dedicated to pilot projects. In the above context, IGEN-ACCESS II programme has developed a communication strategy and dissemination plan to reach out to stakeholders operating in the Decentralised Renewable Energy (DRE) ecosystem. The lessons learnt from IGEN Access phase-I have been taken into account while developing the communication strategy for the program. As a way forward, IGEN-ACCESS II programme is developing several communication material in print and visual form and disseminate the information and knowledge to wider audiences.

## **Objective**

The aim of this assignment is to increase visibility of the results achieved under IGEN Access-II programme within the Energy Security and Decentralised Renewable Energy (DRE) ecosystem.

The overall objective is to come out with various communication materials reports, , factsheets, video documentaries and doodle videos in appropriate GIZ formats. The content for communication material will be provided by GIZ only and the consultant is not expected to produce new material under this assignment.

## **2. Tasks to be performed by the contractor**

The IGEN-ACCESS II programme intends to engage a communication firm, who can support in designing, and producing communication material mentioned above.

The contractor is responsible for providing the following services:

- Review and understand GIZ communication guidelines including European Union General Data Protection Regulation (GDPR);
- Ensure all mentioned guidelines are followed while designing, and producing the communication material for the programme;
- Layout and design of IGEN-ACCESS II communication material that includes factsheets, flyers/leaflets, reports and case studies/success stories;

- The designing work would include layout & formatting as per GIZ guidelines, proof reading, typesetting, language check, inclusion of infographics, tables, illustrations, pictures, flow charts, graphs etc. The size of the reports would be A4 with designing of front and back cover, inside pages, imprints, preface, table of content, acknowledgement.
- Produce two video (not more than 180 seconds) on topic provided by the project. The consultant is required to visit suggested sites within Karnataka state to shoot video. The consultant will finalise the video using latest digital AV technology with English subtitles, narrations with voice over and music based on the inputs provided by IGEN-ACCESS II team
- The consultant will be responsible to produce doodle videos (not more than 180 seconds) based on the content provided by GIZ team. The consultant is not required to travel for this assignment.
- Conduct all necessary rounds of review with the GIZ team and integrate the feedback accordingly in the communication materials in order to meet quality expectations.
- Submit a well-articulated and detailed methodology to carry out the assignment along with the outline, required framework and tentative timeline for production of different products or communication items.
- Provide a detailed time plan for each of the communication product.
- A dedicated Project Manager from the agency will be assigned to the project, who will be the point person for any interaction with GIZ and will ensure that all outputs are of high quality and delivered within the timelines set in the beginning of the project.
- The consultant would be required to submit multiple drafts until quality standards are met as per GIZ-IGEN-ACCESS II expectation. Once approved by IGEN-ACCESS II, the designer will submit the final print ready versions of all publications / communication material and final versions of videos and doodle videos.
- The consultant is required to guarantee the overall quality, accuracy of work processes and outputs and adhere to timelines set by the GIZ team.

The following deliverables are expected from the consultant based on the raw material provided by IGEN-ACCESS II project. Under this assignment, most of the content will be provided by the project in terms of factsheet, project reports, however for videos the consultant will be required to go on field with Karnataka to capture videos. For doodle video the consultant is not required to travel. All the documents to be approved by GIZ-IGEN ACCESS II team before final submission for payment:

- 20 x two pages factsheets with photos, tables, infographics.
- 2 Video and 12 doodle videos (not more than 180 seconds long each) developed using latest digital AV technology with English subtitles and narrations with voice over and music. Provide the finest and clear version of each videos and photos during the assignment which can be played and disseminated both online and offline
- 5 Project reports (layout & formatting as per GIZ guidelines, typesetting, language check, clarity) with maximum 80 pages, that would include infographics, tables, illustrations, pictures, flow charts, graphs. The size of the reports would be A4 with designing of front and back cover and inside pages, imprints, preface, table of content, acknowledgement.

- Develop a storyline based on the inputs provided by project communication team for videos, come up with 3 creative concepts for each communication material with samples.
- All the documents to be submitted in print ready version as well as for digital circulation.

### **Copyrights**

All deliverables, products, materials developed under this assignment shall be the sole property of GIZ and should not be used or shared for any other purpose with others by consultant. GIZ holds an unlimited copyright to all produced material and assets. The contractor shall ensure that GIZ's copyrights are always respected and followed. The contractor shall be responsible for obtaining necessary permissions/license/royalties for any material used unless provided by the project.

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

<b>Milestone</b>	<b>Deadline/place/person responsible</b>
Meeting with the communication team of the project for the preparation and storyline, Review of project documents and communication material, draft story line	Within 1 month of signing of the contract
Creative concepts for all listed communication material with samples for each concept	Within 2 months from start of the contract
Detailed storyboard, voice samples, background sound/music samples	Within 3 months from start of the contract
Final version of following documents after incorporating the feedback from the project <ul style="list-style-type: none"> <li>• Atleast 5 factsheets designed and finalised</li> <li>• Atleast 1 doodle video</li> <li>• Atleast 1 project report ready for final production</li> </ul>	Within six months of the contract duration
Final version of following documents (inclusive of first six months deliverables) after incorporating the feedback from the project <ul style="list-style-type: none"> <li>• Atleast 10 factsheets designed and finalised</li> <li>• Atleast 3 doodle videos and 1 video finalised</li> <li>• Atleast 3 project reports edited for final production</li> </ul>	Within 12 months of the contract duration
Final version of following documents (inclusive of first year's deliverables) after incorporating the feedback from the project <ul style="list-style-type: none"> <li>• Atleast 15 factsheets designed and finalised</li> <li>• Atleast 6 doodle videos and 2 videos finalised</li> </ul>	Within 18 months of the contract duration

<ul style="list-style-type: none"> <li>• At least 4 project reports edited for final production</li> </ul>	
<p>Final version of following documents (inclusive of first 18 months deliverables) after incorporating the feedback from the project</p> <ul style="list-style-type: none"> <li>• At least 20 factsheets designed and finalised</li> <li>• At least 12 doodle videos and 2 videos finalised</li> <li>• At least 5 project reports edited for final production</li> </ul>	By end of the contract duration

### Timeline

Contract period: **24 months from the start date of contract.**

**Please note performance will be assessed for 06 months, based on which decision regarding continuation shall be decided.**

### 3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision. The main objective of the assignment is not only bringing out the communication material but increase the visibility of IGEN-ACCESS II programme and outreach. The consultant needs to specify the strategy how they can contribute to achieve the larger objective of this assignment and implement communication strategy of the programme.

The bidder is expect to demonstrate technical-methodological design on the basis of following criteria:

#### Strategy (1.1)

- Interpretation of the objectives in the ToRs, critical examination of tasks (1.1.1)
- Description and justification of the contract's strategy for delivering the services put out to tender (1.1.2)

#### Processes (1.4)

- Presentation and explanation of the implementation plan, work steps, milestones, schedule (1.4.1)
- Presentation and explanation of the integration of the partner (1.4.2)

#### Project management of the contractor (1.6)

- Approach and procedure for coordination with/in GIZ project (1.6.1)
- Personnel assignment plan (who, when, what work steps) incl. explanation and specification of expert months (1.6.2)
- Contractor's backstopping strategy (incl. CVs of the technical and administrative backstopper) (1.6.3)

## **Criteria for Eligibility of firms**

*Note: Bidders have to submit the documentary evidence for the criteria's specified below.*

The bidder needs to demonstrate following ability through adequate references and documents.

- Provide evidence of at least 5 reference projects / assignments in “designing and developing communication material” and at least 3 reference projects on ‘developing videos and doodle videos’ in the last three years.
- The commissioning value of the reference project must be a minimum of 10,000 euros.
- Average annual turnover for the last three financial years of the firm should be at least 50,000 euros. Demonstrate ability to work in a highly collaborative environment with teams that are subject to time and skill constraints.
- The bidding firm should have at least 10 persons working as their employees.
- At least 5 years of experience on documentation and designing work (e.g factsheets, flyers/leaflets, reports)
- At least 2 years of experience in production of animation video and doodle videos on various development themes, preferably on energy
- At least 3 years of work experience in branding, advertising, graphic design, social development communication
- Prior experience working for a development agency is desirable
- Experience of developing and designing communication material in English and Hindi is essential.
- The bidding firm should have regional experience of PAN India
- It is also desirable that the firm should have experience of development projects (ODA financed). This will be considered while evaluating the eligibility of the bidding firm for this assignment.

## **4A. 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.

The below specified qualifications represent the requirements to reach the maximum number of points.

### **Team leader**

#### Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Provide a well-articulated and detailed methodology to carry out the assignment along with the outline and required framework for all the communication items.
- will ensure that all outputs are of high quality, accurate and delivered well on time

- Available to meet or on calls with GIZ team as and when needed and integrate the feedback in the communication materials in order to meet quality expectations.

#### Qualifications of the team leader

- Education/training (2.1.1): Graduation in relevant field (Mass media/ communication)
- Language (2.1.2): Good business language skills in English and Hindi
- General professional experience (2.1.3): 10 years of professional experience in the Communication work
- Specific professional experience (2.1.4): 5 years in development sector
- Leadership/management experience (2.1.5): 6 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 5 years of experience in projects in India
- Other (2.1.8):
  - experience of working with the development agencies;
  - Should have proven experience and expertise in preparing various communication material for the development sector;
  - Flexible and able to multitask;
  - demonstrated resourcefulness in setting priorities and guiding investment in people and systems

#### **Expert 1 (Communication Expert / Designer)**

##### Tasks of expert 1

- Designing of the various communication material as listed under point no. 2
- Provide ideas, samples, draft version and final outputs
- Review and understand GIZ communication guidelines including European Union General Data Protection Regulation (GDPR).
- Ensure all mentioned guidelines are followed while designing, developing and producing the communication material for the programme.
- Layout and design of IGEN-ACCESS II communication material that includes factsheets, flyers/leaflets, reports, case studies/success stories, newsletters
- The designing work would include layout & formatting as per GIZ guidelines, proof reading, typesetting, language check, inclusion of infographics, tables, illustrations, pictures, flow charts, graphs etc.. The size of the reports would be A4 with designing of front and back cover, inside pages, imprints, preface, table of content, acknowledgement.
- Work closely with IGEN-ACCESS II team to understand the requirement and bring out the final output as per their expectations.

##### Qualifications of expert 1

- Education/training (2.2.1): Graduation or diploma in relevant field
- Language (2.2.2): English and Hindi
- General professional experience (2.2.3): 5 years in the field of communication and designing work
- Specific professional experience (2.2.4): 2 years of experience in development sector
- Regional experience (2.2.6): in India

### Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Good command over language both English and Hindi
- Flexible and able to multitask;
- can work within an ambiguous, fast-moving environment, while also driving toward clarity and solutions;
- demonstrated resourcefulness in setting priorities and guiding investment in people and systems

### **Expert 2 (Illustrator/Animator/post production expert)**

#### Tasks of expert 2

- develop short video and doodle videos using latest digital AV technology with English subtitles and narrations with voice over and music based on the inputs provided by IGEN-ACCESS II team
- Provide ideas, samples, draft version and final outputs
- Review and understand GIZ communication guidelines including European Union General Data Protection Regulation (GDPR).
- Ensure all mentioned guidelines are followed while developing videos and doodle videos
- Work closely with IGEN-ACCESS II team to understand the requirement and bring out the final output as per their expectations.

#### Qualifications of expert 2

- Education/training (2.2.1): Graduation or diploma in relevant field
- Language (2.2.2): English and Hindi
- General professional experience (2.2.3): 3 years of working experience in creation of illustrations for animation videos
- Specific professional experience (2.2.4): 2 years of experience in development sector
- Regional experience (2.2.6): in India
- Other (2.2.8): Advance knowledge of digital technology & softwares. Proficiency in contemporary illustration techniques. Proven experience of video editing, knowledge of special effects, 2D/3D animations, graphic design, colour and sound editing.

### Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Good command over language both English and Hindi
- Flexible and able to multitask;
- Knowledge of latest digital AV technology and latest softwares
- can work within an ambiguous, fast-moving environment, while also driving toward clarity and solutions;

- demonstrated resourcefulness in setting priorities and guiding investment in people and systems

#### **4. Costing requirements**

The consultant is required to submit financial bids based on the unit cost for each output/product mentioned under paragraph 2 in detail and below. The bidder is required to provide subsequent total against each item.

##### Outputs / products

- Atleast 20 factsheets designed and finalised
- Atleast 12 doodle videos and 2 videos finalised
- At least 2 Videos finalised
- Atleast 5 project reports edited for final production

Since the contract to be concluded is a contract for work, we would ask you to offer your services at a fixed lump sum price as per task mentioned above, which covers all relevant costs (fees, costs, etc.). The assessment of the financial bid is based on the lump sum price tendered. For the purposes of our internal calculations and any subsequent contracts, we would also ask you to state the daily rate used for the tender. A breakdown of the days is not necessary.

##### Travel

- The bidder is required to calculate the travel by the specified experts and the experts it has proposed based on the places of performance stipulated in this ToRs and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses.
- The consultant is required to visit suggested sites within Karnataka state to shoot video. It is estimated that the consultant shall undertake 8 round trips and would require 12 nights of accommodation, daily allowances and local travel.

#### **5. Requirements on the format of the bid**

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in **English** (language).

The complete bid shall not exceed 20 pages (excluding CVs, samples of previous work with reference links preferably & other supporting company documents)

The CVs of the personnel proposed in accordance with Chapter □ of the ToRs and must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 2 pages. The CVs must clearly show the position and job the proposed person held

in the reference project and for how long. The CVs should be submitted in English (language) only.

#### **Further Requirements**

- All reports, slides, presentations and other media and information material need to be submitted to GIZ in hard copy.
- Timelines shall be strictly adhered and GIZ should be briefed continuously on the progress of the project. Any delays or changes (e.g. timelines, deliverables, availability of information, staff etc.) shall be reported and aligned with GIZ in advance.
- **In order to select a suitable organisation, GIZ may invite the shortlisted firms to present their methodology and approach that will help GIZ in making final selection. The bidder will be informed in advance.**
- GIZ reserves the right to cancel or modify this tender. Notice will be provided accordingly.
- GIZ does not pay for the cost of a software license or its renewal.
- GIZ honours intellectual copyrights and strictly prohibits any copyright violations and plagiarism;
- The bidder has to maintain the confidentiality of the data. The data / information / findings / outputs and any other classified information collected under this assignment shall not be used by the bidder anywhere and in any manner without GIZ permissions. It is not encouraged that based on the information collected through the assignment any research work is conducted with an intention to publish research papers and perform thesis work in an individual capacity.
- GIZ reserves the right to terminate the contract.

#### **6. Annex 01- Specific Conditions pertain to covid- 19 Measures**

The specific conditions pertain to Covid- 19 measures are integral part of contract and shall act as binding document under special agreement and interpreted along with GTCC.

In addition to the provisions as detailed in clause 09 of The General Terms of Contract governing the delivery of works and services commissioned by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (local), the Consultant confirms that he/she accepts the Consulting engagement with full knowledge and understanding of the travel and other requirements of the engagement including specifically the need, on the part of the Consultant, to take all required precautions (including prevention and risk mitigation measures) against the risks arising from the ongoing Novel Corona Virus (CoVid - 19) Pandemic.

The Consultant shall provide to the GIZ an RT-PCR Negative Test Report for Novel Corona Virus (CoVid - 19) prior to starting the Consulting Engagement and shall additionally comply with the following at all times in the course of the Consulting Engagement:

1. Obtain Medical and other Insurance Cover in respect of the Novel Corona Virus (CoVid - 19) Infection/Disease and consequences thereof – (GIZ will reimburse the insurance cover up to 5000 Indian Rupees)
2. Strictly follow and comply with the prescribed Mask, Hand Washing/Sanitization and Social Distancing Protocols.
3. Take safe and secure mode of transportation.
4. Observe all local restrictions/precautions as applicable for the specific areas of travel covered by the Consulting Engagement.
5. If eligible, get vaccinated against the Novel Corona Virus (CoVid - 19).
6. Install and maintain as active at all times the Government of India's Arogya Setu App.
7. If exposed to any active case of Novel Corona Virus (CoVid - 19) to take all steps as advised by the Government of India's advisories in such case.
8. If feeling unwell and experiencing any of the symptoms of Novel Corona Virus (CoVid - 19) infection - to take all steps as advised by the Government of India's advisories in such cases including but not limited to getting an RT-PCR Test for Novel Corona Virus (CoVid - 19), selfisolation, notifying the GIZ and also the concerned local Novel Corona Virus (CoVid - 19) isolation/treatment facility.
9. Other compliance as may be notified by the GIZ and the Government of India from time to time in relation to Novel Corona Virus (CoVid - 19) infection/disease.

Furthermore, The Consultant accepts the Consulting Engagement on a best and informed judgement basis with full knowledge of the tasks to be performed, the place of performance and the precautions and safeguards to be reasonably taken by the Consultant to mitigate all types of risks associated with the said Consulting Engagement. The Consultant undertakes the Consulting Engagement at his/her own risk and responsibility and shall not, under any circumstances, and at any time, be entitled to assert any liability or other claims whatsoever against the GIZ, its Management, Officers and Employees for any consequences or risks or harm that may arise to the Consultant in the course of or as a consequence of undertaking the Consulting Engagement or any actions or consequences arising in relation to such Consulting Engagement.