

Terms of reference (ToRs) for the procurement of services

**Video documentation of waste management in Kerala
for the project Combatting Cities Plastics Entering
The Marine Environment (CCP-ME)**

**Project number/
cost centre:
19.9015.9-001.00**

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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
SBM	Swachh Bharat Mission
CCP-ME	Cities Combatting Plastics Entering the Marine Environment
MOHUA	Ministry of Housing and Urban Affairs
TC	Technical Co-operation
MRF	Material Recovery Facilities

1. Cities Combatting Plastic Entering the Marine Environment (CCP-ME)

The Marine litter threatens ecosystems and adversely affects fishery and tourism industries around the globe. In addition to negative economic impacts, it affects public health as the concern about micro-plastic and the increased risk of particles entering food webs is growing. In recent times, the level of plastic waste that has accumulated in our oceans and marine ecosystems through the increasing production and use of durable synthetic materials has alarmed the public and policy makers alike.

The CCP-ME project will focus on marine litter prevention in cities situated in coastal areas, island situations or along rivers together with MoHUA. In 2014, the Indian government launched a nation-wide programme, the “Clean India Mission (Swachh Bharat Mission - SBM)” is being implemented by MoHUA. If improperly managed, municipal solid waste ends up as street litter, which is washed, blown, or discharged into nearby waterways by storm water and/or wind. Ultimately, this aggravates the generation of marine litter with devastating environmental and socio-economic consequences.

Based on this, the project will work on interventions to enable selected cities to improve collection, segregation, and marketing of plastic waste, to prevent plastic disposal to water bodies, and to improve handling of port and marine waste.

The Government of India and the Government of Germany have agreed to jointly support sustainable urban development in India. As part of this, German Development Cooperation has made commitments for supporting Swachh Bharat Mission for preventing marine litter in the cities of Kochi, Kanpur, Port Blair and their respective states. For this, GIZ under its Sustainable Urban and Industrial Development Cluster (SUID) is implementing Technical Cooperation (TC) projects on supporting Cities Combatting Plastic Entering into Marine Environment (CCP-ME) in the above mentioned three cities and their respective states. The projects shall broadly work on the provision of technical support for better municipal solid waste management through improved collection, segregation and Material Recovery Facility centres (MRF) solutions etc. Under the cluster, thematic profile of the projects is needed to enhance its effectiveness and support the environmental reform agenda and priority needs of India.

Context

On a global scale, the problem of marine litter is rooted in the currently dominant linear take-make-dispose production and consumption patterns and unsustainable waste management practices. Marine litter is largely associated with human activities and mainly originates from land-based, riverine and ocean-based sources. Current estimates are based on a limited number of modelling studies; yet, these suggest that some 9-10 million tonnes of plastics enter the oceans annually to become marine litter.

In India, Kerala is managing MSWM through Suchitwa Mission for overall Sanitation implementation which include liquid waste management, Promotion of toilets. Clean Kerala Company exclusively work for plastic waste management and Karitha Keralam

for handling organic waste and promote organic farming through the product like bio compost and vermi compost.

The film and written documentation can serve to give the current best practices, success stories and lessons learned details about MSWM services in the state. The procedures followed in the Kerala local bodies will become Swachh Bharath implementing stakeholders guide in doing what they're supposed to do, making them more productive.

The final document especially films can be uploaded in the SBM website as an online course for other learnings, similarly the written documents of case studies can be published/ presented in the relevant forums.

The project is financed by the Federal Ministry of the Environment and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

2. Tasks to be performed by the contractor

The contractor is responsible for developing 4 films on the good practices of waste management in the state of Kerala. The focus of these case studies would be around the topics of solid waste management, wet waste management, prevention of plastic litter and more such related topics. The cases will be identified by GIZ along with state department. The contractor is required to deliver photo material to accompany the film footage.

The contractor should deliver:

- Nos. 4 films in English and local language. Both with subtitles – English film with hindi subtitles and local language film with English subtitles
- Detailed transcription of interviews in English
- 25-30 still photographs of each case

(a) Workplan development

The project should start with the submission of a work plan by the agency. The on ground shooting plan could be finalised after the finalisation of the script and SBM's approval. The workplan should be along with detailed strategy, story board, interview list, shooting plan and timeline.

(b) Script

The script for the 10-15 minutes film will be developed in collaboration with agency, GIZ and Department. The script will be approved by GIZ and SBM department. The script needs to be submitted to GIZ for approval. The purpose of the project is to upload the final product in the Swachh Bharat Mission learning website as an online course. Hence it should follow the necessary guidelines of SBM portal too. The script needs to be developed in 2 languages – English and Hindi.

(c) The films

The film should include unique practices of the case documented, methodologies adopted, operation mechanism for financial sustainability, livelihood promoted, upscaling potential and

the testimonials from key stakeholders involved for success. These 4 films will be on best practices in the identified location/area. The theme of these 4 films are dry waste management and organic waste management. The case studies will be identified by GIZ and by the Suchitwa Mission Director, Kerala.

All films should cover critical events and incidents related with the case documented. The agency should collate scenes from the previous campaigns, events, activity implemented by the case in past or present. The involvement of the community, technical aspects and financial support extended by the union and state governments also needs to be documented.

(d) Photographs

Deliver 20-25 high quality photographs which cover the same range of subjects that is covered in the film, and portraits of the interview partners. The photos should represent a mix of overview/wide angle shots, midrange and closeup, portrait and landscape orientation (vertical and horizontal). Please deliver a selection of jpgs with a resolution of 300 dpi and very natural colors.

Important point to remember, please do take consent from each person photograph as per the GIZ template, attached along with the TOR.

The targets groups for documentation work include:

The purpose is to use the final film to be used for 3 levels:

1. **Decision makers** at various levels like elected urban local bodies representatives, civil servants, and Govt. higher officials.
2. **Technical staff** who are working with SBM, Smart cities, NGOs and so on
3. **Functionaries of Govt, ULBs and NGOs.**

The films will be used for the following purpose:

- To be used as study material as well as training material.
- To be used as documentation for collation and easy understanding.
- To be compiled into a source book for the state.

Versions needed for the final product: English and Hindi. Interviews could be conducted in the local language with English and Hindi subtitles. Allow interviewees speak in the language they are comfortable with.

Note:

- All products should adhere to GIZ corporate guidelines and communication guidelines.
- RAW footage of the film in full HD MP4 format has to be produced to GIZ
- Film edit has to be done with the knowledge and inputs from the representatives of GIZ
- Final product of the film must in full HD MP4 format with required background score and visual graphics.
- All documents shall be submitted to GIZ for approval as a draft/sample.

- The deliverables should be approved by the partners and the GIZ team, and changes that may be needed are to be carried out by the consultants.
- There are two levels of approval – one by GIZ and another by government. Final approval will be provided by GIZ to the agency

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

Milestone	Deadline/place/person responsible
M1 - Submission of Work plan along with inception report Script of all films	October 2021
M2 - Submission of final draft version of 2 films	December 2021
M3 - Submission of the final draft version of 2 films	February 2022
M4 – Submission of final version of approved films	April 2022
M7 - Submission of all raw footage, photographs and files	May 2022

Period of assignment: From October 2021 until September 2022.

Note: “The duration of the contract will be extended up to 30/09/2022, a period of 12 months.

The extended contract duration is defined keeping in view the changing conditions due to ongoing Covid pandemic. However, it is expected that the assignments/work/deliverables will be completed as per the defined timeline in the contract. Accordingly, the final payment can be processed subject to the approval from the AV/Project. The final payment settlement shall not bound by the contractual timeline but measured by successful completion of deliverables as agreed upon”

Reporting:

The consultant will report to Project Head, CCPME project and Communication Expert, CCP-ME project. The team will also work in close coordination with Technical Expert based at Delhi & Kerala.

3. Concept

The concept of the films will depend on the case covered in the film. Each film should highlight one unique impact achieved by the intervention. Each film should try to highlight the gender and environmental impacts with clarity. The films should cover the journey of the story while presenting the overall objectives and purpose. It would talk about the budget, manpower needed, involvement of various departments, partnerships, necessary requirements, dos and don'ts and impacts. The detail report will help other ULBs in implementation of such kind of a project. These films will be uploaded in SBM's e-learning portal for learning and knowledge

exchange purpose, therefore the films should help in answering queries of an implementor of similar projects.

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. .

Technical-methodological concept

Strategy: The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2).

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them.

The bidder is required to present and explain its approach to **steering** the measures with the project partners and its contribution to the results-based monitoring system.

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 2 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**).

Other specific requirements

Each film should try to highlight the gender and environmental impacts with clarity. It will be good if this can be depicted with characters and evidence.

Project management of the contractor

- Not Applicable -

4. Criteria for Eligibility of firms

I. Commercial Assessment

- Please provide the legal status of your firm.
- Average annual turnover of the agency for the last three financial years: at least Euro 25000.

- The number of employees of the agency or consortium as at 31.12. of the previous year: at least 08 persons.

IIA. Technical Assessment

- The bidder shall have reference projects with a minimum commission value of 5000 EUR
- At least 3 reference projects in the technical “Film – Making and documentation.
- At least 2 reference projects at Southern region, most preferably Kerala(India) in the last three years

II B.1 Technical Experience

- At least 5 years of experience of Film-Making.
- At least 3 years of experience of developing Videos for development sectors.
- At least 1 years of experience of working with state government agencies.

II B.2 Regional Experience

- Experience of working in southern region, most preferably in Kerala(India)

Bidders must submit the documentary evidence of above-mentioned requirements.

4A. Personnel concept

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), 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
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader (Please refer technical assessment grid)

- Education/training (2.1.1): University qualification (first degree/master's) Completed university degree, ideally at postgraduate level in relevant subject matter i.e. communications, film making, development studies, social work. Preference will be given to candidates with completed studies in media and/or communication),
- Language (2.1.2): Good business language skills in English and Malayalam
- General professional experience (2.1.3): 8 to 10 years' of experience in communications especially on film making, public relations.
- Specific professional experience (2.1.4): At least 5 years of work in Strong creative thinking skills, including the ability to work confidently across a variety of stakeholders, Excellent writing skills, Planning and organizational skills: Ability to meet deadlines and the ability to factor in contingency planning to allow for adjustment of plans and actions as required whilst using time efficiently to ensure deadlines are met even under pressure, Experience in leading teams and Previous experience with GIZ and /or international agencies on similar assignments preferably is an additional asset.
- 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 Kerala (region), of which 2 years in projects in India (country) and the contractor is needed to have knowledge of the state, its cities, its roads and other places, its culture, and way of life.
- Development Cooperation (DC) experience (2.1.7): 6 years of experience in DC projects

Expert 1 – Content writer

Tasks of expert 1

- Overall responsibility of developing content including storyboard, transcript, editing, research, proof reading and editing.
- Responsible of background research and source verification of references and content
- Creation of dialogues, interviews and content for voice over in the film
- Responsible of translation and subtitles

Qualifications of expert 1 (Please refer technical assessment grid)

- Education/training (2.2.1): Bachelor's Degree in mass communication or social work or relevant subject
- Language (2.2.2): proficient in English and Malayalam. Working knowledge in Hindi
- General professional experience (2.2.3): 7 years or more in the field of communication or social work
- Specific professional experience (2.2.4): 5 years or more in the field of editing, proof reading, writing, story writing
- Regional experience (2.2.6): 3 years of experience of working in the state of Kerala

Expert 2 - Editor

Tasks of expert 2

- Overall responsibility of editing and developing 6 films for the project from the raw footage and research materials.
- Responsible for editing, providing creative and technical support

Qualifications of expert 2 (Please refer technical assessment grid)

- Education/training (2.3.1): Bachelor's Degree in mass communication or film making
- Language (2.3.2): proficient in English and Malayalam. Working knowledge in Hindi
- General professional experience (2.3.3): 7 years or more in the field of communication
- Specific professional experience (2.3.4): 5 years or more in the field of film making, editing
- Regional experience (2.3.6): 3 years of experience of working in the state of Kerala

Soft skills of team members

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

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

Short-term experts with maximum 05 members

Short term expert 1 - Filmgrapher or Cameraman

Tasks of the short-term expert 1

- He or She would be responsible of shooting the footage, handling and management of the camera and sound system.
- On field shooting is his/her responsibility.

Qualifications of the short-term expert 1 (Please refer technical assessment grid)

- Education/training (2.6.1): Graduation in any field or diploma holder in mass communication/film making.
- Language (2.6.2): Knowledge of local/working language.
- General professional experience (2.6.3): At least 5 years of experience in film making.
-
- Other (2.6.7): Experience in handling high advanced film making equipment's

Short term expert 2 – Animator or Graphic Creator

Tasks of the short-term expert 2

- He or She would be responsible of developing the special effects, animation, and other such related designs to be used in the final films.

Qualifications of the short-term expert 2 (Please refer technical assessment grid)

- Education/training (2.7.1): Diploma holder in animation or graphic designer.
- Language (2.7.2): Working language in English
- General professional experience (2.7.3): At least 3 years of experience in animation and graphic creation.
- Specific professional experience (2.7.4): 2 years of experience in handling latest animation and graphic designing software & tools.

Short term expert 3 - Translator

Tasks of the short-term expert 3

- He or She would be responsible of translating the content in the story board to Hindi from English.
- Also would be responsible of translating the interviews taken in local language into English and Hindi.

Qualifications of the short-term expert 3 (Please refer technical assessment grid)

- Education/training (2.8.1): Graduation in literature.
- Language (2.8.2): Excellent knowledge in Hindi and English
- General professional experience (2.8.3): At least 5 years of experience in translating in Hindi and in English.
- Specific professional experience (2.8.4): At least 3 years of experience in translating Malayalam transcript into English and English into Hindi.
- Regional experience (2.8.5): At least 3 years of working experience in Kerala

Short term expert 4 – Voice over artist

Tasks of the short-term expert 4

- He or She would be responsible of providing voice over to the 4 films to be produced under this contract.
- It could be one VO artist or multiple, depending upon the concept and need of the script.

Qualifications of the short-term expert 4 (Please refer technical assessment grid)

- Education/training (2.9.1): Diploma Holder in any education stream.
- General professional experience (2.9.3): At least 3 years of experience in providing voice over to films or other similar events

Short term expert 5 – Co-ordinator

Tasks of the short-term expert 5

- He or She would be responsible for providing coordination support to the team leader and project team.

Qualifications of the short-term expert 5 (Please refer technical assessment grid)

- Education/training (2.10.1): Diploma holder in any stream
- Language (2.10.2): Knowledge of local knowledge i.e; Malayalam and working knowledge of English.
- General professional experience (2.10.3): At least 2 years of experience in co-ordination Jobs.
- Regional experience (2.10.5): At least 2 years of experience in working in Kerala state

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

An agency who has offices in Kerala shall be preferred.

For this assignment it is required that:

The agency has an in-house team. However, it can be out-sourced or additional workforce may be hired for the purpose of designing and developing the communication material/products. The details of team members with their qualifications and professional experience of the hired agency must be provided at the time of submission of the technical bid.

5. Costing requirements

The bidder is required to calculate the cost for the below mentioned deliverables. Kindly refer Chapter 2 for detailed task to be performed by contractor for each deliverables.

Deliverable 1 – Developing of script for the 10-15 minutes film. The script needs to be developed in 2 languages – English and Hindi.

Deliverable 2 – Shoot of 4 Films, the theme of these 4 films are dry waste management and organic waste management

Deliverable 3 - Deliver 4 Edited films and 20-25 high quality photographs which cover the same range of subjects that is covered in the film, and portraits of the interview partners.

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, which covers all relevant costs (fees, travel 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 Chapter 2 and list the expenses separately by daily allowance, accommodation expenses, Local travel and other travel expenses.

Expert	Sector	Road Travels	Duration of stay
Team leader	Outskirts of kerala	4 trips	3 Nights stay per trip
Expert 1- Content writer	Outskirts of kerala	4 trips	2 Nights stay per trip
Short Term Expert 1 – Filmographic or Cameraman	Outskirts of kerala	4 trips	3 Nights stay per trip
Short Term Expert 5- Coordinator	Outskirts of kerala	4 trips	3 Nights stay per trip

Up-to 15 local travels have been envisaged for interview sessions within Kerala.

All the travels components shall be reimbursed by GIZ on lumpsum (Proof of performance)

Other costs

Below mentioned items cost shall be reimbursed by GIZ on actual Invoices. The cost related to Studio/Animation, graphics, special effects & equipment shall be on hire Basis. The consultant is not allowed to do any kind of procurement.

Items	Units
Hard drive	1
Animation/graphics/special effects	3
Studio Hiring	8
Equipment	16

6. Inputs of GIZ or other actors

- Not Applicable -

7. 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 30 pages (excluding CVs & other supporting company documents)

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs. The CVs should be presented in GIZ provided template. 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.

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

8. Option

- Not Applicable -

9. Annexes

- Not Applicable -

10. 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.