

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

Engagement of a Marketing and Communication Agency for Project IGnITE	Project number/ cost centre: 12.1003.8-273.01
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1. Context

India is diversifying from being a largely agro-based economy to a manufacturing and service-based economy. This has resulted in an increased demand for skilled manpower over the past few decades. The National Policy on Skill Development and Entrepreneurship, 2015 notes this increased demand for skills, and highlights that “large sections of conventionally educated youth” have little or no job skills. The Micro, Small and Medium Enterprises (MSMEs) sector is the second largest employer after agriculture, but only contributes 17% of the GDP. MSMEs also face significant challenges in hiring and retaining skilled manpower.

In alignment with the SDGs, India is also transitioning towards adopting environment friendly measures in manufacturing, services and infrastructure. This requires upgradation of existing skill sets and development of new skills to address future requirements. Some emerging sectors include renewables, e-mobility, and energy efficiency. Digitalisation, across sectors, is catalysing these developments.

In order to address these challenges and bridge the existing gap between vocational institutions and industry, Siemens and GIZ have jointly developed the **Indo-German Initiative for Technical Education (IGnITE)**. ‘IGnITE’ aims to support the development of highly qualified technicians based on the German Dual Vocational Educational Training (DVET) model with a focus to make them industry- and future-ready.

‘IGnITE’ aims to help develop around 40,000 skilled work force by 2024 through interventions on two fronts. At the Government Industrial Training Institutes (ITI’s) level, the focus is on developing the teaching / learning pedagogy based on the principles of the German Dual VET model and training ITI instructors in this enhanced pedagogy. At the industry level, the project will create in-plant training opportunities for the ITI trainees at local industry especially at MSMEs, during the period when the trainees are undergoing the Craftsmen Training Scheme (CTS) at the selected ITI’s. In order to ensure the best possible in-plant training outcome, the project will also develop pedagogy and train in-company trainers. Finally, the close engagement between the ITI’s and industry will help ensure the sustainability of the project.

Towards achieving these objectives, the project includes the following work packages:

- 1. Ensure pedagogical change in the instructional methods at ITI’s**
This includes development of content and training materials and training of ITI instructors
- 2. Engage local industry to become partners in the skilling ecosystem**
This includes outreach and advocacy to BMOs and local industries and facilitating in-plant training for trainees; and developing content, training material and training of in-company trainers

3. Develop and introduce ‘green skills’ (technical skills that enable trainees to conserve, preserve or restore environmental quality)¹ to meet the present and future needs of the Industry in areas such as Renewables, e-Mobility, and energy efficiency.

This included developing the curriculum for green skills with inputs from stakeholders from the government, industry and ITI's

To support the IGnITE project team in carrying out certain specialized marketing and communication activities, engagement of an experienced Marketing and Communication Agency (hereafter referred to as ‘**Agency**’) is sought under this assignment. Bearing in mind the multi-stakeholder environment Project IGnITE will operate, objectives for engaging marketing and communication agency include:

- Develop content, audio visual materials and conduct short online surveys
- Develop a media and dissemination plan
- Disseminate the materials developed as per plan, in consultation with the IGnITE team

2. Tasks to be performed by the contractor

To achieve the above-stated objective, the agency will be responsible for executing the following work packages across IGnITE clusters in consultation with the project team:

A. Work package 1 - Short content outputs

1. Project Activities Video Snippets: The agency will be responsible for creating upto 25 short video snippets, each around 2 minutes, showcasing the various IGnITE activities conducted during the project, highlighting the impact of the project on the skill ecosystem across various IGnITE clusters.
2. Testimonials from different stakeholders (content plus video or content plus picture): The agency will gather and publish a total of 15-20 testimonials from different stakeholders, each including either a video or picture, along with written content. The testimonials will be focused on showcasing the impact of the IGnITE project on skill development and highlighting the benefits of participation.
3. Social Media Posts: The agency will develop and publish upto 35 social media posts on various platforms including LinkedIn, to promote the IGnITE activities, encourage participation, and increase engagement. Broad thematic areas include green skills, safety, gender, inclusion, and others.

¹ Green skills and green jobs are commonly used terms to denote skills that contribute to conserving, preserving and restoring the environment.

B. Work Package 2 – Stock content

1. High-Resolution Photos: The agency will be responsible for capturing and providing upto 100 high-resolution photographs of the project activities, participants, and outputs. The photos will be provided in a digital format and will be available for use in various project-related materials (e.g. reports, presentations, social media). The agency will ensure that the photos are of high quality and capture the essence of the project.
2. PPTs and Short Notes for dissemination: The agency will develop a total of 5-7 PPTs (10-15 slides each) and corresponding short notes (1-3 pages each) for dissemination to stakeholders. The PPTs will summarize the key aspects of the project, including its objectives, activities, and outcomes, while the short notes will provide a more detailed overview of each aspect. The PPTs and short notes will be designed to be easy to understand and visually appealing, and will be available in both print and digital formats. Basic content for the PPTs and notes will be provided by the project team.

C. Work Package 3 - Impact videos

1. Small Impact Videos: The agency will create upto 15 small videos, each around 3-5 minutes, showcasing the impact of the IGnITE activities on individual participants (instructors, trainees, in company trainers and others), highlighting their upgraded skills and abilities. The agency will ensure that the videos are of high quality and provide a compelling narrative of the impact of the project activities.
2. Complete Project Lifecycle Video: The agency will create a video showcasing the complete IGnITE project lifecycle, from initiation to completion. The video will be no longer than 5-7 minutes in length and highlight the key achievements and milestones of the project. The video will be designed to provide a comprehensive overview of the project and its impact, and will be suitable for use in project-related materials (e.g. reports, presentations). The agency will ensure that the video is visually appealing and aligned with the project's messaging and branding.

D. Work package 4 - Stakeholder engagement

1. Develop Newsletter: The agency will develop a quarterly newsletter highlighting the key project activities, achievements, and future plans. The newsletter will be designed to be visually appealing and easy to read, and will be sent to various project stakeholders. The agency will ensure that the content is accurate, informative, and aligned with the project's messaging and branding. With a quarterly frequency, a total of 5 newsletters shall be planned (2 in 2023 and another 3 in 2024)
2. Short poll survey (3-5 questions) type engagement on quarterly basis, with selected audiences which can then be analysed and shared. The agency will analyze the poll survey responses and develop a note summarizing the key findings. The agency will ensure that the survey questions are clear, concise, and relevant to the project's objectives.

List of states and clusters to be covered in this assignment:

S. No.	State	Cluster / Locations for the different activities
1	Goa	Goa
2	Telangana	Hyderabad
3	Odisha	Bhubaneswar / Cuttack / Ganjam
4	Madhya Pradesh	Rewa/Satna, Jabalpur/Katni, Sagar/Damoh, Shivpuri/Gwalior
5	Haryana	Gurgaon, Sonipat
6	Assam	Guwahati
7	Delhi	Delhi
8	Rajasthan	Jaipur

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
Detailed implementation plan for the assignment, including timelines and deadlines for key tasks and deliverables as well as a concept note detailing the overall strategic approach towards the different tasks and deliverables (inception report)	16 th July 2023
Work package 1 - Short content outputs <ul style="list-style-type: none"> • 5 short video snippets • 4 testimonial videos from different stakeholders • 7 social media posts including project activities and green skills awareness Work Package 2 – Stock content <ul style="list-style-type: none"> • 20 high resolution photos • Finalize template for PPTs and Short Notes for dissemination Work Package 3 - Impact videos <ul style="list-style-type: none"> • Create and share 2 impact videos • Share plan for creating a video showcasing the complete IGnITE project lifecycle Work package 4 - Stakeholder engagement <ul style="list-style-type: none"> • Finalize template and create 1 newsletter • 1 short survey engagement 	15 th October 2023
Work package 1 - Short content outputs <ul style="list-style-type: none"> • 10 short video snippets • 6 testimonial videos from different stakeholders • 7 social media posts including project activities and green skills awareness Work Package 2 – Stock content <ul style="list-style-type: none"> • 20 high resolution photos • Develop 2 PPTs and Short Notes for dissemination Work Package 3 - Impact videos <ul style="list-style-type: none"> • Create and share 5 impact videos • Share progress on creating a video showcasing the complete IGnITE project lifecycle 	15 th January 2024

<p>Work package 4 - Stakeholder engagement</p> <ul style="list-style-type: none"> • Create 1 newsletter • 1 short survey engagement 	
<p>Work package 1 - Short content outputs</p> <ul style="list-style-type: none"> • 10 short video snippets • 6 testimonial videos from different stakeholders • 7 social media posts including project activities and green skills awareness <p>Work Package 2 – Stock content</p> <ul style="list-style-type: none"> • 20 high resolution photos • Develop 3 PPTs and Short Notes for dissemination <p>Work Package 3 - Impact videos</p> <ul style="list-style-type: none"> • Create and share 5 impact videos • Share progress on creating a video showcasing the complete IGnITE project lifecycle <p>Work package 4 - Stakeholder engagement</p> <ul style="list-style-type: none"> • Create 1 newsletter • 1 short survey engagement 	15 th April 2024
<p>Work package 1 - Short content outputs</p> <ul style="list-style-type: none"> • 4 testimonial videos from different stakeholders • 5 social media posts including project activities and green skills awareness <p>Work Package 2 – Stock content</p> <ul style="list-style-type: none"> • 20 high resolution photos • Develop 2 PPTs and Short Notes for dissemination <p>Work Package 3 - Impact videos</p> <ul style="list-style-type: none"> • Create and share 3 impact videos • Share a video showcasing the complete IGnITE project lifecycle <p>Work package 4 - Stakeholder engagement</p> <ul style="list-style-type: none"> • Create 1 newsletter • 1 short survey engagement 	15 th July 2024
<p>Work package 1 - Short content outputs</p> <ul style="list-style-type: none"> • 7 social media posts including project activities and green skills awareness <p>Work Package 2 – Stock content</p> <ul style="list-style-type: none"> • 20 high resolution photos <p>Work Package 3 - Impact videos</p> <ul style="list-style-type: none"> • Create and share 2 impact videos <p>Work package 4 - Stakeholder engagement</p> <ul style="list-style-type: none"> • Create 1 newsletter • 1 short survey engagement 	15 th November 2024

- All the work packages need to be reviewed and approved by the IGnITE project team.
- The corporate branding rules should be adhered to in all the activities/collaterals/creatives.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.

- The contractor reports regularly to GIZ in accordance with the current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

In addition to the reports required by GIZ in accordance with the AVB, the contractor submits the following reports:

- Implementation plan
- Brief quarterly reports on the status of the various work packages' activities undertaken for the project (2-3 pages)
- A final report on deliverables specified in work packages (3-5 pages)

Period of assignment: from 15th July 2023 until 15th December 2024.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 0 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 0 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** (involving support, guidance and oversight) the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** that continuously collect and analyses information of project's performance against targets (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 0 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the tender in accordance with Section 3.3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project

Further requirements (1.7)

Please ensure that all the creatives follow the GIZ India media and communication guidelines and colour palette. The creatives will be designed in English, however in specific cases they be designed in local language as per the directions of project IGnITE team.

4. Criteria for Eligibility of firms

- 4.1. The average annual turnover for the last three financial years (last-but-four financial years can be included in case of invitation to tender held within six months of end of last financial year) must be at least EUR 60,000
- 4.2. Number of employees as of 31.03.23 shall be 10 or more
- 4.3. Contractor should have undertaken similar practical oriented work for a minimum value of EUR 25,000 with a proof of projects undertaken.
- 4.4. The agency should have completed 5 successful assignments for delivering marketing and communication services (which majorly includes development sector impact videos, blogs and social media outreach). The consultants shall provide proof of prior successful projects.
- 4.5. The agency should have at least 3 successful examples of success story video documentation
- 4.6. The agency should have successfully provided marketing and communication services for at least 2 education, training or skill development sector projects.

- 4.7. The agency should have minimum of 3 years of social media experience is required for the agency.
- 4.8. Preference shall be given to organizations who have previous experience in similar projects in multiple locations, particularly in IGnITE clusters, is preferred
- 4.9. Consortium for the project is allowed. It will up to the consortium parties to select the lead partner for the project - refer bidding conditions

5. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 0), the range of tasks involved and the required qualifications.

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

Key expert 1: Team leader/ Marketing communication specialist

Tasks of the team leader/ Marketing communication specialist

- Overall responsibility for steering the effective and satisfactory execution of the work packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ and IGnITE project partners
- Personnel management and coordination of their availability and schedules for completing the work packages
- Planning regular virtual interactions with the project team, regular reporting in accordance with the project teams' requirements and agreed deadlines

Qualifications of the team leader/ Marketing communication specialist

- Education/training (2.1.1): University qualification (Masters / Bachelors) degree in general management or marketing and communication or public relations or advertising, communication, and social media marketing
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 10 years of professional experience in handling marketing and communication/public relations/ media/ advertising related projects
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader
- Regional experience (2.1.6): 5 years of relevant experience in India
- Development cooperation (DC) experience (2.1.7): Experience in DC projects will be an added advantage

Key expert 2: Content writer

Tasks of key expert 2

- Responsible for creating effective marketing and communication content
- Creating scripts for short and long videos
- Developing the narratives for the PPT and notes
- Responsible for working with the team to get all the scripts and design work developed to satisfaction

Qualifications of key expert 2

- Education/training (2.2.1): University qualification (Masters / Bachelors) preferably in marketing and communication, Content, PR, Media, Journalism
- Language (2.2.2): Excellent business language skills in English. Sample content created by the expert would be desirable
- General professional experience (2.2.3): 5 years of experience in marketing communication, media content creation, designing and presenting collaterals, content creation related roles
- Specific professional experience (2.2.4): 3 years of experience in marketing and communication roles especially focussing on content writing/ script creation/ story creation, narratives, etc. and developing effective marketing collaterals
- Leadership/management experience (2.2.5): 1 year of management/leadership experience in leading content teams
- Regional experience (2.2.6): 3 years of experience in India.
- Development Cooperation (DC) experience (2.2.7): Experience in DC projects will be an added advantage

Key Expert 3: Videography expert

Tasks of the Expert 3

- Implementing all pre-production, production, post-production and editing processes for photography and film production
- Capturing stock photographs for all the events and activities of the project
- Developing and building upon the creative concept and script for optimum visual representation of the topics and themes

Qualifications of the Expert 3

- Degree in photography, film production, media and communication or related fields (2.3.1)
- Good knowledge of English and Hindi language (knowledge of regional languages Telugu and Oriya would be considered a plus) (2.3.2)
- 5 years of professional experience in film production and photography and in implementing the documentation of social impact programmes by the innovative use of different photography and film formats for communication purposes (2.3.3)
- Specific professional experience in pre-production, production, post-production and editing processes for photography and short film production (2.3.4)
- Regional experience (2.3.6): 3 years of experience in India. Familiarity with IGnITE cluster locations is desirable
- Record of successful photography and film production assignments for other clients in the development cooperation sector in India. Sample work in this context is highly desirable (2.3.7)

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

Specifications of inputs

Phase	Activities	Team Leader (TL)	Expert 1	Expert 2	Total	Travel Days TL	Travel Days Expert 2
Preparation	Kick off meeting with IGnITE	1	1	1	3	0	0
	Workplan	1	1	1	3	0	0
Work package 1	Create 25 Project Activities Video Snippets	3	10	30	43	2	30
	20 Testimonial videos from different stakeholders	3	10	15	28	2	10
	35 Social Media Posts including project activities and green skills awareness	4	25	20	49	0	14
Work package 2	100 high-resolution photographs of the project activities	3	5	20	28	0	10
	7 PPTs and corresponding short notes for dissemination to stakeholders	3	6	0	9	0	0
Work package 3	15 Impact Videos	3	6	44	53	2	34
	One Project Lifecycle Video	3	6	14	23	2	14
Work package 4	Develop 5 Newsletters	2	10	0	12	0	0
	5 Online multiple choice survey type engagement	2	10	0	12	0	0
Total		28	90	145	263	8	112

6. Costing requirements

Travel

The assignment foresees up to 60 flights/train (including to and fro). The consultant is expected to provide cost estimates including flight/ train costs, daily allowance and local transport. Furthermore, the assignment foresees up to 120 overnight stays at the locations and 120 days of per diem allowance mentioned under Chapter 2.

The bidder is required to calculate the travel by the specified experts and the experts he or she has proposed based on the places of performance stipulated in Chapter 2 and list the expenses separately by daily allowance, accommodation expenses, flight/ train costs and local travel expenses for up to 120 days of local travel.

- This assignment falls under the GIZ Negotiated Competitive bidding, therefore GIZ reserves the right to invite the highest-ranking agency/winning agency for financial negotiations, if deemed necessary.

7. Requirements on the format of the tender

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

The complete tender must not exceed 20 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 5 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in ENGLISH (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.