

## Contents

List of Abbreviations.....	1
1. General information.....	1
2. Tasks to be performed by the contractor .....	2
3. Personnel Concept.....	5
4. Specification of Inputs .....	6

## List of Abbreviations

<b>CAPEX</b>	Capital Expenditure
<b>CPCB</b>	Central Pollution Control Board
<b>EPR</b>	Extended Producer Responsibility
<b>GHG</b>	Greenhouse Gas
<b>GIZ</b>	Deutsche Gesellschaft für Internationale Zusammenarbeit
<b>MoHUA</b>	Ministry of Housing and Urban Affairsrdg
<b>MSW</b>	Municipal Solid Waste
<b>NAMA(s)</b>	Nationally Appropriate Mitigation Action
<b>NGOs</b>	Non-Governmental Organisation(s)
<b>NSP</b>	NAMA Support Project
<b>OPEX</b>	Operational Expenditure
<b>PIBOs</b>	Producers, Importers and Brand Owners
<b>SBM</b>	Swachh Bharat Mission
<b>SPCB(s)</b>	State Pollution Control Board(s)
<b>ToR</b>	Terms of Reference
<b>ULBs</b>	Urban Local Bodies

## 1. General information

### 1.1. About the Project

‘Waste Solutions for Circular Economy’ is supported by a joint climate action program-NAMA (Nationally Appropriate Mitigation Action) Facility-set up by the German Federal Ministry for Economic Affairs and Climate Action (BMWK), Department for Business, Energy and

Industrial Strategy (BEIS) of the United Kingdom (UK), European Commission (EU Commission) and the Children's Investment Fund Foundation (CIFF). This is a 5-year project which will operate in 5 lighthouse locations- Patna, Varanasi, State of Goa, Bengaluru & Tiruchirappalli with local and state governments as partners. GIZ, as the NAMA Support Organisation (NSO) for the project is responsible for the delivery of funds, services, and financial and administrative management of the project. The NSP is divided into 2 phases of implementation. Phase 1 will operate for 1 year and Phase 2 for 4 years. It includes the following key components:

- i. Technical Assistance: At the city level it includes supporting setting up a role-model Source Segregation System, integration of the informal sector, and capacity building of relevant stakeholders on effective MSW Management and support for accessing SBM, etc.
- ii. Grant Funding Mechanism: This component includes providing partial CAPEX or OPEX financing for composting plants, Refuse Derived Fuel (RDF) plants, Material Recovery Facilities, Recycling facilities, and Bio-methanation Plants.
- iii. Risk Sharing Facility: This facility will be managed by a Financial Institution and provide guarantees for debt financing for MSW management facilities.

As part of the project, GIZ India intends to hire the services from an able and willing consultant to support the project with an advisory for communication and knowledge management.

The Waste Solutions for a Circular Economy in India project is supporting ULBs of its project geographies in implementing source segregation and low-carbon MSW Management. To support this, the project is developing knowledge materials and disseminating them through various platforms. To ensure that the right platforms are engaged for dissemination, the project intends to hire a consultant/agency who/that has expertise in the same. In addition, the project is also looking at hiring a consultant/agency for a quarterly review of the communication done for the project based on the communication plan 2023.

Further, to continue with the project's communication in 2024 and to review the same, the project is looking at hiring a consultant/agency to develop and review the implementation of the plan.

### **The target for 2024 through direct and indirect outreach: 11.9 million waste generators**

Stakeholders: Waste generators (households and bulk waste generators), ULB officials, ULB Staff, Nodal, and Implementing Ministries, Waste Management Enterprises, Civil society (including local NGOs, citizens involved in community development), Producers, and private sector (manufacturers who use plastic in packaging) and Informal Waste Collectors

**This is specifically a Tender to hire an Individual Consultant where Firms/Agencies cannot participate. Any bid received from any Firm/Agency will be disqualified.**

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

The contractor shall provide services as per the detailed description in the work packages outlined below but not limited to:

## **2.1. Work Package I: Review the communication material of the project based on the 2023 and 2024 Communication Plans on a quarterly basis.**

Activity 1: Review the existing communication done based on the 2023 and 2024 communication plans, highlighting gaps, and identifying challenges.

Activity 2: Suggest changes as per the review

## **2.2. Work Package II: Support towards dissemination of knowledge materials (10 of them) under the 2023 and 2024 communication plan**

Activity 1: Support in developing content for handbook/factsheets out of the technical studies along with material for social media. Sharing the final proofread content with the project team.

Activity 2: Identify strategic platforms/organisations/events for dissemination based on each knowledge material

Activity 3: Coordinate with the identified/organisations/events and support in the dissemination of the based on each knowledge material

Activity 4: Submit a post-dissemination report for each knowledge material

The Knowledge Material will be encompassing the following but not be limited to:

Information, Study report/technical manual/handbook on Biogas/Material Recovery Facility/Multi Layered Plastic/Micro Composting Centre

Level: Policy/ State Level/Municipality/Ward

## **2.3. Work Package III: Developing a Communication Plan for 2024**

Activity 1: Conduct telephonic or online stakeholder consultations with a draft of the 2024 operational plan. Based on the consultations, prepare a detailed 2024 communication plan based on the 2024 operational plan and assign responsibilities (weekly, monthly, and quarterly) to communicate to the target audiences about project activities and products, and increase its visibility.

Activity 2: Identify risks and potential challenges for the implementation of the communication plan and recommend mitigation measures.

#### 2.4. Milestones/Deliverables

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

<p><b>Work package I: Review the communication products of the project based on the Communication Plans (2023 &amp; 2024) on a quarterly basis.</b></p> <p>Activity 1: Review the existing communication done based on the 2023 and 2024 communication plans, highlighting gaps, and identifying challenges.</p> <p>Activity 2: Suggest changes as per the review</p>	<p>July 2023 – November 2024</p>
<p><b>Work package II: Support towards dissemination of knowledge materials (10 of them)</b></p> <p>Activity 1: Support in developing content for handbook/factsheets out of the technical studies along with material for social media. Sharing the final proofread content with the project team.</p> <p>Activity 2: Identify strategic platforms/organisations/events for dissemination based on each knowledge material</p> <p>Activity 3: Coordinate with the identified/organisations/events and support in the dissemination of the based on each knowledge material</p> <p>Activity 4: Submit a post-dissemination report for each knowledge material</p>	<p>July 2023 – January 2024</p>
<p><b>Work Package III: Developing a Communication Plan for 2024</b></p> <p>Activity 1: Conduct telephonic or online stakeholder consultations with a draft of the operational plan. Based</p>	<p>July 2023 – November 2024</p>

<p>on the consultations, prepare a detailed 2024 communication plan based on the 2024 operational plan and assign responsibilities (weekly, monthly, and quarterly) to communicate to the target audiences about project activities and products, and increase its visibility.</p> <p>Activity 2: Identify risks and potential challenges for the implementation of the operational plan and recommend mitigation measures.</p>	
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**Period of assignment:** GIZ shall hire the consultant for the anticipated contract term, from **01<sup>st</sup> July 2023 to November 2024 for 150 days**

**Location of assignment:** New Delhi

### 3. Personnel Concept

The bidder is required to provide personnel who are suited to filling the positions described, based on 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.

Communication Consultant (One)

#### Tasks of the Communication Consultant

- Overall responsibility for the work packages of the contractor (quality and deadlines)
- Ensure coherence and complementarity of the services of the contractor with other services delivered by the programme
- Establish and coordinate dialogues between identified platforms and bodies for the dissemination of knowledge products
- Develop content for the handbook/factsheets based on the detailed technical studies submitted by the projects
- Evaluation of the communication products developed under the project
- Support in documenting the necessary changes in the communication products as required
- Perform any other tasks as may be required in accordance with the work packages laid down in Chapter 2

#### Qualifications of the Technical Consultant - EPR

- Education/training (2.1.1.): University qualification (Master's degree) in Mass Communications (Advertising/Journalism/Public Relations) or allied fields
- Language (2.1.2.): Good business language skills in English and Hindi
- General professional experience (2.1.3.): 15+ years of professional experience in Communication

- Specific professional experience (2.1.4.): 10+ years of professional/consulting experience in developing communication plans, review of communication material and dissemination of knowledge products
- Regional experience (2.1.6): 5+ years of experience in projects in India
- Development Cooperation (DC) experience (2.1.7): 5+ years of experience in DC projects

#### 4. Specification of Inputs

Fee days	Number of experts	Number of days per expert	Comments
• Preparation/debriefing	1	15	
• Implementation		135	
Travel expenses	Number of experts	Number of days/nights per expert	Comments
• Per-diem allowance in country of assignment			
• Overnight allowance in the country of assignment			
• Local travel			
• Travel costs (Flight /Train / Taxi)			
Flights	Number of experts	Number of flights per expert	Comments
• International flights	NA	NA	
• Domestic flights	NA	NA	
Other costs	Number of experts	Amount per experts	Comments

Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price sheet.