

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

Advisory and line-production services for a competition for short film projects on women entrepreneurs in India	Project number/ cost centre: 2016.2079.8-001.00
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0. List of abbreviations

GIZ	Deutsche Gesellschaft fuer Internationale Zusammenarbeit / German international cooperation agency
ToRs	Terms of reference
WEE	'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' project

1. Context

GIZ is a company owned by the German Federal Government. As a federal enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development in more than 130 countries worldwide. Energy, Environment and Sustainable Economic Development are the three main focal area of GIZ's work in India.

The Government of India regards the promotion of entrepreneurship as a key mechanism for achieving its goals of sustainable economic growth and employment creation. To this end it is promoting existing businesses and business start-ups under several newly launched state programmes. The government is placing a particular focus on supporting hitherto disadvantaged groups, especially women. Under its 'Sustainable Economic Development' thematic area, GIZ is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' (WEE) on behalf of the German Ministry for Economic Cooperation and Development (BMZ). The project seeks to support the Indian Ministry of Skill Development and Entrepreneurship (MoSDE) in improving the overall framework conditions for women-led businesses in India in order to increase the share of women entrepreneurs in the country.

One component of the WEE project is a film- and media campaign. Its objective is to raise awareness and to increase recognition/acceptance of women entrepreneurship in Indian society. By tackling mindsets and gender stereotypes, the campaign contributes to improving the framework conditions for women entrepreneurs on a structural level. The campaign will both have a pan-India level approach and a direct link ('call for action') to support programmes for women entrepreneurs in the project regions (mostly tier II and tier III cities in Assam, Rajasthan, Telangana). The target group is mainly composed of the immediate surroundings (=family, husbands, brothers, etc.) of potential women entrepreneurs, but also of the women themselves. This is to encourage and inspire women as well as to create an enabling environment for women entrepreneurship.

One essential part of this film- and media campaign will be a competition for short film projects and the subsequent production and screening of the winner films.

A Call for Proposals (in line with rules of GIZ tender processes) will be launched within relevant networks of established film makers, film producers and potentially film schools. Proposals should elaborate an idea for a fiction or non-fiction short film or other film formats on the topic of women entrepreneurship in India. In whatever creative way possible, the proposed films should transport thought-provoking messages regarding the role and potential of women entrepreneurs. By reaching the audience on an emotional level, the films should artistically depict the challenges for women entrepreneurs and/or their journeys and thereby generate a change of people's views and contribute to the

empowerment of women. Using the powerful medium of film – and potentially celebrity actors/directors as ambassadors – , they should stimulate a discussion among audiences to contribute to changing mindsets within the broader society and at the same time serve as an inspiration for future/potential women entrepreneurs. The films should be made in a way that they can be intuitively understood when shown in a wide variety of contexts across India, i.e. in communities, schools or universities, at film festivals.

The proposed films will have to follow a given framework in terms of costs and length as well as fulfil certain standards regarding quality, content and aesthetics. Ideally, the proposals will be jointly handed in by a team of a director and a producer.

WEE will select 3 winner films according to predefined selection criteria and duly following the official GIZ tender process. These selected films will then be produced. The production costs of the winner films are borne by WEE.

As an official launch of the film campaign, the produced short films will first be screened in Delhi as well as in the three implementing regions of WEE: Guwahati, Hyderabad and Jaipur. Subsequently, the films will be further screened and distributed by the project, implementing partners, but also independently by NGOs, universities and other stakeholders – always in combination with moderated discussions.

2. Tasks to be performed by the contractor

To achieve the above-mentioned objectives, the following tasks should be undertaken and completed – in close coordination with WEE:

- 1) Elaborate a detailed concept for the film competition
 - a. Workshop with WEE in Delhi to discuss the following:
 - b. Support in defining desired impacts and objectives to be reached through the film projects
 - c. Advise on which film formats to be produced
 - d. Advise on which promotion/distribution channels to be used
 - e. Define partner institutions and networks for the Call for Proposals
 - f. Suggest venues, partner institutions and film festivals for the screening and promotion/distribution of the winner films
 - g. Explore possibilities of engaging celebrity ambassadors and establish contacts for the WEE project, if applicable
 - h. If applicable, this may include travel to Delhi for up to 2 persons (2 days / 1 night)
 - i. Write up a concept for the film competition on the above-mentioned points based on the workshop discussions and further research
- 2) Support the Call for Proposals
 - a. Propose a framework (eg. costs and length) for the short film projects as well as the assessment and selection criteria according to GIZ tender processes
 - b. Create the content for marketing materials (flyers, posters, guidelines etc.) to adequately promote the Call for Proposals and work with the graphic designer to finalise materials. (Design/layout will be taken care of by a design agency.)
 - c. Support the WEE project in sharing the Call for Proposals with relevant institutions and networks at the time of the official launch of the tender

- 3) Support the assessment process (while strictly adhering to ethical guidelines in terms of neutrality and confidentiality)
 - a. Technical backstopping to WEE regarding the application of the predefined assessment and selection criteria to the proposals received
 - b. If applicable, this may include travel to Delhi for up to 2 persons (2 days / 1 night)
- 4) Line-production services for the winning films
 - a. Initiate and closely monitor the production process of 3 winner films
 - b. Regular feedback-loops with the production teams
 - c. Monitoring of pre-defined milestones, time schedule and quality
 - d. Regularly share updates with WEE
 - e. Making sure the films are finalized according to schedule
 - f. If applicable, this may include travel for on-site discussions at two points in time for each film for 1 person (3 days / 2 nights)

The Call for Proposals as well as the related assessment and selection process will be duly following official GIZ tender processes. The contractor will be providing support strictly adhering to ethical guidelines in terms of neutrality and confidentiality. The decision authority regarding the selection of winner films lies exclusively with GIZ.

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
Workshop with WEE	05.07.2019 / Delhi
Detailed concept	19.07.2019 / contractor
Call for Proposals launched	15.08.2019 / WEE + contractor
Winner films selected	11.10.2019 / WEE
Winner films produced	29.02.2020 / film production teams + contractor

Period of assignment: From 30.06.2019 until 31.05.2020.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 0 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). (1.1)

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 0). (1.2)

If applicable, the bidder is required to present the partners relevant for the services for which it is responsible and describe the **cooperation** with them. (1.3)

The bidder is required to present and explain its approach to **steering** the measures with the partners involved. (1.3)

In addition, the bidder must describe the project **management system** for service provision. (1.3)

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 0 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 0. (1.4)

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the bid; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

4. Personnel concept

5. Eligibility requirements of the firm

Please provide the legal status of your consulting firm.

Average annual turnover for the last three financial years: at least 30.000 EUR.

The number of employees as at 31.12. of the previous year: at least 1 person.

Please provide at least 2 reference projects of your portfolio in the field of field of line-production and/or film project management with a minimum commission value of 5.000 EUR.

Expert pool with maximum 2 members

The bidder is required to provide personnel who are suited to fill the positions described, on the basis of their CVs (see Chapter 8), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements for either a single consultant or a pool of experts to reach the maximum number of points.

Qualifications of the expert pool (4.5)

- Minimum 8 years of relevant experience in project management of film projects, including overseeing film competitions and related selection processes (4.5.1)
- Minimum 8 years of demonstrated experience and knowledge of (line-)producing films on social aspects/aimed at social impact in India (4.5.1)
- In-depth knowledge of and existing network connections within the field of film production, film institutions and film festivals in India, ideally also in Assam, Rajasthan and Telangana (4.5.2 + 4.5.4)

- Proven record of developing creative communication campaigns for clients of the social/development sector in India (4.5.2)
- Available in-house expertise for executing all major parts of the assignment (4.7)
- General understanding of issues related to gender equality, women economic empowerment and entrepreneurship in India (4.5.2)
- Office branch and/or personnel resources in Delhi is considered a plus (3)
- Proficiency in English language (4.5.4)

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

6. Costing requirements

Assignment of personnel

Expert pool with maximum 2 members: total 81 expert days, which break down into

8 days for elaboration of a detailed concept for the film competition

5 days for supporting the Call for Proposals

5 days for supporting the assessment process

63 days for line-production services for the winning films

Travel

The bidder is required to calculate the travel by the specified experts based on the places of performance stipulated in Chapter 0 and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses.

7. Inputs of GIZ or other actors

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

- Workshop venue

8. 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. It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English.

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

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

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

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel budgets. The number of days/travel and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.