

F.A.Q

Tender for developing communication material for stakeholder awareness for Solar Power Irrigation Systems (SPIS) in India

Q1. Would the current operational data that is available from the two community based solar powered irrigation pumps be adequate to derive the insights for developing communication? Is there a need to undertake additional research, or a formative field visit to get a deeper understanding of the audience context, issue analysis, motivators and barriers to adoption of solar pumps etc.?

Response from GIZ

The operational data would have the seasonal details about the hours of running of the pump, number of farmers receiving the services, the service charges collected from the farmers, amount of land cultivated with the water of two pumps across approximately 24 months covering two full years. We feel that the operational data provides an overview of the use and of the adoption of solar powered irrigation pump by the two irrigation groups.

However, we feel that the firm should allocate time for field visit, interaction with the users and collect necessary information to develop the context better.

Q2. For developing the financial proposal, kindly provide inputs on the following:

- **Scope and volume of data, that would enable us to cost for the quantitative analysis**

Response from GIZ

The details are mentioned in the above response.

- **Scope and number of communication materials (we understand that this would evolve based on the strategy identified under Work Package 2- in that case, would it be okay if we can submit a design tariff card with per unit rates?)**

Response from GIZ

The number of communication materials to be developed have been clearly mentioned in the ToR under section 5. Hence, this should help the bidders to develop the relevant budget.

- **Whether we should budget for travel to Muzaffarpur & Vaishali, for co-ordination on data and insight generation?**

Response from GIZ

Yes. The bidder should make provisions for travel to the proposed sites. Please note that the distance between the two sites is only 1 km.

- **Would each of the 6 doodle videos be made in all 3 languages i.e. English, Hindi and Bengali?**

- Response from GIZ

Yes. The doodle videos should have voice over in three languages.

- **Can we assume that the AV/documentary film would be shot in a single location, probably Bihar?**

- Response from GIZ

It would depend on the approach suggested by the bidder.

- **For pretesting/ piloting the communication materials, should we budget for the pretest in all 4 states?**
- Response from GIZ
The main language for the three out of the four states is Hindi while for West Bengal it is Bengali. Hence, it would totally depend on the approach suggested by the bidder.
- **Based on the existing scope of activities in the project location, how many days of photo shoot should be estimated?**
- Response from GIZ
GIZ would not like to get into the specifics in terms of the number of days for photo shoot. A lot would depend on the approach suggested by the bidder and also on their experience of managing similar interventions.

Q3. Is it required as part of the proposal to submit sample creatives/ communication materials for the given project brief, apart from the samples of our work in previous assignments?

Response from GIZ

We would encourage the bidders to share their sample creatives/ communication materials developed. We would focus more on the approach to be adopted, the core messages to be communicated and the designing aspects of the communication material developed for diverse stakeholders.

Q4. Is it mandatory for the research expert/ data analyst to have a specific experience in renewable energy in agriculture? Would it be adequate if the resource is experienced in studies related to agriculture?

Response from GIZ

The human resource requirements are mentioned as part of the terms of reference (ToR). The technical assessment grid also explains the markings for the key human resource. We would expect the bidders to provide suitable experts to assist in developing the quality outputs.

Q5. Is knowledge of Bengali language mandatory for the team leader and research expert, if they could be supported with other team members with knowledge of Bengali language?

Response from GIZ

Please refer to the technical assessment grid for details. As part of the grid it is not mandatory for the team leader and the research expert to have knowledge of Bengali language.

Q6. Preparation of communications material will directly depend on the findings of the study. With that perspective, we wanted to ask if there is any flexibility in developing the communications materials, number and lengths.

Response from GIZ

The data analyzed from the two community pumps in Bihar would provide inputs for designing the communication materials. However, the communication materials will not only depend on the results of the data analysis study. The target audience, focus area of the communication material and expected outcomes have been clearly given in the terms of reference. The number of materials along with the length of each of the material has been provided in the ToR.

Q7. It will be good to know the roll out plan for the dissemination of the communications material. That will also help to pin down the preparation of communication materials.

Response from GIZ

The present ToR focuses on designing and developing of communication materials to create better understanding and improved awareness about solar powered irrigation systems (SPIS) for technology adoption. The target audience, the key focus areas of the communication materials and the expected outcomes have been mentioned in the ToR. GIZ feels the details provided in the ToR should allow the bidder to pin down the strategy for preparation of communication materials.