Terms of Reference

Requests submission of detailed proposal from competent agencies for post-monsoon photo documentation of model interventions under MGNREGA-EB Project (Environmental Benefits through the Mahatma Gandhi National Rural Employment Guarantee Act), GIZ India.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
For over 60 years, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been working jointly with partners in India for sustainable economic, ecological, and social development. India is fast emerging as an economic and industrial power. The thematic areas of GIZ in India are: Energy, Environment, Climate Change and Biodiversity, Sustainable Urban and Industrial Development and Sustainable Economic Development. The Federal Ministry for Economic Cooperation and Development (BMZ), the Federal Ministry for Environment, Nature Conservation, Building and Nuclear Safety (BMUB) as well as the Federal Ministry for Economic Affairs and Energy (BMWi) are the main commissioning parties of GIZ in India. Other clients include Indian public sector clients, the European Union and foundations.

1. Background

The MGNREGA-EB Project is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) in partnership with the Ministry of Rural Development (MoRD), Government of India and is being implemented by GIZ India for the duration 2013-2019. Apart from the national level, the project is operational in three States namely, Andhra Pradesh, Chhattisgarh and Rajasthan.

MGNREGA is a flagship programme of MoRD, India and primarily aims at providing 100 days of guaranteed wage employment in a financial year to the rural households. With an allocation of 7.33 billion Euro for Financial Year 2018-19 alone, MGNREGA currently includes 120 million households registered as beneficiaries, and supports the livelihood of over 60 million households every year.

The MGNREGA-EB project has a mandate to enhance Natural Resource Management (NRM) of public assets created through MGNREGA, their sustainable use and higher involvement of women in the planning and implementation, thus in the long term, to secure the livelihoods of the rural poor. Over the past 5 years, the project has piloted and demonstrated innovative process and product interventions, of which the larger focus has been on enhancing water security, through conservation, harvesting and management mechanisms. Details follow:

Sl. No.	Title of Intervention	District	State
1.	Rejuvenation of traditional tank cascades	Vizianagaram	Andhra Pradesh
2.	GIS Facilitation Centre	Vizianagaram	
3.	Root zone watering through System of Water for Agricultural Rejuvenation (SWAR)	Anantapuramu	
4.	Greening of hillocks	Anantapuramu	
5.	Percolation Tanks	Anantapuramu	
6.	Injection wells	Anantapuramu	
7.	Tall plants seedlings nursery under MGNREGA	Anantapuramu	
8.	Micro-model for dry land farming	Anantapuramu	
9.	Drainage Line Treatment (DLT)	Rajnandgaon	Chhattisgarh
10.	Participatory Irrigation Management (PIM)	Dhamtari	
11.	Antodaya Vaatika- Horticulture Plantations	Dhamtari	
12.	Mate School	Dhamtari & Rajnandgaon	
13.	Model Gothan	Dhamtari	
14.	GIS Facilitation Centre	Raipur	
15.	DLT & Water Harvesting Structures	Chhitorgarh & Bhilwara	Rajasthan
16.	GIS Facilitation Centres	Chhittorgarh & Bhilwara	
17.	Waste Land Development	Chhittorgarh	
18.	Horticulture plantation	Chittorgarh	
19.	Development of traditional water bodies	Bhilwara	

Sl. No.	Title of Intervention	District	State
20.	GIS Facilitation Centre	Chhittorgarh & Udaipur	Rajasthan

A pre-monsoon photoshoot of the project interventions in all 3 States was done in June 2018. As most of the interventions include water harvesting structures, plantations and environment related works, the post-monsoon scenario will show the clear impact of the interventions on land, water and vegetation in the rural areas. As the project is coming to a close in March 2019, the pre and post monsoon scenario put together, along with a narrative will help in showcasing the success story of the project to the various stakeholders.

While capturing each intervention, the photograph inventory must include:

- Pictures of the infrastructure such as the pond check dam, greened hillock, plantation, etc.
- Pictures of the MGNREGA wage seekers engaged in manual labour.
- Pictures of user groups, watch and ward groups, beneficiaries etc.
- In case of GIS Facility Centre and the mate school, the training infrastructure, training curriculum etc. needs to be captured.

2. Objectives of the Assignment

- To create a digital inventory of at least 30-40 print quality photographs of each intervention listed above, including different variety pictures including cover pictures, impactful portraits, decorative pictures etc.
- To document the photographs along with suitable captions, brief text, quotes from stakeholders, and few case studies/ success stories from field in a narrative mode, thereby weaving a success story of every model intervention.

  (Note: Pre-monsoon photographs available with GIZ to also be included in the documentation.)

3. Scope of Work

- Do a brief literature review of the project interventions, and go through the photograph inventory of the pre-monsoon photo shoot.
- Review the GIZ photo guidelines thoroughly, and make note of the instructions to be followed in field.
- Travel to 7 districts across three States- Andhra Pradesh, Chhattisgarh and Rajasthan. Through creative intelligence process, the agency will undertake the complete task of producing good quality photographs and a narrative including impactful captions, quotes from stakeholders and few success stories from the field.
- Use of drone technology will be required as some interventions spread over a large area, and will require top shots.

The agency will consult and coordinate with Technical Expert (Documentation, Monitoring and Evaluation) and the State Coordinators at GIZ for planning and designing the assignment and conducting field visits.

Audience: BMZ, GIZ, MoRD, and State Government officials

Ideal Travel Plan

Sl. No.	Place	Travel Plan	Number of Days
1.	**Andhra Pradesh** Vizianagaram	Nearest airport: Vishakapatnam; Vishakapatnam to Vizianagaram by road – 60 kms	8 days
2.	Anantapuramu, Andhra Pradesh	Nearest Airport: Bengaluru Bengaluru to Puttaparthi, Ananthapuramu by road – 130 kms	
3.	**Chhattisgarh** Raipur	Nearest airport: Raipur	6 days
4.	Dhamtari, Chhattisgarh	Raipur to Dhamtari by road: 60 kms	
5.	Rajnandgaon, Chhattisgarh	Raipur to Rajnandgaon by road: 74 kms	
6.	**Rajasthan**	Nearest Airport: Udaipur	6 days

Sl. No.	Place	Travel Plan	Number of Days
7.	Bhilwara, Rajasthan	Udaipur Airport to Bhilwara by road: 200 kms	
8.	Chhittorgarh, Rajasthan	Bhilwara to Chhittorgarh by road: 80 kms Chittorgarh to Udaipur Airport by road: 110 kms	

4. Timeline:

Sl. No	Nature	Time line
1.	Award of contract	20 September
2.	Attend a brainstorming session with the MGNREGA-EB Team of GIZ in Delhi to understand the narrative.	25 September
3.	Shoot at Rajasthan, Chhattisgarh and Andhra Pradesh	01 October – 10 November
4.	Submit first cut of photograph inventory	20 November
5.	Submit draft photograph documentation with a narrative	30 December
6.	Final submission	10 December

Estimated person-days requirement: 110 days with 3 people engaged on the job.

During the contract if the agency fails to meet the deadlines, the quality expected or the due process of approvals, then GIZ shall have the right to cancel the contract.

5. Deliverables

- Inventory of photographs categorised into folders intervention-wise. Every intervention should include two folders, one with 30-40 high quality print-ready photographs, and the other with the entire stock of raw images.
- The photo documentation including the pre-monsoon photographs available with GIZ, and post-monsoon photographs (newly taken), along with a narrative and few success stories.

  Note: The agency need not design or print the content into a book. The photo documentation may be submitted as a word file document at the end of assignment.

6. Title to Property

- All of the titles and interest in and to all work developed or produced under this contract and all rights, title and interest in copyrights, and other intellectual property derived from this work shall be the sole property of GIZ
- The production agency is not authorised to make the photographs available on the internet, for viewing or distribution in any form, without prior permission from GIZ authorities.

7. Required qualification/ experience for the consulting agency

A. Agency should have following experience in conducting the assignment:

The agency is required to submit detailed technical and financial proposal comprising a profile that contains the current CVs and summary of relevant professional experiences of both—organizational as well as individual experts.

- Professionally established photographers with 5-7 years of experience and can well-use drones and high-end cammera equipment.
- Previous experience in working with Government and bi-lateral/ multi-lateral agencies and covering photography of rural development/ MGNREGA/ NRM projects.
- Professionally experienced in photo based documentation, of capturing and presenting photographs along with a textual narrative depicting a wholesome success story.

B. Agency should have following administrative and financial requirement in conducting the assignment:

- Average annual turnover for the last three financial years should be at least 50,000 Euro
- Number of employees as at 31.12.2017 should be at least 5

- The technical assessment is only based on reference projects with a minimum commission value of 20,000 Euro

8. Proposal: Technical and Financial Proposals should be submitted through separate files.

Technical proposal: Detailed Technical Proposal need to have:

- Similar assignments and work done in past – sample works or links to websites/ portfolios
- Capability statement with CV/ bio-data of organisation and key staff who will be part of the assignment;
    - **One lead photographer** with 5-7 years of professional experience, with prior experience in the rural development sector in India. Experience of MGNREGA/ government programmes/ programmes of bi-lateral/ multi-lateral agencies will be preferred.
    - **One assistant photographer** (Minimum experience of 3 years) to assist the lead photographer. Fields are in rural areas and terrains are hilly in some areas. Assistance will be required in photography as well as carrying heavy equipment and drone.
    - **One documentation expert** (Minimum experience of 3 years) for building the narrative, taking quotes from the different stakeholders etc. and documenting the photographs with brief narratives.

- Technical aspects including the kind of equipment that will be used;
- Agency credentials focusing on creative/ strategy capabilities and similar assignments previously handled, awards, etc.;
- Proposed timeline including field shoots, editing work and Quality Assurance (QA) mechanism.

Financial proposal:

- All costs to be incurred need to be mentioned in financial proposal and no additional costs may be raised post award of contract.
- Costs to include professional remuneration fee as well as the reimbursable costs for lodging, boarding and local travel. Vehicle for hire to be included for field visits under the contract as one or two persons from the field will be accompanying the agency, and public transport is difficult in the rural areas. The distances mentioned above to be considered while budgeting for vehicle hire.
- The cost for hiring equipment, drones etc. should be included in the financial proposal.
- Financial proposal need to be submitted in Indian currency only.

9. Role and Responsibility of GIZ

- The assignment is commissioned by GIZ.
- GIZ will provide technical and financial support for the assignment.
- GIZ will engage suitable agency as per GIZ norms.
- The agency will have to abide by the financial terms and procedures of GIZ fully.

10. Reporting & Monitoring by GIZ

- The agency shall report to the Director NRM at GIZ.
- Periodic review meetings with the selected agency will be organized by GIZ.
- Draft outputs and presentation by the selected agency to GIZ.