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

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Video and photography documentation for the project "Economic Empowerment Women Entrepreneurs" in India	**Project number/ cost centre:** **PN: 2016.2079.8-001.00**

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0. List of abbreviations

ToRs Terms of reference

1. Context

GIZ is a service provider in the field of international cooperation for sustainable development and international education work, dedicated to shaping a future worth living around the world. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment promotion, energy and the environment, and peace and security. GIZ's main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ). 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 120 countries worldwide.

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" 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 field of action in achieving this goal is to improve the ecosystem that supports women to start and scale up businesses in India. To this end, the project seeks to pilot incubation and acceleration programmes for women micro entrepreneurs in selected regions of India, which can then be scaled up across further locations. The project will focus on women-led enterprises in the 'missing middle' segment, from tier II and III cities of India. While these are microenterprises, they should have the potential to employ personnel beyond their founders and should operate from an opportunity-driven point. For the pilots of these incubation and acceleration programmes the project is cooperating with implementing partners in Assam, Rajasthan, and Telangana. The first cohorts (both incubation and acceleration) of the programmes are starting in September 2019 with a duration of 6-7 months each. The second cohorts are planned to begin in September 2020.

Another component of the 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.

Objectives of the assignment

The project intends to portray all women entrepreneurs taking part in of our incubation and acceleration support programmes. Their (success) story and progress should be documented in both photographs and videos. Those will then be disseminated as a part of the media campaign: On the one hand to be used in social media posts, on the other hand, as an integral

part of the project's website. In this way, the women entrepreneurs will serve as relatable role models and inspiring success stories for other future women entrepreneurs and their families.

For this purpose, the main objectives of this video and photography documentation assignment are the following:

(i) Documenting/portraying the women entrepreneurs taking part in our incubation/acceleration support programmes in form of
(ii) high-quality photographs of each of them (up to 360 women) and
(iii) visually-appealing, easily shareable videos snippets (up to 20-30 seconds) of selected women entrepreneurs.

The photography will take place on-site in all our implementing regions in Assam, Rajasthan and Telangana at several instances over the course of two years, roughly at the beginning and towards the end of each cohort.

The videos and photographs should cover the entrepreneurs' individual journeys, different aspects of the support programmes as well as stakeholders/service providers involved.

The photographs and videos should use a fresh and inspiring visual language and format that speaks to the target audience of our media campaign (aspiring business women and their family in cities) and is also in line with the brand identity of the project (to be shared).

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

1) Kick-Off session in Delhi
    a. In-depth discussion with the project about expectations and directions for the assignment
    b. Subsequent discussions with the project's implementing partners in Assam, Rajasthan, Telangana (over the phone)

2) Elaboration of a photography and video concept for the whole assignment
    a. Elaboration of a rough photography concept on the basis of the previous discussion
    b. Elaboration of a rough video concept on the basis of the previous discussion
    c. Discussion of concepts with the project (and implementing partners) and incorporation of feedback

3) Field visits for photography and filming of 1st cohorts
    a. Elaboration of photography and video scripts/content for these particular field visits in collaboration with the project and implementing partners.
    b. Photography of all 60 participating women entrepreneurs and filming of 8 video snippets of the first cohorts in Assam (2 field visits, at the beginning and towards the end of cohort).
    c. Photography of all 60 participating women entrepreneurs and filming of 8 video snippets of the first cohorts in Rajasthan (2 field visits, at the beginning and towards the end of cohort).
    d. Photography of all 60 participating women entrepreneurs and filming of 8 video snippets of the first cohorts in Telangana (2 field visits, at the beginning and towards the end of cohort).

4) Editing and post-production photographs and videos of 1st cohorts
   a. Editing of photographs and post-production of video snippets immediately after each field visit. This includes English subtitling for the video snippets.
   b. Feedback-loops, incorporation of project's input and finalisation of products for dissemination.

5) Field visits for photography and filming of 2nd cohorts
   a. Elaboration of photography and video scripts/content for these particular field visits in collaboration with the project and implementing partners.
   b. Photography of all 60 participating women entrepreneurs and filming of 8 video snippets of the first cohorts in Assam (2 field visits, at the beginning and towards the end of cohort).
   c. Photography of all 60 participating women entrepreneurs and filming of 8 video snippets of the first cohorts in Rajasthan (2 field visits, at the beginning and towards the end of cohort).
   d. Photography of all 60 participating women entrepreneurs and filming of 8 video snippets of the first cohorts in Telangana (2 field visits, at the beginning and towards the end of cohort).

6) Editing and post-production of 2nd cohorts
   a. Editing of photographs and post-production of video snippets immediately after each field visit. This includes English subtitling for the video snippets.
   b. Feedback-loops, incorporation of project's input and finalisation of products for dissemination.

7) 1 additional photography or videos production assignment
   a. Elaboration of photography and video script/content for this particular assignment in collaboration with the project and implementing partners.
   b. Editing of photographs and post-production of video snippets immediately after each assignment. This includes English subtitling for the video snippets.
   c. Feedback-loops, incorporation of project's input and finalisation of products for dissemination.

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**
Kick-off session	Aug' 2019 / Delhi
Photography concept and video scripts	Aug'.2019
1st field visits for photography and filming	15.09.2019 / Assam, Rajasthan, Telangana
Editing, post-production of 1st field visits (=600 photographs and 12 video snippets)	30.09.2019
2nd field visits for photography and filming	15.02.2020 / Assam, Rajasthan, Telangana
Editing, post-production of 2nd field visits (=600 photographs and 12 video snippets)	28.02.2020
3rd field visits for photography and filming	15.09.2020 / Assam, Rajasthan, Telangana
Editing, post-production of 3rd field visits (=600 photographs and 12 video snippets)	30.09.2020
4th field visits for photography and filming	20.02.2021 / Assam, Rajasthan, Telangana

Editing, post-production of 4th field visits (=600 photographs and 12 video snippets)	28.02.2021
Completion of 1 additional photography and video assignment	31.05.2021

The project's design identity as well as GIZ corporate design guidelines have to be followed. In line with GIZ regulations, written declaration of consent of all people photographed will have to be collected. The photographs are to follow the GIZ visual language.

The contractor is required to guarantee the overall quality and accuracy of work processes and outputs. The contractor is expected to conduct all necessary rounds of review with the project (and in some cases its implementing partners) and to integrate the feedback accordingly in order to meet quality expectations. The contractor may be required to submit more than one rough cut if quality standards are not met.

The videos need to be submitted in MP4 or MOV format and the photographs as JPEG and raw files, including one version with reduced resolution/file size suitable for online video streaming and/or dissemination over social media.

All deliverables including of this assignment remain the sole property of GIZ and should not be used further. GIZ holds an unlimited copyright to all produced material and assets. The contractor shall ensure that GIZ's copyrights are respected at all times. The contractor shall be responsible for obtaining necessary permissions/license/royalties for any material used (for e.g. music etc.) unless provided by the project.

Period of assignment: From Aug' 2019 until May.2021.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 1 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision.

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).

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.

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

Eligibility requirements of the firm

- Please provide the legal status of your firm.
- Average annual turnover for the last three financial years: at least 27.500 EUR.
- The number of employees as at 31.12. of the previous year: at least 3 persons.
- Please provide at least 3 reference projects of your portfolio in the field of both video production and photography with a minimum commission value of 1.500 EUR.
- 10 years of professional experience in video production.
- 10 years of professional experience in photography.
- Professional experience in innovative documentation of social impact programmes.

Please provide documentation for the above mentioned eligibility requirements.

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points. The numbers given in brackets refer to the respective lines in the document “Grid for the technical assessment of bids”.

Team leader

<u>Tasks of the team leader</u>

- Overall responsibility for the assignment, particularly in terms of quality assurance and fulfilment of deadlines
- Overall responsibility for creative concept and script development
- Coordinating and ensuring communication with the project and implementing partners
- Personnel management, in particular identifying, planning and steering the pool of experts needed to carry out the different tasks

<u>Qualifications of the team leader</u>

- Degree in photography, film production, media and communication or related fields (2.1.1)
- Proficiency in English language (knowledge of regional languages of Assam, Rajasthan and Telangana would be considered a plus) (2.1.2)
- 10 years of professional experience in film production and photography (2.1.3)
- Extensive professional experience in conceptualising the documentation of social impact programmes by the innovative use of different photography and film formats for communication purposes with strong visual appeal for our target group (2.1.4)
- Proven management/leadership experience as project team leader of long-term photography and film production assignments (2.1.5)
- Record of prior assignments and professional networks in the regions of Assam, Rajasthan and Telangana would be considered a plus (2.1.6)
- Record of successful photography and film production assignments for other clients in the development cooperation sector in India (2.1.7)

Short-term expert pool

Tasks of the short-term expert pool

- Implementation of all pre-production, production, post-production and editing processes for photography and film production
- Creative concept and script development

Qualifications of the short-term expert pool

- Degree in photography, film production, media and communication or related fields (2.6.1)
- Good knowledge of English language (knowledge of regional languages of Assam, Rajasthan and Telangana would be considered a plus) (2.6.2)
- 8 years of professional experience in film production and photography (2.6.3)
- Extensive professional experience in implementing the documentation of social impact programmes by the innovative use of different photography and film formats for communication purposes with strong visual appeal for our target group (2.6.4)
- Extensive professional experience in pre-production, production, post-production and editing processes for photography and film production (2.6.4)
- Record of prior assignments and professional networks in the regions of Assam, Rajasthan and Telangana would be considered a plus (2.6.5)
- Record of successful photography and film production assignments for other clients in the development cooperation sector in India (2.6.6)

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

5. Costing requirements

Assignment of personnel

Total 201 expert days (including 156 travel days), which break down into:

Tasks	Days team leader	Days pool of experts	Travel
Kick-off session in Delhi	1	2	1 day
Photography concept and video scripts	3	2	-
1st field visit for photography and filming to Assam	4	8	4 days/3nights
1st field visit for photography and filming to Rajasthan	4	8	4 days/3nights
1st field visit for photography and filming to Telangana	4	8	4 days/3nights
Editing, post-production of 1st field visits (=600 photographs and 6 video snippets)	2	8	-
1st field visit for photography and filming to Assam	4	8	4 days/3nights

1st field visit for photography and filming to Rajasthan	4	8	4 days/3nights
1st field visit for photography and filming to Telangana	4	8	4 days/3nights
Editing, post-production of 2nd field visits (=600 photographs and 6 video snippets)	2	8	-
1st field visit for photography and filming to Assam	4	8	4 days/3nights
1st field visit for photography and filming to Rajasthan	4	8	4 days/3nights
1st field visit for photography and filming to Telangana	4	8	4 days/3nights
Editing, post-production of 3rd field visits (=600 photographs and 6 video snippets)	2	8	-
1st field visit for photography and filming to Assam	4	8	4 days/3nights
1st field visit for photography and filming to Rajasthan	4	8	4 days/3nights
1st field visit for photography and filming to Telangana	4	8	4 days/3nights
Editing, post-production of 4th field visits (=600 photographs and 6 video snippets)	2	8	-
Completion of 1 additional photography and video assignments in either Assam/Rajasthan/Telangana	3	6	3days/2nights
Total	**63**	**138**	

Travel

The bidder is required to calculate the travel by the specified experts and the experts it has proposed based on the places of performance stipulated in Chapter 5 and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses.

Travel expenses have been calculated for up to 3 experts.

6. Inputs of GIZ or other actors

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

- Establishment of contact to implementing partners and women entrepreneurs
- Translation services for regional languages provided by implementing partners

7. 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 technical 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 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/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as ‘up to’ amounts. The specifications for pricing are defined in the price schedule.