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

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Video and photography documentation of success stories for the project "Indo-German Vocational Education and Training Program" in India	**Project number/ cost centre:** **PN: 14.2294.8.001.00**

1. Context 2

2. Tasks to be performed by the contractor 3

3. Concept 5

4. Personnel concept 5

5. Costing requirements 8

6. Inputs of GIZ or other actors 9

7. Requirements on the format of the bid 9

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.

With more than 250 million young people expected to join the Indian labour market in the next 15 years, sustainable economic development and job creation become the top of the political agenda. India's ambition to become a globally leading manufacturing hub requires sufficient, qualified workers. To produce a workforce of adequate quality and quantity the Indian Government therefore promotes the active involvement of private enterprises for establishing a demand-driven, workplace-based vocational education and training (VET) system. Acknowledging the advantages of the German VET model in this regard, the Indian Government has expressed interest to incorporate elements of the German system into the Indian VET context.

In line with this policy objective, the Ministry of Skill Development and Entrepreneurship (MSDE) has signed an implementation agreement with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), GmbH, to jointly implement the Indo-German Programme for Vocational Education and Training (IGVET). The IGVET aims at bringing the actors of the public and private sectors together to achieve conditions conducive to creating and improving cooperative, workplace-based VET in India. To this end, IGVET provides advisory and guidance to local cooperations between public entities and private sector organizations, such as chambers and associations, to jointly implement cooperative, workplace-based training programmes in three industrial clusters: the automotive components cluster in Aurangabad, Maharashtra, the electronics and manufacturing cluster in Bangalore, Karnataka, and the cluster for energy-efficient construction in Bhiwadi, Rajasthan. Besides this, IGVET has initiated work in three additional industrial clusters, including the solar energy cluster in Pune, Maharashtra, the e-commerce and retail cluster in Mumbai, Maharasthra, and the pharmaceutical cluster in Hyderabad, Andhra Pradesh.

One of the key activities of the project is to document success stories highlighting the work done in each of the clusters and the impact created henceforth. The topics of the case studies refer to the uniqueness of each specific cluster and they should document the activities in an appealing format. Success stories will follow a thematic categorisation based on outcomes of the interventions, for example, a) women participation, b) productivity improvement, c) employment generation, d) reduction of information asymmetry and sensitisation and e) capacity building.

Objectives of the assignment

The success stories intend to portray the impact created on youth and related stakeholders through the cooperative dual vocational education and training program. Each success story should be a short note on the growth path of individual student/ youth through his perspective or related stakeholders' perspective (maximum 2 pages) documented through photographs and portrayed through videos. These stories should enable the cooperation designed between public and private actors to adapt the best practices of German dual VET model to be brought out in the public domain particularly the relevant ministries. These success stories would extensively be used to increase positive perceptions of vocational education and apprenticeships amongst parents and future youth (both young girls and boys).

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

(i) Documenting 6 success stories (maximum 2 pages each) demonstrating the journey of a student/ youth who underwent the cooperative dual VET program and its impact on his/her life through integration of high-quality photographs (up to 5 photographs for each success story in each of the clusters)
(ii) Portraying the selected "youth" and relevant stakeholders through visually appealing, easily shareable video content, taking part in our cooperative dual VET programmes; each of these videos should not be more than 120 seconds – 150 seconds

The success story document (including photographs) and videos should cover the youth's individual journeys, different aspects of the support programmes as well as stakeholders/service providers involved. The photography and videography will take place on-site in all our implementing regions in Bhiwadi, Bangalore (including Belgaum), and Aurangabad over the course of assignment.

The photographs and videos should use a fresh and inspiring visual language and format that speaks to the target audience which includes but is not limited to the Ministry of Skill Development and Entrepreneurship and German Government (BMZ), other DFIs and donor organisations. Furthermore, the videos will be shown during the pan-Indian workshops planned for November 2019 which will be attended by the German chancellor and minister.

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 team about expectations and directions for the assignment
    b. Subsequent discussions with the project's cluster teams in Aurangabad, Bhiwadi, and Bangalore (over the phone)

2) Elaboration of a photography and video concept for the whole assignment
    a. 1-2 days field visit at each of the cluster locations to identify the right stakeholders, design a draft script for documenting the success story through integration of photographs and video concept at each of the clusters
    b. Elaboration of photography concept and video concept based on the discussions at the kick off meeting and the field visits

   c. Discussion of concepts with the project team and incorporation of feedback – finalisation of scripts for each success story

3) Field visits for documenting the success stories through photography and filming at the 3 clusters locations
   a. Photography and filming of youth, and all the relevant important stakeholders, snippets from each of the 3 cluster locations

4) Editing and post-production of photographs and videos
   a. Draft of all the 6 success stories (word document – maximum 2 pages each) through integration of photographs; editing of photographs and content
   b. Post-production of recorded video snippets immediately after each field visit. This includes English subtitles and/or voice-overs for the videos.
   c. Editing and assembling recorded raw material into a suitable, finished product ready for broadcasting. The material may include camera footage, photos, dialogue, sound effects and graphics.
   d. Feedback-loops, incorporation of project team'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 location:

Milestone		**Deadline/place**
Kick-off session		15.08.2019 / Delhi
Photography concept and finalized video scripts with initial field visits to each of the 3 cluster locations		30.08.2019 / Bangalore (including Belgaum), Aurangabad, Bhiwadi
1st field visits for photography and filming		10.09.2019 / Bangalore
2nd field visits for photography and filming		20.09.2019 / Aurangabad
3rd field visits for photography and filming		30.09.2019 / Bhiwadi
Editing, post-production of 1st, 2nd and 3rd field visits (6 success story documents with integration of 30 photographs and 6 videos)		15.10.2019
Final 6 videos (120 -150 seconds each) and 6 success story documents (2 pager documents including photos) + 30 high resolution photographs		30.10.2019

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 or filmed will have to be collected. The photographs and videos 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 15.08.2019 until 30.10.2019.

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 0). Following this, the bidder presents and justifies the strategy with which he or she intends to provide the services for which he or she is responsible (see Chapter **Error! Reference source not found.**).

The bidder is required to describe the key **processes** for the services for which he or she is responsible and create a schedule that describes how the services according to Chapter **Error! Reference source not found.** 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 **Error! Reference source not found.**.

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

The minimum eligibility criteria and the requisite expertise/skill sets required for the project are as follows:

a) The consultancy shall either be a

(i) trust registered under the Indian Trusts Act, 1882 or the Bombay Public Trusts Act, 1950 (or other applicable laws); or

(ii) a society registered under the Societies Registration Act, 1860 (or other applicable laws); or

(iii) a not-for profit company, incorporated under Section 8 under the Companies Act 2013/ Section 25 of the Companies Act, 1956 (or other applicable laws); or

(iv) a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act, 1956 / the partnership Act, 1932 or

(v) Research and Higher educational institutions

b) The average annual turnover for the last three financial years (last-but-four financial years can be included in case of invitation to tender held within six months of end of last financial year) must be at least EUR 30,000

c) Number of employees as of 31.12 of the previous year shall be at least 5

d) The consultancy should have undertaken similar practical oriented work for a minimum value of EUR 10,000 with a proof of projects undertaken.

e) The consultancy should have prior experience in designing and delivering course curriculum and implementing capacity building / acceleration activities. The consultants shall provide samples of prior successful work.

f) The consultancy should have prior experience of documentation on at least 5 social impact programmes by the innovative use of different photography and film formats. The consultants shall provide samples of prior successful work.

g) The consultancy must have conducted at least 10 successful photography and film production assignments. The consultants shall provide samples of prior successful work.

h) The consultancy must have at least 3 years of minimum experience in pre-production, production, post-production and editing processes for photography and film production. The consultants shall provide samples of prior successful work.

i) The consultancy shall have experience of working in India. The consultants shall provide samples of prior successful work.

j) We assume that the assignment will be carried out by:

i. 1 qualified Indian expert as team leader – who will be required to lead the assignment and all key discussion with GIZ

ii. 1 qualified mid-level expert with specific technical expertise in the relevant field.

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

Tasks of the team leader

- 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

Qualifications of the team leader

- Degree in photography, film production, media and communication or related fields (2.1.1)
- Proficiency in English language (knowledge of regional languages of Karnataka and Maharashtra 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 social impact programmes by the innovative use of different photography and film formats for communication purposes (2.1.4)
- Proven management/leadership experience as project team leader of long-term photography and film production assignments (2.1.5)
- Record of successful photography and film production assignments for other clients in the development cooperation sector in India (2.1.7)

Mid-Level Expert

Tasks of the Mid-Level Expert

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

Qualifications of the Mid-Level Expert

- Degree in photography, film production, media and communication or related fields (2.6.1)
- Good knowledge of English language (knowledge of regional languages Karnataka and Maharashtra would be considered a plus) (2.6.2)
- 5 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 (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 successful photography and film production assignments for other clients in the development cooperation sector in India (2.6.7)

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

5. Costing requirements

Assignment of personnel

Total 61 expert days (including 20 travel days), which break down into:

Tasks	Days Team Leader	Days Mid Level Expert	Travel
Kick-off session in Delhi	1	1	1 day
Field Visit planning to draft success story with photography concept and video scripts		1	-
1st field visit for identification of right set of stakeholders, locations among others photography and filming to Bangalore (including Belgaum)	3	3	3 days/2 nights
1st field visit for identification of right set of stakeholders, locations among others photography and filming to Aurangabad	2	2	2 days/1 night
1st field visit for identification of right set of stakeholders, locations among others photography and filming to Bhiwadi	2	2	2 days/1 night
Final scripts for video filming and draft 2 pager document for each of the 6 success stories	3	9	
2nd field visit for photography and filming to Bangalore (including Belgaum)	4	4	4 days/3 nights
2nd field visit for photography and filming to Aurangabad	2	2	2 days/1 night
2nd field visit for photography and filming to Bhiwadi	2	2	2 days/1 night
Editing, post-production	6	12	-
Total	**25**	**38**	

Travel

The bidder is required to calculate the travel by the specified experts and the experts he or she 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.

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 selected youth in the cluster locations

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.