

## Contents

<b>List of Abbreviations</b>	<b>3</b>
<b>1 Context</b>	<b>5</b>
<b>2 Tasks to be performed by contractors</b>	<b>7</b>
2.1 Local support agency and network development	8
2.2 Demand aggregation model: strategy and implementation plan	9
Residential consumer demand aggregation	9
Facilitation for system installation	11
Result monitoring, coordination & project management with anchor	11
2.3 Policy and regulatory analysis and recommendation at state level	11
2.4 Sustainability of the project activities	11
2.5 General management of the project assignment	12
2.6 Indicators & measurement criteria	13
<b>3 Technical-methodological concept</b>	<b>14</b>
3.1 Strategy	14
3.2 Cooperation	14
3.3 Steering	14
3.4 Processes	14
<b>Impact due to Coronavirus</b>	<b>15</b>
3.5 Learning and Innovation	15
3.6 Project management of the contractor	15
3.7 Further requirements	15
<b>4 Personnel concept</b>	<b>16</b>
4.1 Requirements of the personnel concept	16
4.2 Contractor's own personnel concept	18
<b>5 Costing requirements</b>	<b>18</b>
5.1 Assignment of personnel	18
5.2 Equipment	18

5.3	Supplies (consumables) _____	18
5.4	Workshops, training _____	18
5.5	Travel, accommodation & allowance (Domestic and international) _____	19
5.6	Local subsidies _____	19
5.7	Flexible remuneration item _____	19
<b>6</b>	<b><i>Inputs of the project executing agency and the GIZ</i></b> _____	<b>19</b>
6.1	Inputs of the project executing agency _____	19
6.2	GIZ inputs _____	19
<b>7</b>	<b><i>Requirements on the format of the offer</i></b> _____	<b>19</b>
<b>8</b>	<b><i>Special agreements</i></b> _____	<b>20</b>
<b>9</b>	<b><i>Annexes</i></b> _____	<b>20</b>

## List of Abbreviations

AC	Alternating Current
ADB	Asian Development Bank
BMZ	German Federal Ministry for Economic Cooperation and Development



# 1 Context

Government of India is aiming for an exponential increase in the installation of renewable energy systems in the country including 100 GW capacity of solar power by 2022 out of which 40 GW shall be targeted on rooftop. In December 2019, the cumulative installed capacity of rooftop photovoltaic systems was around 2.31 GW<sup>1</sup>.

MNRE had come up with the first solar rooftop scheme in Year 2014 with the objective “To promote the grid connected SPV rooftop and small SPV power generating plants among the residential, community, institutional, industrial and commercial establishments”. In the recent years the system costs have dropped sharply from Rs 80/kWp to Rs 45/kWp, which means that they are already competitive in market segments where electricity tariffs are high, e.g. in trade and industry, substantiated by the fact that the subsidies have been removed in this sector. There is considerable public awareness, a strong political will and a concerted effort on the part of the administration.

But the major uptake had happened in the I&C establishments and large scale uptake, mainly from residential consumers still remains the challenge in earlier scheme of MNRE as State Nodal Agency had limited reach and connectivity with consumers which results into lack of awareness on the benefits of adopting solar, the process of application, installer selection, the metering and billing mechanisms and how to operate and maintain the systems. In February 2019, MNRE had come up with the Phase-II scheme for solar rooftop and it has been decided to implement the programme by making the DISCOMs and its local offices as the nodal points for implementation of the RTS programme. DISCOMs will play a key role in expansion of RTS as DISCOMs are having a direct contact with end user and they provide approval for installation, manage the distribution network and have billing interface with rooftop owner<sup>2</sup>.

To support DISCOM in meeting the objective and responsibilities under the scheme<sup>3</sup>, a major effort is aggregating the solar rooftop demand and fast-tracking the entire process of solar system installation by providing one-stop solution to consumer apprehension on techno-commercial-process aspects of installing rooftop solar systems.

Under the Indo-German technical cooperation, Government of Germany is cooperating with India and has commissioned a project through the German Climate Technology Initiative (DKTI). The project Indo-German Solar Energy Partnership – Photovoltaic Rooftop Systems (IGSP-PVRT) is financed by German Federal Ministry for Economic Cooperation and Development and implemented by GIZ in partnership with Ministry of New and Renewable Energy, Government of India.

---

<sup>1</sup> <https://mnre.gov.in/physical-progress-achievements>

<sup>2</sup> <https://mnre.gov.in/solar-rooftop-grid-connected>

<sup>3</sup> <https://mnre.gov.in/sites/default/files/schemes/Notification-20082019-184419.pdf>

The objective of the assignment is to support to DISCOMs for Demand aggregation of grid connected rooftop photovoltaic power plants and provide implementation support in following DISCOMs and/or Nodal agencies for states of India as mentioned in Table 1.

States where consultant will be working varies in terms of geography, number of DISCOMs, population residing in the state, major cities, language spoken & mix of electricity consumers presented in Table 1 and Table 2. Consultant also need to consider the arrangement for Rooftop Phase II scheme implementation taken by the state government and present the implementation plan to support DISCOMs and/or nodal agencies for demand aggregation.

Table 1: Profile of each states with where the programme will be active

States	Discoms/Nodal Agency	Population (Million) <sup>4</sup>	Smart Cities <sup>5</sup>	Languages
Punjab	PSPCL and PEDA	27	1. Ludhiana 2. Amritsar 3. Jalandhar	Punjabi
Uttar Pradesh	DVVNL, MVVNL, PVVNL, PUVVNL, KESCO and UPNEDA	200	4. Agra 5. Aligarh 6. Allahabad 7. Bareilly 8. Ghaziabad 9. Jhansi 10. Kanpur 11. Lucknow 12. Moradabad 13. Rampur 14. Sharanpur 15. Varanasi	Hindi
Maharashtra	MSEDCL and MEDA	112	16. Pune 17. Solapur 18. Amaravati 19. Aurangabad 20. Greater Mumbai 21. Kalyan-Dombivilli 22. Nagpur 23. Nashik 24. Navi Mumbai 25. Thane	Marathi
West Bengal	CESC, WBSEDCL and WBREDA	91	26. Bidhannagar 27. Durgapur 28. Haldia	Bengali

<sup>4</sup> Data Source- Census 2011

<sup>5</sup> Data Source- Smart City mission

			29. New Town Kolkata	
Arunachal Pradesh	Department of Power, APEDA	1.3	30. Pasighat	English/ Assamese

Table 2: Target consumer category for solar rooftop demand aggregation

	Domestic		Commercial		Industrial (LV&MV)	
States/Uts	Connected load (MW)	Consumers	Connected load (MW)	Consumers	Connected load (MW)	Consumers
<b>Maharastra</b>	25498	20.9	10468	2.4	6548	.4
<b>Uttar Pradesh</b>	23241	13.8	3377	1.2	1908	.18
<b>Punjab</b>	11206	6.2	3605	.99	2323	.10
<b>West Bengal</b>	10068	17.2	3195	1.7	1983	.16
<b>Arunachal Pradesh</b>	70	.14	19	.01	7	.00026

There are four fields of activity under the project (a) ensuring a long-term commitment on the part of Discoms; (b) creating conducive conditions at local discom level; (c) promoting and implementing successful business models (d) disseminating information and upscaling.

Accordingly, GIZ in coordination with MNRE is releasing service contract to provide consultancy and implementing support to DISCOMs for Grid Connected Solar Rooftop scheme-Phase II.

## 2 Tasks to be performed by contractors

The contractor is responsible for providing the following services:

- I. **Local support agency and network development-** To find and engage local support agency in each state having knowledge and prior understanding of DISCOM working and electricity sector, state geography and can support forming demand aggregation strategy for residential consumers and in dealing with the state DISCOMs on day to day basis. Involvement of appropriate institutions(s) across the state who will acts the nods for leading the demand aggregation activities for residential consumer segments. The evaluation of the measures would be linked to the formal agreements/understanding established between DISCOMs and local support agency

---

<sup>6</sup> Data Source - CEA

and nodal agencies during a workshop. *This section shall be 10 per cent of the person months.*

- II. **Demand Aggregation for rooftop photovoltaic system** – Aggregating demand of grid-connected rooftop photovoltaic system across the GIZ allocated states for Residential consumer demand aggregation. The priority of consumer category selected for demand aggregation may change from state to state as per the state electricity scenarios and based on the target category selected by DISCOMs for promotion of solar rooftop. *This section shall be allocated 70 per cent of the person months.*
- III. **Policy analysis & recommendation at the state level** Recommendations for supporting the expansion of rooftop PV systems (e.g. state specific solar rooftop policy development, changes in net/gross metering regulation, building regulations, procedures, permissions, local taxes and fees). *This section shall be allocated 10 per cent of the person months.*
- IV. **Sustainability of the project activities** – Institutional frameworks are implemented at the state level for ensuring the continuity of the tasks beyond the project period.. *This section shall be 10 per cent of the person months.*

## **2.1 Local support agency and network development**

It is suggested, before implementation of actual scope to conduct a brief assessment on the following aspects to arrive in consultation with GIZ and the partner ministry on the selected state.

- a. Development of “Local implementation network”
  - i. Involvement of SCGJ/NISE training centres in cities across the states can act as the local implementation network for demand aggregation campaign.
- b. Create a web page/dashboard for states
  - i. The contractor shall assess a baseline of the existing capacity (in MWs) and number of grid connected rooftop PV system installed in the selected states. The reference database would be of the MNRE.
  - ii. The contractor shall develop an interactive profiling for each of selected states with comprehensive information on relevant parameters with regard to rooftop solar PV system and associated demographic parameters. The website will also act as the one stop platform for all the actors and relevant stakeholders involvement in the demand aggregation process.
  - iii. Some of the exemplary dashboards are <http://saubhagya.gov.in/>, <https://www.uday.gov.in/home.php>, <http://garv.gov.in/dashboard>
  - iv. The contractor shall propose and procure appropriate domain name; secured hosting server (at least a term of 4 years) based within the Indian and other necessary backend support services for proper functioning of the dashboard.



## **2.2 Demand aggregation model: strategy and implementation plan**

The demand aggregation is verifiable through the interest application from the consumer with the anchor agency in physical or online forms. Consultant need to clearly propose and define the strategy to establish the fact that the demand aggregated is due to the effort of the consultants.

### **Residential consumer demand aggregation**

There are two key elements in this approach.

- i) Raising consumer awareness on rooftop PV through outreach campaigns to a level that the potential consumers are enabled to take decision for adopting solar PV.
- ii) Ensuring that the consumers find one-stop solution, in a time-bound manner, for selecting installer & business model, applying for metering application, accessing available incentives, linkages with financing and general guidance on system installation.

The references to some of the existing national and international demand aggregation are:

BSES Rajdhani Power Limited (BRPL) New Delhi <http://solarbSES.com/>, Surat Municipal Corporation (SMC) <http://suratsolar.suratmunicipal.gov.in/>, [www.iSMARTsolar.in](http://www.iSMARTsolar.in)

**i. Selection of area/locality for implementing the outreach campaigns-** The contractor may identify residential localities etc in consultation with DISCOMs, State support person/agency and in consultation with local implementation network and GIZ. The factors that should be considered for identifying the area and target consumer include but not be limited to:

- i. Technical & economic potential for installing rooftop solar
- ii. Business case for target consumer category
- iii. Rooftop PV installers and prevailing business models – validity of installer empanelment, if any.
- iv. Preparedness of the local power distribution utility – Online application process, fast processing of applications, availability of required meters, billing & metering mechanism in place.

### **ii. Content development**

- a. The contractor shall prepare publicity and awareness content with a primary objective to spread awareness, to motivate and to facilitate target consumers to adopt grid connected rooftop PV systems. The content shall be prepared for various advertising / marketing channels like print, digital and voice among others **in the local language of each state preferable with the local content development agency already engaged with DISCOMs for their day to day publicity and awareness work.** The following suggestions shall be considered:
  - i. DISCOMs level programme details

- ii. Interactive Infographics including on FAQ's (at least 20 infographics per state)
- iii. GIFs (at least 15 gifs per state)
- iv. Case Study of operational rooftop PV system (1 case study booklet for each state)
- v. FM radio jingles (at least 1 jingle for each state)
- vi. High Quality Audio / video messages (at least 7 per state) – In addition common video message from influential public figures shall be prepared that shall be used commonly in all states.
- vii. Establish and operate a dedicated social media handles for each of the selected states (Facebook, Twitter, et cetera)
- viii. Content/ advertisement for print media for each of the selected state (newspaper advertisements; banner advertisements at public places)
- ix. Contractor is responsible for publication of successful implementation model in local, national and international platform and media like newspaper, television and radio channels.

### ***iii. Outreach campaigns***

- a. The contractor shall effectively design the **onground/virtual** residential outreach campaign, considering the objective, approach and schedule of the campaign.  
**Residential outreach campaigns** - A residential outreach will only be counted towards consultant efforts if officials of nodal agency, Local implementation network like Suryamitra training centres and volunteers from collages are involved in outreach activities with 20-25 in person on-ground consumer interaction. It will be responsibility of contractor to proof the residential outreach campaign had met the criteria as required by GIZ. The contractor shall propose a detailed DISCOM wise campaign programme for aligning with GIZ within 3 months from the state of project.
- b. The contractor shall integrate digital platforms into the existing demand aggregation platform of GIZ named iSMART with an objective to spread awareness and motivate the target consumers of the state to adopt grid connected rooftop solar PV system. The digital platform could include additional capabilities of management information system for online application registration and processing, if desired by DISCOMs.
- c. Launch event – the outreach campaign shall be officially launched in each of the DISCOMs headquarter in consultation with anchor agency within 3 months with state of project. During the launch, contractor will present the plan for tentative dates of campaigns along with the approval and participation of nodal agency for at least 6 months.
- d. Large scale/mega workshops – it is encouraged to conduct couple of mega workshops, at least one, in each of the states for creating awareness; launching the initiatives; and/or inauguration ceremony.
- e. Designing of awareness materials like brochures, flyers, banners, campaign costumes, etc. to be used during outreach campaign will be prepared within 3 months from start of project.
- f. Advertise over print newspaper daily's, radio, hoardings et cetera.

- g. The contractor is advised to include all cost towards preparing of content, campaign planning and implementation; advertisement et cetera in their financial offer.
- h. The contractor is encouraged to form consortia with companies and local network agency specializing in designing & implementing marketing and publicity campaigns.
- i. The contractor can take example from the Gujarat publicity campaign as role model for implementation in other states

### **Facilitation for system installation**

The method for facilitation for each state may vary depending upon the needs and requirement of state. Mentioned below are few suggestion which shall be considered

- a. The contractor shall be required to support tender process
- b. The contractor in alignment with DISCOMs may establish for resolving the consumer queries by establishing call centre at national level.
- c. Create an online tool for transparently recording and tracking the progress of the consumer interest application for rooftop system installation.

### **Result monitoring, coordination & project management with anchor**

- a. A project/demand aggregation Gantt chart shall be prepared in agreement with anchor for planning & implementing a demand aggregation model. It shall be the responsibility of the contractor to ensure that the entire approach is implemented in a time-bound manner.
- b. The contractor shall identify any major challenges in the processes at the any stakeholder level and provide solutions.
- c. The contractor shall ensure that the roles & responsibilities of key stakeholder is mapped and contacts established at each of these agencies for a coordinated effort towards system installation in a time-bound manner.

### ***2.3 Policy and regulatory analysis and recommendation at state level***

The contractor will be required to propose recommendations/ changes/amendments or addition regulatory provisions for supporting the expansion of rooftop PV systems for each category of consumer which may be required through Central/State/Local level interventions. The recommendations are accepted and designed in consultation with the receiving entity through establishing a formal framework with Central/State/Local level government and their agencies.

### ***2.4 Sustainability of the project activities***

The contractor will be required to devise a framework at the state level, to ensure the continuation of work beyond the project period. It is imperative to ensure sustainability of work beyond the project period. The basic idea shall be to continue with demand aggregation, awareness building and providing a conducive environment on continuous basis across the state to enable the DISCOMs to achieve its evolving renewable energy targets.

- a. The contractor in consultation with the anchor agency will propose the list of existing and additional activities which shall be continuously undertaken at DISCOMs level. A business case is then prepared for the anchor to continue with the tasks implemented within the project or with modifications as deemed by the anchor.
- b. The contractor will be required to prepare a plan to institutionalize the proposed framework in the anchor agency organization at any other relevant stakeholder. The plan shall include the business model for self-sustaining of the activities.

The stakeholders are also empowered to adopt communication measures (e.g. campaigns, web-based portals, solar cell installation) that disseminate the relevant information as well as build trust and develop know-how among consumers and investors.

## **2.5 General management of the project assignment**

- a. The contractor shall devise a project management strategy including monitoring and communication plan. The proposal will be approved by GIZ. Close coordination with GIZ on the progress is required. The lead project manager from the contractor is preferred to be based in New Delhi and expected to report to project lead at GIZ for the entire duration of the project implementation.
- b. A project kick-off meeting shall be conducted before official starting of the project. With an intention to scope the entire project, meet the key stakeholder. A project implementation plan shall be submitted in the inception report as an output of the meeting.
- c. A social media policy, in context to the project, shall be developed and aligned with all the active stakeholders of the project. This is required to ensure quick and effective communication of the project over various social media channels.
- d. It is highly encouraged to form consortia with agencies/contractors having strong local presence in the states for successful implementation of the project tasks.
- e. In the evaluation of the proposal maximum weightage shall be given to interpretation of objective and scope. The contractor is encouraged to include, in their offer, the approach they would follow to achieve the stated objectives.
- f. Notwithstanding the GTCC, confidentiality of data especially the interest application shall not be shared with any agency outside the cooperating partners/stakeholders.
- g. The selected contractor will be required to contribute in the annual report to the German Ministry (in German language) in the standard report formats.
- h. Brochure/Flyer for the project needs to be prepared and updated from time-to-time upon GIZ requirement

## 2.6 Indicators & measurement criteria

### Fixed Outcomes/Deliverables

Sr. no	Outcomes/Deliverables	Measurement criteria
1	Aggregating demand for rooftop photovoltaic system installation.	1. Setting up of state support person/agency and local implementation network 2. 50 Volunteer recruitment programme in each state with onboarding of 8,000 volunteers 3. in total 400 residential demand aggregation campaign with the involvement of local implementation network and volunteers.(excluding the state of Arunachal Pradesh)
2	Support in achieving the state solar rooftop target	Installation of solar rooftop target taken by discoms for year 2020-21
2	Policy recommendation are made to the state level agency for supporting expansion of rooftop photovoltaic systems.	At least three recommendation are prepared and accepted by at least five agencies.
3	Sustainability of the project activities	A mechanism is established for sustaining the efforts post the project period which is sustainable (a model is developed for self-sustaining the costs).

### Milestones and indicators for outcome/deliverables

S. No.	Indicators	Timeline (from the start date of project)
1.	Placement of state coordinators in each of the states, establishment of local network development, outreach plan for next 6 months and development of outreach content	3 months
2.	Successful completion of 100 residential outreach campaigns and 50 volunteer engagement programmes with onboarding of 2000 volunteers	6 months

3.	Successful completion of 200 residential outreach campaigns and 100 volunteer engagement programmes with onboarding of 4000 volunteers	9 months
4.	Successful completion of 300 residential outreach campaigns and 150 volunteer engagement programmes with onboarding of 6000 volunteers	12 months
5.	Successful completion of 400 residential outreach campaigns and 200 volunteer engagement programmes with onboarding of 8000 volunteers	15 months
Total		

### 3 Technical-methodological concept

***GIZ is specifying a maximum fixed budget for the bid for which the bidder proposes its own comprehensive (technical and personnel) concept. GIZ intention is to promote the development of and subsequently test new concepts to meet the outcome and deliverable as mentioned under Chapter 2, section 2.6 of the TOR.***

#### 3.1 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 2).

#### 3.2 Cooperation

The bidder is required to present the actors relevant for the services for which it is responsible and describe the cooperation with them.

#### 3.3 Steering

The bidder is required to present and explain its approach to steering the measures with the project partners and its contribution to the results-based monitoring system.

#### 3.4 Processes

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 2 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 2.

### **Impact due to Coronavirus**

The consultant needs to consider and foresee the possible impact on activities, budget and on project timeline considering the work and travel restriction due to corona crises. Alternate plan may be required to be adopted in future considering the uncertainties which may be mutually agreed in future.

### **3.5 Learning and Innovation**

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (learning and innovation).

Total number of pages to present the technical methodological concept shall not be more than 4-6 pages (DIN A4)

### **3.6 Project management of the contractor**

The bidder is required to present the approach and procedure for coordination with GIZ project and the partners.

The bidder is required to draw up a personnel assignment plan with explanatory notes that lists all the experts proposed in the offer; the plan includes information on assignment dates (duration and expert months) and locations of the individual members of the team complete with the allocation of work steps as set out in Chapter **Error! Reference source not found..**

The bidder is required to describe its backstopping concept. The positions for technical and administrative backstopping must be supported through informative, brief CVs.

Number of pages: 4 plus 2 for the CVs of the two backstoppers (DIN A4)

### **3.7 Further requirements**

- a. All activities including travels, meetings and tasks in different focus areas need to be aligned with the responsible person at GIZ (who is coordinating the assignments with the partners)
- b. The use of logo/branding by contractors on any of the collaterals would be at the discretion of GIZ and the anchor agency.
- c. It is highly encouraged to form consortia with agencies/contractors having strong local presence, including employees, in the cities for successful implementation of the project tasks.
- d. One bidder can only submit single bid either alone or as a part of a consortia.
- e. In case the bidder is a consortium, a clear proposal (based on deliverables) is to be submitted along with clear definition of the roles and responsibilities of each member of the consortium.
- f. All content developed under the assignment should be free of any copyrights and shall be shared with GIZ in editable formats.
- g. A social media policy, in context to the project, shall be developed and aligned with all the active stakeholders of the project. This is required to ensure quick and effective communication of the project over various social media channels.
- h. The place of assignment is in selected Indian cities.
- i. Deviations from the agreed timeline specified under Milestones (and updated upon contract commencement) should be mutually agreed on with GIZ.
- j. The Consultant should not be depending on GIZ for the provision of data/documents.

## 4 Personnel concept

### Eligibility of consultancy firm

1. The company should be a registered entity in India under the appropriate act/law applicable in India.
2. In case of consortia, the team leader shall be from the lead organization and consortium agreement shall clearly define the person/organization responsible for meeting the individual deliverables under the project.
3. Average turnover for the last three years should not be less than **3.5Crore**.
4. At-least 20 Number of technical experts working in the organization.
5. The reference project should have contract value of more than 15 Lakhs and the start date of the project should not be before the year 2016.
6. Consultant should provide experience of 5 projects related to promotion/facilitation of capacity building for solar rooftop.
7. Consultant should provide experience for at-least 3 projects related to solar rooftop demand aggregation project for residential consumers
8. Consultant should have demonstrable experience for the activity mentioned below during last 3 years in India.
  - 8.1. Grid connected PV rooftop systems
  - 8.2. Work with DISCOMs in India
  - 8.3. Awareness raising and outreach campaigns
  - 8.4. Demand aggregation concepts
  - 8.5. Policy & regulatory support at states level for renewable energies
9. Consultant experience of working with selected Indian states is a plus.
10. Consultant experience of working with ODA agencies will be a plus.
11. The bidder must submit documentary proofs in their bid to prove the eligibility. In case, the proofs aren't provided the bids will get rejected.

### 4.1 Requirements of the personnel concept

The technical-methodological concept is put into practice through the personnel concept. The personnel concept consists of positions, to which tasks and qualifications are assigned and which, as a whole, cover the tasks to be implemented by the contractor as described in Chapter 2. In this tender the GIZ is providing only partial specification with regards to the personal concepts. Consultant needs propose the personal concept to meet the deliverables of the projects.

**Team leader** Team leader will be the sole contact person for the client.

#### Tasks of the team leader

- Overall responsibility for the advisory package of the contractor
- Ensuring the coherence and complementarity of the services of the contractor with other services delivered by the programme at local and national level
- Strategy, implementation, monitoring and evaluation of capacity development measures for local partners in the following areas: Demand aggregation, policy recommendation and sustainability measures
- Consideration of cross-cutting themes (e.g. gender equality)
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Ensuring results monitoring is conducted
- Regular reporting in accordance with deadlines



- Responsibility for controlling the use of funds and financial planning in consultation with GIZ's officer responsible for the commission
- Supporting the officer responsible for the commission in updating/adapting the project strategy, in evaluations and in preparing a follow-on phase
- Maintaining contact to other donors
- Management and coordination meeting with the state government officials, Discom officials and MNRE
- Responsible for reporting to GIZ
- Policy and regulatory intervention at state level
- Organizing events and workshop for government and C&I consumers
- Creating data bank for government departments in state government

#### Qualifications of the team leader

- Education/training (2.1.1): University qualification in Management, Urban Planning, Architecture, Engineering, Sciences, Social sciences,
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 20 years of professional experience in the renewable Energy
- Specific professional experience (2.1.4): Verifiable expertise in designing and implementing consumer demand aggregation for scaling rooftop solar systems.
- Leadership/management experience (2.1.5): The expert has proven record of managing complex projects with experience of working with DISCOMs
- Regional experience (2.1.6): 5 years of experience in projects in developing nations in any of the continents – Africa, Latin America or South Asia (region)
- Development Cooperation (DC) experience (2.1.7): 6 years of experience in DC projects
- Others- Experience for managing the demand aggregation campaigns

### **Demand Aggregation Expert**

#### Tasks of the demand aggregation expert

- = Designing the demand aggregation campaign
- = Design, development and use of marketing, publicity and communication strategies required for raising awareness through on ground outreach campaigns
- Working with state level authorities, creative content designer and with public relation agencies & media
- Use of communication channels for engaging the youth and volunteers including all social media channel and traditional communication mediums
- Providing end to end tendering support to state Discoms
- = Coordination with state coordinators for carrying out the demand aggregation work

#### Qualifications of the demand aggregation expert

- Education/training (2.2.1): University qualification in Management, Engineering, Sciences, Social sciences
- Language (2.2.2): Good business language skills in English. Knowledge of regional language like Bengali, Marathi, Punjabi will be a plus
- General professional experience (2.2.3): 7 years of professional experience in the renewable energy training and capacity building
- Specific professional experience (2.2.4): Verifiable expertise in designing and implementing atleast 5 consumer demand aggregation for scaling rooftop solar systems.

- Leadership and management experience (2.2.5): Experience of lead at – least 5 projects.
- Development Cooperation (2.2.7)- Experience of working in DC projects in past.

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

## **4.2 Contractor's own personnel concept**

In addition to the positions stated in Chapter 4.1, the bidder must present a personnel concept that covers the areas of responsibility (from Chapter **Error! Reference source not found.**).

The bidder must present a personnel concept that covers the areas of responsibility (from Chapter **Error! Reference source not found.**).

This personnel concept must name the positions, tasks and required qualifications for each team member as well as describing the composition of and interaction between the team members necessary to ensure the overall performance of the tasks. The requirements of the module proposal must be observed. It is up to the bidders to present their staffing concept for national experts.

In addition, the bidder must show how the pool of experts dealing with the following themes:

- **Theme 1:** DISCOM coordinators - required to be placed full time in DISCOMs office (5-10 experts i.e. at-least 1 in each state )
- **Theme 2:** Experts to support the DISCOMs coordinators placed in state for carrying out the work as mentioned in Chapter 2.
  - Policy, regulator and Tending support expert (2-4 experts)
  - Demand aggregation expert (2-4 experts)
  - Social Media, Marketing, IT, Etc. Expert (2-4 experts)

The bidder offers personnel for the positions described and provides corresponding CVs (see Chapter 7).

## **5 Costing requirements**

### **5.1 Assignment of personnel**

The contract term shall be 15 months from the signing of the contract with a maximum price budget of 1.72 Crore is stipulated for the bid. The bid will be evaluated both technically and financially.

### **5.2 Equipment**

None

### **5.3 Supplies (consumables)**

The contractor assumes ongoing operating costs of project vehicles and office costs in the partner country (rent, materials, telephone and fax etc.).

### **5.4 Workshops, training**

- a. Office premises and communications infrastructure will not be provided locally by GIZ. Up to Rs 4,00,000 can be shown in the price bid for premises needed for launch event, workshops, and inauguration ceremonies. Prior approval from GIZ project coordinator/Team Leader is required for Utilization of funds under this

budget head. Where premises are provided free by partner institutions, preference should be given to these.

- b. Advertisement – Radio, print & digital. Up to Rs 24,00,000 can be shown in the price bid for making advertisements for raising awareness on rooftop PV in selected states. Prior approval from GIZ project coordinator/Team Leader is required for Utilization of funds under this budget head.
- c. Printing of collateral – Up to Rs 4,00,000 can be shown in the price bid for printing of banners, pamphlets, brochures, camping costume etcetera. Prior approval from GIZ project coordinator/Team Leader is required for Utilization of funds under this budget head.

### **5.5 Travel, accommodation & allowance (Domestic and international)**

The overall travel budget including both local travel, hotel costs and per diem is Rs 7,00,000. The same shall be reimbursed following the German Travel Expenses Act.

### **5.6 Local subsidies**

None

### **5.7 Flexible remuneration item**

This position is supposed to allow for flexibility to changing situations and new requirements, if necessary for reaching the objective of the project. Rs 4,00,000 are to be included for this. Prior approval from GIZ project coordinator/Team Leader is required for Utilization of funds under this budget head.

## **6 Inputs of the project executing agency and the GIZ**

### **6.1 Inputs of the project executing agency**

None

### **6.2 GIZ inputs**

None

## **7 Requirements on the format of the offer**

The structure of the bid must correspond to the structure of the ToR's. It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English (language).

The technical-methodological concept of the offer (Chapter 3 of the ToR's) must not exceed 10 pages.

The personnel concept (Chapter 4 of the ToR's) in the bid shall not exceed 10 pages.

The complete bid shall not exceed the said page limits (excluding CVs & other supporting company documents; as mentioned in grid for assessing eligibility of firms)

The CVs of the personnel proposed in accordance with Chapter 4 of the ToR's must be submitted using the EU format and 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. The CVs must be submitted in English (language).

## **8 Special agreements**

None

## **9 Annexes**

None