Terms of Reference with specification of inputs for short-term experts

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Conversion of e-learning modules into regional languages for upskilling of MSME workforce in the life sciences sector

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General information

Brief Information on the Project

More than 250 million young people are expected to join the Indian labour market in the next 15 years. Sustainable economic development and job creation are thus at 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 co-operations between public entities and private sector organizations, such as chambers and associations, to jointly implement cooperative, workplace-based training programmes in six industrial clusters: the automotive components cluster in Aurangabad, Maharashtra; the electronics and manufacturing cluster in Bangalore, Karnataka; the cluster for energy-efficient construction in Bhiwadi, Rajasthan; the solar energy cluster in Pune, Maharashtra; the e-commerce and retail cluster in Mumbai, Maharasthra; and the life sciences cluster in Hyderabad, Telangana.

Context and Objectives of the assignment

In the wake of recent upgradation of Good Manufacturing Practices (GMP) guidelines by Indian Regulators and the strict audits by foreign regulators, the MSME segment in the Life Sciences Sector is struggling to upgrade the skills of its employees, which is resulting in rejection of licences and loss of production and employment. The upskilling initiatives will strengthen MSME segment in the Life Sciences Sector.

One of the key partners of IGVET in the Hyderabad cluster is the Life Sciences Sector Skill Development Council (LSSSDC), a non-profit organisation which represents the life sciences industry in India. To strengthen the skill sets of the workforce at the bottom of pyramid to ensure minimization of errors, rework, wastage and process deviation, GIZ and LSSSDC intend to provide trainings in key modules including GMP, Material Segregation, Disposal, Documentation, Labelling and EHS including sanitization.

In order to provide this training at scale across life sciences organisations in different regions, LSSSDC and IGVET would like to convert the voice-over in the e-learning modules into regional languages viz., Hindi and Telugu that can serve as a self-learning tool as well as a support in blended learning formats of training at regional level.

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The key objective of the assignment is to convert the voice-over of the already developed e-learning modules from the English language to Hindi and Telugu language for the identified 3 job roles for the life sciences sector. The consultant will be expected to:

- Review the e-content developed on identified three job roles and the associated modules for upskilling workforce
- Convert the interactive e-learning modules with on-screen text in English and voice-over in Hindi and Telugu (two versions of e-module) with total digital content of about 5 hours per job role in consultation with GIZ subject matter experts and LSSSDC.

Time Schedule

The overall time period for this assignment is **21st December 2020 – 28th February 2021**.

Requested Services

The scope of work for the assignment is summarised under the following headings:

1. Kick off session
   a. In-depth discussion with the GIZ project team about expectations and directions for the assignment (over the phone)
   b. Subsequent discussions with LSSSDC team (over the phone)

2. Elaborate e-learning module script in Hindi and Telugu language for the whole assignment

   a. Reviewing the current e-content of the identified three job roles viz., Production/ Machine Operator-- Life Sciences API/ Non-Sterile Formulations, Manufacturing & Packaging Assistant- Life Sciences and Packaging Assistant- Tertiary Packaging- Life Sciences in the Life Sciences sector

   b. Developing a script for voice-over in both the languages for 4-hour e-learning modules for each of the above identified job roles

3. Develop and edit e-learning content for voice-overs in Hindi and Telugu language
   a. Draft of all the interactive modules with integration of content provided by LSSSDC
   b. Edit and assemble raw recorded material into a suitable, finished product ready for broadcasting with regional language voice-overs for the videos.
   c. Feedback-loops, incorporation of project team's input and finalisation of products for dissemination.

Deliverables

Deliverables will include:

1. **Workplan** and schedule for the assignment including timelines for the deliverables

2. Script for the voice-over content in Hindi and Telugu language for 3 interactive e-learning modules based on content provided.
3. Draft iterations of the voice-over e-learning content for all the modules, which will be reviewed and approved by GIZ and LSSSDC subject matter experts.
4. Final interactive e-learning modules with Hindi and Telugu voice-overs, reflecting feedback provided by GIZ and LSSSDC.

Reporting

The agency shall submit the reports / deliverables as per ToR to Programme Director, GIZ IGVET Project or the concerned GIZ personnel as directed by him.

The project's design identity as well as GIZ corporate design guidelines have to be followed.

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 version if quality standards are not met.

All deliverables of this assignment remain the sole property of GIZ and should not be used further without express written permission. 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.

Tender requirements

1. Eligibility of the Firm

I. Commercial Requirement:

    i.   Have legal status enabling the organization to perform the above-mentioned tasks.

    ii.   Average annual turnover for the last three financial year (last but four financial can be included in case of invitation to tender held within six months of end of last financial year) – EUR 20,000

    iii.   Number of employees as on 31.12 of previous year – 10 persons

II. Technical Requirement:

    i.   The technical assessment is based on reference projects with a minimum commission value of – EUR 8,000

ii.   Minimum requirements – At least 2 reference projects in the field of e-content development and 1 reference project in the e-content in the regional languages of India in the last three years

III.   Weighted Criteria – weightage in %

The agency should have the following experiences for conducting the assignment:

i.   At least 4 project experience in the e-content development – 30%
ii.   At least 2 project experience in the script designing and story boarding – 30%
iii.   At least 2 project in regional languages of India with at least one of them being either in Hindi or Telugu – 30%

Regional

iv.   India presence – 10%

Please provide documentary evidence for each of the above-mentioned eligibility criteria

2. Qualifications of proposed staff

2.1. Expert 1: 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 planning and steering the other expert needed to carry out the different tasks

Qualifications of the team leader
2.1.1   General qualifications: Degree in instructional design, digital content development, media and communication or related fields (1.1.1); 8 years professional experience in e-learning module development (1.1.1)
2.1.2   Experience in the region/ knowledge in the country: Record of successful digital content assignments for at least 3 years for other clients in India (1.1.2)
2.1.3   Language skills: Good knowledge of at least one language - Hindi or Telugu Language (1.1.3)

2.2. Expert 2: Mid-Level Expert

Tasks of the Mid-Level Expert
- Implementation of all pre-production, production, post-production and editing processes for digital content
- Creative concept and script development

Qualifications of the Mid-Level Expert
2.2.1 **General qualifications:** Degree in instructional design, digital content development, media and communication or related fields (1.2.1); 3 years of professional experience in pre-production, production, post-production and editing processes for digital/ e-learning modules (1.2.1)
2.2.2 **Experience in the region/ knowledge in the country** Record of successful e-learning assignments for at least 3 years for other clients in India (1.2.2)
2.2.3 **Language Skills:** Proficiency in Hindi and Telugu language (1.2.3)

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

3. *Appropriateness of concept*

1. Creation of story board/ script in the regional languages for all the three job roles
2. Integration of voice-over for the regional languages for all the three job roles

Please provide documentary evidence for each of the above

4. *Specification of Inputs*

Fee days	Number of experts	Total Number of days	Comments
• Kick off meeting	2	2	Includes Skype and telephone discussions to understand the content,
• Workplan	2	2	Concepts and expected outcomes
• Designing of script for all the 3 job roles in Hindi and Telugu respectively	2	30	Specifying the goals of the script for each of the 3 job roles
• Integration of voiceover (Hindi and Telugu) in the existing e-	2	24	Draft for all the 3 job roles with integration of voice-over provided by LSSSDC

content modules			
• Editing, incorporation of feedback	2	12	Includes incorporation of feedback on the inclusion of voice-overs
• Final output	2	6	Includes final e-learning modules and support during the pilot training program

Note: Travel - This assignment will be completed remotely and does not require travel or in-person meetings.