Terms of reference (ToRs) for the procurement of services for Design, Development and Maintenance of CCPME Microsite on SBM Portal at National and State level

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Design, Development and Maintenance of CCPME Microsite on SBM Portal at National and State level	**Project number/ cost centre:** 19.9015.9-001.00

0.   List of abbreviations

| AVB | General Terms and Conditions of Contract (AVB) for supplying services and work 2018 |

AVB   General Terms and Conditions of Contract (AVB) for supplying services and work 2018

CCP-ME   Cities Combatting Plastic Entering the Marine Environment

MoHUA   Ministry of Housing and Urban Affairs

SBM   Swachh Bharat Mission

ToRs   Terms of reference

1.   Context

Marine litter is defined as any persistent, manufactured or processed solid material discarded, disposed of or abandoned in the marine and coastal environment. It threatens ecosystems and adversely affects fishery and tourism industries around the globe. In addition to negative economic impacts, it affects public health as the concern about micro-plastic and the increased risk of particles entering food webs is growing. In recent times, the level of plastic waste that has accumulated in our oceans and marine ecosystems through the increasing production and use of durable synthetic materials has alarmed the public and policy makers alike.
On a global scale, the problem of marine litter is rooted in the currently dominant linear take-make-dispose production and consumption patterns and unsustainable waste management practices. Marine litter is largely associated with human activities and mainly originates from land-based, riverine and ocean-based sources. Current estimates are based on a limited number of modelling studies; yet, these suggest that some 9-10 million tonnes of plastics enter the oceans annually to become marine litter. Moreover, it is estimated that 15-20% of all plastics are entering oceans via riverine ecosystems of which 90% are contributed by 10 of the world's most polluting rivers only. Two of these river systems are located in India, namely Ganga and Indus.

Marine litter in India
The issue has taken a prominent place on national and international agenda resulting in numerous conventions and ambitious goals, which, however, often remain to be translated into solutions at local level where end of pipe measures prevail (e.g. beach clean-ups). Aware of the growing concern, India's Prime Minister, Narendra Modi has announced to tackle the plastic waste issue with the ambitious target of phasing out single use plastics by 2022. India's private sector is also taking initiative: some of the country's largest fast-moving consumer goods companies have declared the launch of a packaging waste management entity to step up recycling and collection rates. Nevertheless, India remains one of the biggest plastic producing countries with a plastic processing industry that is expected to reach 22 million tonnes per year by 2020.
Whilst accurate data on plastic waste and marine litter in particular is largely unavailable for most parts of the country, India's waste management struggle becomes clear at the sight of poorly managed dumpsites and landfills, plastic piles along roadsides, rivers and beaches, as well as clogged drainage systems. Most of the solid waste ending up in rivers is generated by cities with poor municipal waste management systems located along those streams. Waste segregation at source has been introduced in many cities but is not widely practiced and about 40% of the plastic waste generated remains uncollected. Waste collection is largely in the hand of the informal sector, and many single use items do not have sufficient economic value for waste and rag pickers to make it worth their while.

Cities Combatting Plastic Entering the Marine Environment (CCP-ME)
The CCP project, subject to this proposal, will focus on marine litter prevention in cities situated in coastal areas, island situations or along rivers together with MoHUA. The objective of the project is to prevent plastic waste at source through sustainable waste management practices in cities by upgrading infrastructure, strengthening digital monitoring and exchange mechanisms and supporting the development of national framework conditions.

2.   Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

- Review of the national Swachh Bharat Mission (SBM) (urban)/ SWM portal and design and develop add on/microsite to the existing portal with respect to the plastic and non-biodegradable waste management.
- The portal should include all information and updates on the SWM/ plastic waste management rules, programs at national, state and city level, best practices from national and international case studies etc.as required by the partners. The base information for all the above will be provided by GIZ/ GIZ contracted consultants.
- Develop webpage/microsite as part of the State/City Portals for monitoring of Plastic and Non-biodegradable materials at city/state level and align with them for a common data
- The website should have details of buyers (bulk recyclers, associations, etc), sellers (cities), private and public sector agencies working in plastic waste management, developments in plastic and non-biodegradable waste management at city level, policies, as applicable in the different states, pollution management of inland canals leading to nearby rivers and seas
- The website should be a one stop solution for states/cities and the bulk waste recyclers for getting information on the availability of plastic waste. It should be dynamic website with regular data input.
- Linking SBM/ SWM portals of the three cities (Kochi, Kanpur and Port Blair) if available and the 3 States/UT of Kerala (Trivandrum), Uttar Pradesh (Lucknow) and Andaman & Nicobar Island (Port Blair) with the national portal. A direct link with state and city level portals for data sharing and data management will be required either through the existing portals of the states/ cities or as a direct feeding into the national portal. The details of this will be discussed jointly with the partners and GIZ during the designing phase.
- Develop user friendly graphics for the microsite/Intranet with differentiated password protected access
- Any other requirements for integration/ web designing/ related tasks, as discussed with the partners at the state and national level.
- The national level website must be developed such that all the Indian States, UTs and 4000+ cities will be integrated.
- Develop a virtual training module and guide for access and usage of the website
- Test run of the microsites
- Maintenance and regular updating of the portal as and when required during the course of the assignment
- Regular Coordination with the GIZ technical team and the Design team/website management team of the MoHUA and the states
- The GIZ technical team will provide the input requirements for the different portals, as stated above, in terms of formats for integration for reporting as well as monitoring.

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/person responsible
Presentation of the implementation plan as proposed in the project proposal and demo prototype	20 days from start of the contract
Content finalization for the national microsite	Within 1.5 month from the signing of contract
Content finalization for the state and city microsites	Within 2.5 months from the start of the contract
Development of the National microsite	3 months from start of contract
Development of the state and city microsite	6 months from start of the contract
Test run of the microsites	12 months from start of the contract
Periodic update/ trouble shooting of the microsites	once a month for the next 12 months

Period of assignment: From **December 2020 until November 2022**.

- All communication to be undertaken through GIZ only
- The data privacy policy of GIZ and the partners to be considered while developing the websites
- soft copy/coded file-formats in editable versions to be submitted
- The products will be developed in close coordination with the GIZ and GIZ contracted consultants.
- All content updating and data requirements should be vetted by GIZ project team/Ministry.
- All products should adhere to GIZ corporate guidelines.
- The contractors have to follow the timelines and expert days proposed. Deviation will not be possible without justification once the contract is initiated

3.   Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 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 2).

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

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.

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

Other specific requirements

-Not Applicable -

Project management of the contractor

The bidder is required to explain its approach for coordination with the GIZ project.

The bidder is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the bid in accordance with section 5.4 of the AVB:

1. Service-delivery control
2. Managing adaptations to changing conditions
3. Ensuring the flow of information between GIZ and field staff
4. Contractor's responsibility for seconded personnel
5. Process-oriented technical-conceptual steering of the consultancy inputs
6. Securing the administrative conclusion of the project
7. Ensuring compliance with reporting requirements
8. Providing specialist support for the on-site team by staff at company headquarters
9. Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site

4. Personnel concept

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.

Team Leader and Coordinator

Tasks of the Team Lead and Coordinator
- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- 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 short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the Team Lead and Coordinator
- Education/training (2.1.1): Masters in computer application or relevant professional degree
- Language (2.1.2): Good business language skills in English/Hindi
- General professional experience (2.1.3): 10 years' experience of working on similar web-content
- Specific professional experience (2.1.4): 5 years in web designing and content management system
- Leadership/management experience (2.1.5): 3 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 3 years of experience in projects in South Asia (region), of which 2 years in projects in India (country)
- Development Cooperation (DC) experience (2.1.7): NA
- Other (2.1.8): Experience in developing government websites will be an advantage

Expert 1: Backend Developer

Tasks of the developer
- Development of websites
- Testing of the websites

Qualifications of the developer
- Education/training (2.2.1): University Degree in Computer Application or other relevant field
- Language (2.2.2): Good business language skills in English
- General professional experience (2.2.3): 8 years of professional experience
- Specific professional experience (2.2.4): 6 years of professional experience of developing websites/web-based pages. Development of webpages for Government agencies will be an advantage
- Leadership/management experience (2.2.5): NA
- Regional experience (2.2.6): NA
- Development Cooperation (DC) experience (2.2.7): NA
- Other (2.2.8): Understanding of UI/UX development and content management system will be an advantage

Expert 2: UI/UX Designer

Tasks of the UI/UX Designer
- Designing of website
- Testing and management of the websites

Qualifications of the UI/UX Designer
- Education/training (2.3.1): University Degree/Diploma in Computer Application or relevant professional degree
- Language (2.3.2): Good business language skills in English/Hindi
- General professional experience (2.3.3): 5 years' experience of working on similar web-content
- Specific professional experience (2.3.4): 3 years in UI/UX development and web designing
- Leadership/management experience (2.3.5): NA
- Regional experience (2.3.6): 2 years of experience in projects in India
- Development Cooperation (DC) experience (2.3.7): NA

- Other (2.3.8): Experience in designing for government websites will be an advantage

Expert 3: Quality Tester

<u>Tasks of the Quality tester</u>
- Quality management of the contents based upon the host websites and following GIZ standards

<u>Qualifications of the Quality tester</u>
- Education/training (2.4.1): University Degree/Diploma in Computer Application or relevant professional degree/diploma
- Language (2.4.2): Good business language skills in English/Hindi
- General professional experience (2.4.3): 5 years' experience of working on similar web-content
- Specific professional experience (2.4.4): 3 years in web designing and quality control
- Leadership/management experience (2.4.5): NA
- Regional experience (2.4.6): 2 years of experience in projects in India
- Development Cooperation (DC) experience (2.4.7): NA
- Other (2.14.8): Experience in developing and quality control of government websites will be an advantage

Expert 4: Content Writer

<u>Tasks of the Content Writer</u>
- Developing contents for the websites following the Ministry, State Government and GIZ Standards
- Developing materials for the training modules

<u>Qualifications of the Content Writer</u>
- Education/training (2.5.1): University Degree/Diploma in Arts/Literature/Science/Mass Communication or relevant professional degree/diploma
- Language (2.5.2): Good business language skills in English/Hindi
- General professional experience (2.5.3): 5 years' experience of working on similar web-content
- Specific professional experience (2.5.4): 3 years in content writing for websites
- Leadership/management experience (2.5.5): NA
- Regional experience (2.5.6): NA
- Development Cooperation (DC) experience (2.5.7): NA
- Other (2.5.8): Experience in developing government websites will be an advantage

Expert 5: Art Designer

<u>Tasks of the Art Designer</u>
- Developing graphics and other contents for the website
- Developing materials for the training modules

<u>Qualifications of the Art Designer</u>
- Education/training (2.6.1): University Degree/Diploma in Computer Application or relevant professional degree/diploma
- Language (2.6.2): NA
- General professional experience (2.6.3): 5 years' experience of professional experience
- Specific professional experience (2.6.4): 3 years in graphic designing

- Leadership/management experience (2.6.5): NA
- Regional experience (2.6.6): NA
- Development Cooperation (DC) experience (2.6.7): NA
- Other (2.6.8) NA

Please note that the Expert 5(Art designer) shall not be considered as short term expert pool as stated in technical assessment grid.

5. Costing requirements

Assignment of personnel

Total **446 Experts days** anticipated for the assignment as follows

- Team Leader & coordinator: On-site assignment for **66 expert days**
- Backend developer: On-site assignment for **183 expert days**
- UI Designer: On-site assignment for **63 expert days**
- Quality tester: On-site assignment for **75 expert days**
- Content writer: On-site assignment for **46 expert days**
- Art Designer: Onsite Assignment for **13 expert days**

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 2 and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses. All the travels will be undertaken with prior project approval

Two travels to the three states/UT(Kerala, Uttar Pradesh, Andaman & Nicobar Island) and three trips to Delhi for 2 persons are anticipated in the assignment.

All the travel expenses such as; accommodation, flight cost & local travel(Taxi) shall be paid on actuals upon provision of evidence.

Note: Travel to Delhi is applicable only for outstation agencies

Workshops, training

Virtual training on the website and its usage is anticipated

Other costs

Nil

6. Inputs of GIZ or other actors

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

- Meeting request with the partner states and cities and at national level

- Coordination support with GIZ design team and agencies maintaining the national portal

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 assessment grid (not with zero). 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 company documents to be submitted as per gird for assessing eligibility of firms).

The CVs of the personnel proposed in accordance with Chapter 0 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. The CVs to be submitted in English.

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.

8. Option

Not applicable

9. Annexes

Nil