

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

	Project number/ cost centre:
Development of knowledge and communication products for Kitchen Gardens	14.0156.1-005.00

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1. Context

1.1. Introduction

In 2014, the Ministry of Economic Cooperation and Development (BMZ), Federal Government of Germany, launched a special initiative called 'One World - No Hunger' (German: Sonderinitiative 'Eine Welt ohne Hunger', SEWOH) to eradicate hunger and malnutrition.

The Soil Protection & Rehabilitation project (ProSoil) under the SEWOH initiative strives to ensure that women apply soil protection measures in independently managed Kitchen Gardens. The Kitchen Gardens under the ProSoil project focus on women at the centre of the farming system whereby all decisions regarding the crops to grow, how to grow, whether to sell or to consume is made by the women.

Through its implementation partners, ProSoil lays focus on improving the skills of the women in managing Kitchen Gardens, encouraging more women to set up the gardens, make suitable cropping choices and use sustainable agricultural practices on the gardens. Furthermore, Kitchen Gardens also provide a platform to pilot innovative agricultural practices, which have the potential for upscaling to the agricultural fields.

To promote nutrition security, Food and Nutrition Security, Enhanced Resilience (FaNS) project under the SEWOH initiative reaches out to women, in farming and non-farming communities in its intervention areas to raise awareness regarding dietary diversity, household nutrition management with available resources, food content as per age and needs etc. The importance of Kitchen Gardens in meeting the required nutritional needs to maintain a healthy living is also fostered through Anganwadi centres. Specific training programmes are conducted for Anganwadi workers to raise awareness regarding nutrition practices, food diversity and hygiene.

Therefore, sustainable soil management practices and nutrition are two principal aspects of an ideal Kitchen Garden which ensures availability of fresh fruits, vegetables and herbs for healthy meals all year around, achieved by undertaking proper irrigation, maintenance of soil quality and health, crop diversification and water management.

1.2. Background

To support the farming practice of each farmer with information tailored as per his current cropping practices, the ProSoil project leverages NICE - Network for Information on Climate Ex (change). NICE is a web-based open source platform that enables a two-way communication that links farmers' need for technical knowledge to the experts on a real time basis. Farmers receive advisories through both digital and analogue channels such as android applications, social media, illustrative posters, village notice boards, SMS, in person interactions and video sharing sites, facilitated by trained extension agents. These extension agents use tablets to disseminate advisories to farmers customized up to farm level. The use of platform is being institutionalized with the agricultural extension system i.e. State agricultural universities at state level and the Krishi Vigyan Kendras (KVK) at the district level for the development of advisories accurate for each farmer based on the weather, soil type and cropping patterns relevant to him/her. The advisories are validated and approved for quality and relevance. NICE, by its reach till the farmer level, will be used as a monitoring platform to record real time project output data and present village, block, state and project level indicators.

FaNS will leverage the NICE system as advisory generation and knowledge dissemination platform to reach out to their beneficiaries in Chattarpur and Sheopur through the integrated messaging. Knowledge products which are customized, relevant and linked to socio- economic and geographical context of women will be generated by combining information on maternal, child and family health and nutrition and soil health information for kitchen garden management and disseminated to women in the project areas of ProSoil as well as FaNS.

1.3. Rationale for Knowledge & Communication products

ProSoil and FaNS projects lay a strong focus on strengthening the role of women in their project locations by improving their knowledge & access to information on soil and nutritional aspects of Kitchen Garden respectively. To achieve this, the projects will develop need-based knowledge products for their target groups. The development of the knowledge products is further expected to facilitate cross-learnings between the projects and the project partners.

According to the identified knowledge gaps during the development of the knowledge products, the ProSoil project will additionally develop communication products to be disseminated on the NICE platform via the agriculture extension agents (Community Resource Persons).

2. Scope of Work / Tasks to be performed

The Agency will prepare the knowledge products for both projects' target group & communication products for ProSoil project's target group. The products should be developed in line with the identified potentials for cross learnings and knowledge gaps in the extension services.

The tendered services comprise two work packages as below:

2.1. Work Package I: Development of Knowledge products

The Agency will develop the knowledge product in the form of a 'Compendium on Kitchen Gardens', for the two projects. Since the core thematic focus of the projects differ, the work packages are accordingly further apportioned as below:

2.2. Work Package I (a)

Under this work package, the Compendium will be prepared on the sustainable soil management aspects of Kitchen Garden under the guidance of the ProSoil project.

Final Deliverable:

- *Designed & translated compendium on the sustainable soil management of Kitchen Gardens*
- *150 days after signing the contract*

2.3. Work Package I (b)

Under this work package, the Compendium will be prepared on the nutritional aspects of Kitchen Garden under the guidance of the FaNS project.

Final Deliverable:

- *Designed & translated compendium on the nutritional management of Kitchen Gardens*
- *150 days after signing the contract*

2.4. Tasks under Work Package I

Since the Compendium is the final deliverable for both Work Package I(a) and I(b), the tasks for both the work packages correspond to another as detailed below:

Task I: Debriefing, Collation and review of existing documents/literature

This stage involves the development of a clear understanding of the projects' approach & activities via debriefings and meetings. The results of the discussion shall be the basis for the collation and review of existing literature in the subject. The learnings from such review process shall feed into the development of table of contents for Compendium.

The detailed sub-tasks include:

- **Debriefing & Meeting:** Undertake discussions/meetings with the projects to develop an understanding of the projects' approach and interventions and communication needs.
- **Collation & Review:** Collate & review the best practices, existing literature and previous studies supported by GIZ & its projects partners i.e. NABARD, DWCD, KVK, SAU, NGOs in this subject. This also includes reviewing the documents/existing literature available with the projects in this subject.

Task II: Field Visits

At this stage a practical cognizance of the activities undertaken by the NGO partners pertaining to Kitchen Gardens shall be developed. Experts from the Agency will visit the project locations to identify the need and knowledge gaps among the extension workers (i.e. Anganwadi workers in case of FaNS & CRPs in case of ProSoil) & the farmers in the subject. Additionally, the experts identify potentials for cross-learnings among the NGOs partners of the project which shall subsequently feed into streamlining the quality of the Compendium.

The detailed sub-tasks include:

- **Interviews:** Preparing & conducting interviews with the extension workers and the farmers to identify the need and the knowledge gaps in the subject
- Preparing & conducting interviews with project partners (ProSoil; 3 NGOs + 5 KVKs/3 SAU, FaNS; 3 institutions + 3 KVKs) to identify need, knowledge gaps and potentials for cross-learnings in the subject.
- **Field visit:** Visit Kitchen Gardens of both the projects in Madhya Pradesh (Mandla/Belaghat, & Sheopur/Chhatarpur districts), Maharashtra (Amravati/Yavatmal & Jalna/Dhule/Ahmednagar)
- **Key messages:** Identify certain 'key messages' to be transported to the target groups of each of the projects, based on knowledge gaps identified during the field visits and stakeholders' interviews.

Deliverables:

- *Stakeholders interviews excerpts*
- *'Key messages' recommendations*
- *60 days after contract signing*

Task III: Preparation of Compendium

At this stage, the Agency is responsible for developing the content of the Compendium.

The detailed sub-tasks include:

- **Compendium 'Table of content':** Present the draft content and the structure of the Compendium to the project partners for review and quality improvement (ProSoil; 3 NGOs + 5 KVKs/SAU, FaNs; 3 institutions + 3 KVKs)
- Finalize the Compendium 'table of content' based on the feedback from the GIZ projects.
- **Compendium development:** Developing the compendium, based on the finalized table of content and structure. The Compendium shall be roughly between 100-150 pages and should be developed by employing the GIZ corporate guidelines, gender strategy and key messages for the product.
- Review and incorporating feedback from the GIZ projects into further development of the Compendium.
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Deliverables:

- *Kitchen Garden Compendium 'table of content' (90 days after signing the contract)*
- *Kitchen Garden Compendium (120 days after signing the contract)*
- *Language: English*

Task IV: Designing of Kitchen Garden Compendium

The main task at this stage is the designing and translation of the Compendium. The Compendium must be designed in a way that it is user-friendly for the agriculture extension agents and facilitates the generation of advisories on the NICE platform. The detailed sub-tasks include:

- **Template:** Provide minimum three templates options for the design of the Compendium. The Layout and designing must be in accordance with GIZ format/style, layout including typesetting, styling, color, placement of photos/logo, illustrations
- **Compendium Designing:** Designing the compendium based on the feedback received from the projects
- **Translation:** Translating the content of the compendium in Hindi language
- **Quality check:** Undergo proofreading & quality check of the Compendium

Deliverables:

- *Designed & Translated Compendium on Kitchen Garden*
- *150 days after signing the contract*
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Task V: Content Endorsement

The Agency is expected to support the presentation, vetting & endorsement of the Compendium with the project partners. Therefore, this is an iterative process of collecting reviews from the project partners & consequently proof reading and revising the document.

Deliverables:

- *Support towards vetting & endorsement of the 'Compendium on Kitchen Garden'*
- *210 days after signing of contract*

2.5. Work Package II: Development of Communication products

Task I: Debriefing

At this stage the Agency will undertake discussions/meetings with the ProSoil project to develop a clear understanding of the GIZ's communication guidelines and the communication objectives.

Task II: Development of Communication products

Under this task, communication products viz. infographics, poster, Video URL will be developed based on the 'Key messages' extracted from the 'Compendium on Kitchen Gardens'. Therefore, this work package is dependent on the completion of Work Package I.

The detailed sub-tasks include:

- **Conceptualization of Communication products:** Based on feedback received from the projects on the recommended key messages (Work Package I, Task II), conceptualizing the key messages into communication products viz. infographics, poster, Video URL (2 to 3-minute knowledge bites)
- **Submission of templates:** Provide minimum three templates options for the design of the Compendium. The Layout and designing must be in accordance with GIZ format/style, layout including typesetting, styling, color, placement of photos/logo, illustrations
- **Development of Communication products:** Development of the communication products viz. infographics, poster, Video URL (2 to 3-minute knowledge bites). This shall be based on the key messages finalized by the projects and the content of the Compendium. Layout and designing of the communication products must be in accordance with GIZ format/style, layout including typesetting, styling, color, placement of photos/logo, illustrations
- **Quality check:** Undergo proofreading & quality check of the Communication products.
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Deliverables:

- *3 infographics in Hindi + 3 infographics in Marathi (180 days after contract signing)*
- *3 posters in Hindi + 3 posters in Marathi (210 days after contract signing)*
- *3 videos in Hindi + 3 videos in Marathi (240 days after contract signing)*

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
Work Package I (a): Knowledge Product: Compendium on sustainable soil management of Kitchen Gardens	
Excerpts from Stakeholder Interviews	60 days after contract signing Tashi Pareek, M&E Advisor, ProSoil Project
Key messages recommendations	60 days after contract signing Tashi Pareek, M&E Advisor, ProSoil Project
Table of content & structure of the Kitchen Garden Compendium	90 days after contract signing Tashi Pareek, M&E Advisor, ProSoil Project
Kitchen garden Compendium	120 days after signing of contract Tashi Pareek, M&E Advisor, ProSoil Project
Designed & translated 'Kitchen garden Compendium'	150 days after signing of contract Tashi Pareek, M&E Advisor, ProSoil Project
Vetting & endorsement of the 'Compendium on Kitchen Garden'	210 days after signing of contract Tashi Pareek, M&E Advisor, ProSoil Project
Work Package I (b): Knowledge Product: Compendium on nutritional management of Kitchen Gardens	
Excerpts from Stakeholder Interviews	60 days after contract signing Pradeep Yadav, Technical Expert, FaNS Project
Key messages recommendations	60 days after contract signing Pradeep Yadav, Technical Expert
Table of content & structure of the Kitchen Garden Compendium	90 days after contract signing Pradeep Yadav, Technical Expert
Kitchen garden Compendium	120 days after signing of contract Pradeep Yadav, Technical Expert
Designed & translated 'Kitchen garden Compendium'	150 days after signing of contract Pradeep Yadav, Technical Expert
Vetting & endorsement of the 'Compendium on Kitchen Garden'	210 days after signing of contract

	Pradeep Yadav, Technical Expert
Work Package II: Communication Products	
6 Infographics (3 in Hindi, 3 in Marathi)	180 days after signing of contract Tashi Pareek, M&E Advisor, ProSoil Project
6 Posters (3 in Hindi, 3 in Marathi)	210 days after signing of contract Tashi Pareek, M&E Advisor, ProSoil Project
6 Videos (3 in Hindi, 3 in Marathi)	240 days after signing of contract Tashi Pareek, M&E Advisor, ProSoil Project

Period of assignment: From November 2019 until August 2020.

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).

3.1. 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 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.

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

3.2. Other specific requirements

The delivery of the main output i.e. the Compendium should be in consideration with the Gender strategy of the FaNS project where male members of the community should also be sensitized towards nutrition requirement at the household level.

In case of ProSoil, the assignment would cater to the following output indicator (1.3): Two packages of measures tailored to home gardens have been introduced in X home gardens managed by women in the selected regions which are suitable for improving their access to inputs and technology.

3.3. Project management of the Agency

The bidder is required to explain its approach for coordination with the GIZ project. In addition to the reports required by GIZ in accordance with AVB (General Terms and Conditions of Contract), the Agency submits the following reports:

- Inception report

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. Eligibility of the consulting firm

The eligibility of the consulting firm will be assessed on the following criteria:

- **Turnover and number of employees:** Average annual turnover of 100000 Euro for the last three financial years¹ with minimum 20 employees as at 31.12 of the previous year.
- **Reference projects:** The Consulting firm submits reference projects with a minimum commission value of 20000 Euro. At least 2 references of knowledge & communication products respectively in the subject of sustainable soil management / nutrition management must be provided in the bid.
- **Technical Experience:** The firm should have minimum 5 years of experience in
 - developing communication products for sustainable soil management / rural development / agriculture / similar field
 - developing knowledge products for sustainable soil management / nutrition management
- **Regional experience:** in Maharashtra and / or Madhya Pradesh is preferred

¹ Last but four financials can be included in case of invitation to tender held within six months of end of last financial year

5. 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 9), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points.

5.1. Team leader

Tasks of the team leader

- Responsibility for work package I and II (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project via debriefing and preparation meetings
- Personnel management, 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
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training: Master's in agriculture / nutritional science/ communications
- Language: Good business language skills in English
- General professional experience: 15 years of professional experience in the Agriculture / nutritional science/ communications
- Specific professional experience: 8 years in developing knowledge products for agriculture / nutrition sector

- Leadership/management experience: 6 years of management/leadership experience as project team leader or manager in a company
- Regional experience: 3 years of experience in projects in Maharashtra/Madhya Pradesh (region),
- Development Cooperation (DC) experience: 6 years of experience in DC projects
- Other: evidence of participation in developing nutrition / agricultural knowledge products

5.2. Expert 1: Soil / Agriculture Expert

Tasks of expert 1

- Delivery of Work Package I(a)

Qualifications of expert 1

- Education/training: MSc. / ME in Soil Sciences/Geography/Agricultural Sciences
- Language: Good business language skills in English and Hindi
- General professional experience: 8 years' content development experience in the subject of Agriculture/Kitchen gardens
- Specific professional experience: 3 years' proven experiences in creation of similar knowledge products

- Leadership/management experience: 3 years of management/leadership experience as project team leader or manager in a company
- Regional experience: 3 years of experience in projects in Madhya Pradesh and / or Maharashtra
- Development Cooperation (DC) experience: 3 years' experience

5.3. Expert 2: Nutrition Expert

Tasks of expert 2

- Delivery of Work Package I(b)

Qualifications of expert 1

- Education/training: MSc. in Nutritional Science
- Language: Good business language skills in English and Hindi
- General professional experience: 8 years' content development experience in the subject of Nutrition/Kitchen gardens
- Specific professional experience: 3 years' proven experiences in creation of similar knowledge products
- Leadership/management experience: 3 years of management/leadership experience as project team leader or manager in a company
- Regional experience: 3 years of experience in projects in Madhya Pradesh and / or Maharashtra
- Development Cooperation (DC) experience (2.2.7): 3 years' experience

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

5.4. Short-term expert pool with minimum 4, maximum 5 members

Tasks of the short-term expert pool

- Delivery of task IV under Work Package I and Work Package II

Qualifications of the short-term expert pool

- Education/training: 1 expert with Masters in Communication, 4 experts with Bachelors/Master's in Graphic Designing, Film Making, Linguistics/Humanities respectively
- Language: 1 expert with very good language skills in English, good language skills in Hindi required for 1 expert, good language skills in Marathi required for 1 expert,

- General professional experience: 1 expert with at least 10 years of experience in the Communication sector, 4 experts with at least 5 years of professional experience in the Communication sector
- Specific professional experience: 1 expert with at least 8 years of experience in developing similar communication products for the agriculture/nutrition sector, 4 experts with at least 4 years of professional experience in developing similar communication products
- Development Cooperation (DC) experience: 1 expert with at least 5 years of experience in DC

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

6. Costing requirements

6.1. Assignment of personnel

Team leader: On-site assignment for 20 expert days:

- 5 days for Work Package I(a)
- 5 days for Work Package I(b)
- 10 days for Work Package II

Agriculture Expert: total 65 expert days for Work Package I(a) (including travel days)

Nutrition Expert: total 65 expert days for Work Package 1(b) (including travel days)

Short-term expert pool: total 15 expert days (Work Package Ia)

Short-term expert pool: total 15 expert days (Work Package Ib)

Short-term expert pool: total 100 expert days (Work package II)

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.

Flights	Number of flights / trains up to	Comments
Domestic flights / trains	Delhi – Jabalpur Delhi - Khajuraho/Bhopal	5 days of field visit per NGO locations is expected

	Delhi – Pune	
	Delhi – Mumbai	

7. Cost allocation to Projects

Work Package I:

50%: Soil Protection & Rehabilitation Project (PN 14.0156.1-005.00)

50%: Food & Nutrition Security Project (PN 14.0968.9-005.00)

Work Package II:

100%: Soil Protection & Rehabilitation Project (PN 14.0156.1-005.00)

8. Inputs of GIZ or other actors

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

- Transportation on field location with support from Project staff
- Broad content and all photographs. The agency will need to suggest and conceptualize the design, background/watermark in form of illustrations/sketch, infographics etc, as suitable for the theme
- Access to relevant project documents necessary for execution of the duties under this consultancy
- Coordination support as and when necessary

9. 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 26 pages (excluding CVs).

The CVs of the personnel proposed in accordance with Chapter 5 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall of each 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 should also 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 Agency 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.

10. Annexes

ProSoil Project:

- NGO concept note of Kitchen Garden
- Gender Analysis Study
- ProSoil Factsheet

FaNS Project:

- FaNS factsheet
- Kitchen Garden case study