

Terms of reference (ToR) for engaging specialized firm for development of a podcast series



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General information

a. Brief information on the project

The Promotion of Solar Water Pumps (PSWP) component of the Indo-German Energy Programme (IGEN) is a bilateral technical co-operation measure between the Federal Ministry for Economic Co-operation and Development (BMZ), Germany and the Ministry of New and Renewable Energy (MNRE), Government of India. PSWP was commissioned by BMZ based on the lessons learnt from the IGEN-Access module (2015 – 2019).

The project aims at promoting sustainable installations and use of solar water pumps in view of the overall Water-Energy-Food nexus. The IGEN-PSWP module is being implemented pan-India with a focus on the East and North-East of India, over a period of four years (October 2018 – September 2022). BMZ has commissioned the Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ), a federal enterprise based in Eschborn and Bonn, with the implementation of the project.

b. Context

The PSWP module aims to improve, expand and speed-up the roll-out of sustainable Solar Water Pumps (SWP). The activities under the PSWP module will be implemented under following four components:

- **Enabling Policy environment** to enable policymakers to design promotion programmes for productive use of solar pumps in effective and environmentally sound manner.
- **Business, Operator and Service Modules** to enable market stakeholders such as project developers, facility operators and NGOs to successfully replicate tested business, operator and service models for the productive use of solar pumps in selected states.
- **Access to Finance** to enable financial service providers to offer customised financial solutions for financing solar pumps for productive use.
- **Information, Dissemination and Upscaling** to provide agricultural extension service providers in selected states the necessary knowledge to carry out technical, environmental and economic assessments of solar pumps for productive usage.

To meet the overall objective of up-scaling sustainable deployment of solar pumps in India, the PSWP team is undertaking multiple projects under the above listed categories. These take the form of on-ground field-level research, high-level macro policy research, business-model demonstrations, and development of capacity building material etc. engaging wide range of stakeholders such as central and state ministries/departments/agencies, think-tanks, consultants, non-profit organizations, vendors and farmers, among others. The information and knowledge generated under these projects are being shared with a relevant audience through various modes – reports, audio-visuals, write-ups, roundtables, conferences etc.

The module is now looking to develop a series of podcasts to engage in meaningful, succinct and targeted conversations with experts on topics and experiences stemming out of the field-level projects. These conversations will be targeted at policy makers and implementing authorities to improve effectiveness of future interventions associated with solar water pump promotion.

- c. GIZ shall hire the contractor for the anticipated contract term, from January 2021 to March 2021.
- d. The contractor shall provide the following service:

The **objective** of the tender is to engage with an expert firm that can technically assist IGEN-PSWP in developing high-quality podcast series by providing comprehensive editing and allied services.

The podcast series developed through this ToR will display all features of a high-quality professional-grade production, including the following **features**:

- The podcast series will include six episodes of 15 to 20 minutes each, entailing engaging conversations between two to three individuals on topics related to on-ground learnings and experiences with solar water pump schemes, deployments and benefits. The primary language of conversation will be English, while some parts may be in Hindi.
- The six episode podcast series will additionally include an introductory episode of 2 to 3 minutes that will provide an overview of the PSWP programme and its ongoing projects as well as highlight the objective and content of the podcast series, in the voice of a professional voice-over artist backed by music suitable for a professional podcast.
- Each podcast episode will start with a 20 to 30 second introductory narration informing listeners about the objective of the episode in the voice of a voice-over artist backed by music suitable for a professional podcast.
- Each podcast episode will end with a short disclaimer clearly stating that all views expressed on the episode are personal, and any financial decision made based on this would not be the responsibility of the producers.
- Each podcast episode must meet high standards of editing, including clear and coherent voices of all speakers, engaging and adequately paced conversations, musical interludes as and when required, etc.
- The podcast series will be hosted on a dedicated landing page on the upcoming PSWP website. The landing page will provide a short-written description of the podcast as well as list all episodes highlighted with a feeder icon, episode names and featured speakers.
- The landing page for each episode will provide the audio recording, detailed description of the episode, any relevant data depictions as well as transcript of the conversation.

Given the ToR objective and the desired features of the podcast, the contractor will be required to provide the following **services**:

- Provide appropriate editing services to ensure that the final output is coherent, concise, structured and free from confusing ramblings that are hard to comprehend. Given the ongoing COVID-19 pandemic, the recordings are likely to be done over virtual modes of communications. The bidder is expected to suggest the best possible options/solutions for recording quality audio, in clean voices, without echoes, background noise when recording over phone or internet. The script / content / speakers / recording would be GIZ's responsibility, but the contractor will be expected to provide appropriate suggestions during the editing stage in order to make the podcast more impactful.

The editing process should be executed in close coordination with GIZ, which would include suggestions on final edit by the contractor, detailed conversations with GIZ on the suggestions, delivery of a two to three (as per the requirement) draft cuts before finalization of the actual episode. It is imperative that the final edit should not appear amateurish or unprofessional.

This will require the contractor to add musical interludes and segues between sections, if required. Spread across the 6 main episodes and 1 introductory episode, the aggregate music requirement would be about 3 minutes, which would be can be utilized in repetition. The music should be selected observing and complying with all copyright requirements, such that it is a balanced score that does not overpower the main narration.

- Provide services of a professional narrator for theme narration set to music which is to be used as opening of each episode. The narration should be voiced by a professional voice over artist with clear and coherent English, with clear professional accent/diction. While the content of the narration will be provided by GIZ, the contractor may provide appropriate suggestions to make it impactful.
- Provide an appropriate graphic for feeder icon for depicting the episodes, while observing and complying with all copyright requirements. This must be aligned with the theme of sustainable use of solar water pumps.
- Provide the edited transcript of each of the interviews/conversations recorded for development of the podcast episodes.
- Provide any other advisory support needed for execution of works, including:
 - o Suggestions on podcast name and episode names such that they are clear, articulate and innovative
 - o Support in identifying and uploading the files on popular hosting platforms such as Apple Podcasts, Spotify, Google podcast, etc.
 - o Support with recommendations on voice modulations, effective recording etc.
 - o Any other creative input such as additional features that may help improve podcast quality and impact.

The key **deliverables** are as follows:

- 2-3 minutes introductory episode, in an mp3 file format
- Six final edited episodes of 15 to 20 minutes duration, in an mp3 file format including 15-20 seconds opening narration backed by appropriate music
- One graphic for feeder icon to represent the episodes
- Transcripts for six episodes
- All deliverables must be accepted as final by GIZ and should be in line with the features and details mentioned in the ToR.
- Development of these would entail close coordination with GIZ and few rounds of iterations.

Tender requirements

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

1. Minimum experience of five years in developing audio-visual content.
2. Demonstrated experience of at least five projects undertaken for comparable works (pertaining to development of audio-visual content) undertaken for comparable organizations. The bidder should provide link to the samples of listed works.
3. Demonstrated experience of undertaking content development for development sector projects funded by bilateral or multilateral funding assistance.
4. Bidder should have all required equipment and software to ensure high quality audio output for a podcast. The bidder may provide details of editing software that will be used for the purpose of present assignment.
5. We assume that the assignment will be carried out by:
 - a. 1 expert operating as team leader – who will be required to lead the assignment and all key discussion with GIZ
 - b. 1 technician to provide editing services including sourcing of required music in compliance to copyright requirements.
 - c. 1 professional narrator to record the introductory and opening monologue

- d. 1 professional graphic designer

In the proposal, the bidder is required to provide the firm profile and CV of personnel (max 2 pages) who are suited to filling the positions described, the range of tasks involved and the required qualifications.

Qualifications of proposed staff

2.1 Team leader:

2.1.1 Qualifications: Bachelor's degree in languages, media, communications or any related field

2.1.2 Language: Business fluency in English and Hindi

2.1.3 General Professional experience: Over 10 years of experience in managing and undertaking production of audio-visual content for professional organizations

2.1.4 Specific Professional experience: Experience in developing at least 5 projects in the domain of audio-visual content for development sector projects. Production experience of professional podcasts will be preferred

2.1.5: Leadership experience: At least 5 years of experience in managing a team engaged in development of audio-visual content

2.2 Expert 1: Editing Technician

2.2.1 Qualifications: Bachelor's degree in languages, media, communications or any related field. Professional degrees/diplomas for editing skills will be preferred

2.2.2 Language: Business fluency in English and Hindi

2.2.3 General Professional experience: At least 5 years of experience in editing audio-visual content for professional organizations. Production experience of professional podcasts will be preferred

2.3 Expert 2: Narrator

2.3.1 Qualifications: Bachelor's degree in languages, media, communications or any related field

2.3.2 Language: Excellent fluency in spoken English

2.3.3 General Professional experience: 5 years of experience in providing narration related services for production of audio-visual content for professional organizations

2.4 Expert 3: Graphic Designer

2.4.1 Qualifications: Bachelor's degree in languages, media, communications or any related field. Professional degrees/diplomas pertaining to graphic designing skills will be preferred

2.4.2 Language: Business fluency in English and Hindi

2.4.3 General Professional experience: Minimum 5 years of experience in undertaking graphic design work for professional organizations.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Comments
<ul style="list-style-type: none"> Preparation/debriefing 		1	Virtual inception meeting to understand project requirements, timelines and plans
<ul style="list-style-type: none"> Implementation 		31	5 days of team leader 20 days of editing technician 3 days of narrator 3 days of graphic designer
<ul style="list-style-type: none"> Travel days 		0	
Other costs	Number of experts	Amount per experts	Comments
Music			Pre-recorded, with copy-write