

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

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<b>Farmer registration for niceSSM mobile application in VNMKV and PDKV University región on Maharashtra</b>	<b>Project number/ cost centre: 14.0156.1-005.00</b>
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## 0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of References
NiceSSM	Network for Information on Climate Ex-change for Sustainable Soil Management
ICT	Information and Communication Technology
ProSoil	Soil Protection and Rehabilitation for Food Security in India
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
BMZ	German Federal Ministry for Economic Cooperation and Development
NABARD	National Bank for Agriculture and Rural Development

## 1. Context

### a. Brief information on the project

The initiative “One World, No Hunger” has been initiated by the German Federal Ministry for Economic Cooperation and Development (BMZ) in 2014. It addresses a wide variety of topics in the field of agriculture, food and nutrition security and rural development. The global programme “Soil Protection and Rehabilitation for Food Security” has been commissioned under this initiative and is implemented in five countries: Benin, Burkina Faso, Madagascar Ethiopia, Kenya, Tunisia and India.

In India, the “Soil Protection and Soil Rehabilitation for Food Security in India (ProSoil)” is integrated into the Natural Resource Management Portfolio of GIZ. The project, “Pro SOIL” aims to implement sustainable approaches to the protection and rehabilitation of degraded soils, including soil fertility, in selected areas of India. In total, an area of 153.000 ha which has previously been under watershed development programmes is being covered in the five districts of Maharashtra (Ahmednagar, Amravati, Dhule, Jalna and Yavatmal) and two districts of Madhya Pradesh (Balaghat and Mandla). Three NGOs, BAIF Research Development Foundation, Watershed Organization Trust (WOTR) and Foundation for Ecological Security (FES) are building the capacities of smallholder farmers to protect and rehabilitate their soils and to invest in soil fertility management. The chemical soil properties are being tested and IT-based advisory services provided directly to farmers. These advisory services will include recommendations regarding the selection of crops, fertilizer recommendations, increased resilience of farmer through climate relevant timely and local agro-advisories, direct resolution to farmer queries by Agriculture Scientists, multilingual platform etc among others.

The implementation of the project is jointly carried out by GIZ and the National Bank for Agriculture and Rural Development (NABARD) in India. The project furthermore aims to set up knowledge networks between science and practice to share good practices. Out of these dialogues, recommendations are to be generated on how to furthermore promote the stronger practice of soil protection, rehabilitation and soil fertility management.

NICESSM (<https://NiceSSM.org/>) is a tablet and web based knowledge management system adopted NICESSM for soil protection and rehabilitation purposes and as monitoring system. NICESSM has been developed and updated to version-2 in year 2016 and being continuedly improved as per changing requirement for the partners and farmers.

Out of 100 farmers, 75% of farmers receive the advisory and 33% of them actually adopt advisories as per previous experiences and results various surveys as well. To achieve 100,000 hectares of land covered with SSM advisories where on average, a small farmer owns 1 ha of land, we need to register tentatively 450,000 farmers including all gender. Farmers need to be approached in multi-dimensions to adopt advisories

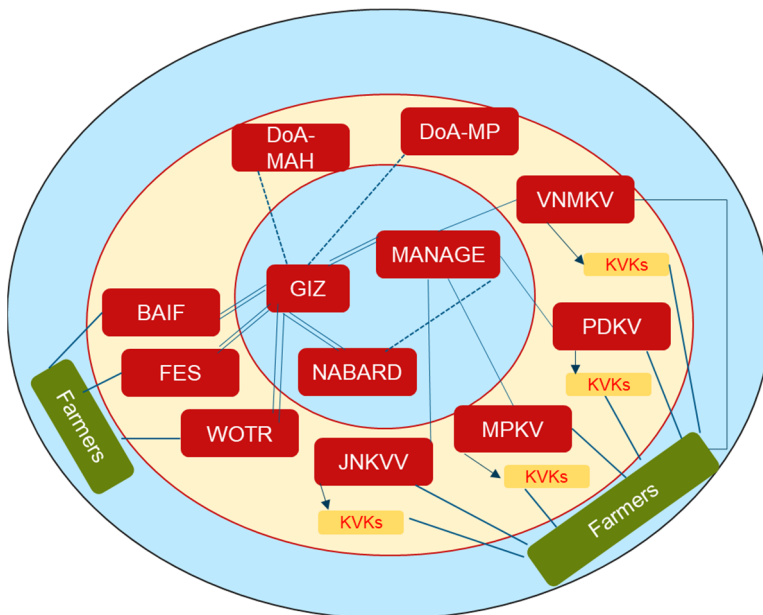
The NICESSM online web platform allows various knowledge providers from various domains of agriculture science sharing knowledge in a decentralized way across a number of subject domains to address local needs. The system is iterative and allows a multimodal two-way communication, between the expert network and linked farmers to meet the specific needs on a real time basis. The NICESSM application is combined with a tablet application capacitating extension cadre to function as last mile technology interface with farmers. The project revitalizes existing extension system, capacities and monitoring systems for effective development, dissemination and facilitates farmer adoption on extreme weather events.

NICESSM is capable to handle multiple Indian languages for content creation for multiple domains and bridges the last mile through multiple modes, whether it is on tablets, through SMS, Web, social media communicators or / and facilitates interaction through human interfaces. It is able to aggregate information on weather, climate contextualized Agro-advisories, disaster relief and can be customized to any needs. In addition, it holds a monitoring and reporting function (Version-3), through which demand based dynamic reports can be generated.

GIZ in partnership with MANAGE ([www.manage.gov.in](http://www.manage.gov.in)) which is an Autonomous body under Government of India, Ministry of Agriculture, Department of Cooperation. MANAGE has hosted separate server in their premises to run NICESSM system for other states and projects other than Pro-Soil project locations. The intent is that NICESSM has to be hosted on their Live and Staging servers and whenever there is an update, it should be copied to MANAGE servers as well

Other partners are also involved in implementation of NiceSSM and need to communicate while implementing the said activities. Stakeholders map is provided to understand partners role in more detailed manner.

2. State Agriculture Universities (JNKV, MPKV, VNMKV, PDKV)
3. KVKs (7 KVKs for our seven districts)
4. NABARD
5. NGOs (BAIF, FES, WOTR)



## b. Context

The objective of this consultancy assignment is to engage services of consulting company expert in to support NiceSSM application promotion in project location (Jalna, Amrawati and Yavatmal) in Maharashtra State using digital or analog methods.

## **2. Tasks to be performed by the contractor**

The agency will be responsible for following tasks:

- 1.** Coordinate with GIZ, project partners - MANAGE, VNMKV, PDKV and related KVKs to develop mutually agreed communication and campaign strategy to reach out to farmers in the region
  - 1.1. Kick off meeting with partners
  - 1.2. Understand partners requirement
  - 1.3. Redefine branding requirements as per the partner requirements using local language
- 2.** Promote NiceSSM mobile application in districts of Jalna, Amrawati and Yavatmal
- 3.** Create social media advertisements in selected locations targeting people in agriculture field
- 4.** Prepare analog/physical advertisements in selected locations targeting people in agriculture field
- 5.** Coordinate and follow GIZ supplied communication strategy and communication guidelines before imparting promotional campaigns
- 6.** Follow tri-lateral strategy with three pillars, Social Media, Telephonic call and Direct approach for promotional campaigns
  - 6.1. Examples:- campus radio, community radio, Live events on social/online media platforms, selfie videos, leaflets in local languages, photo stories, teaser videos, interactive billboards, content for govt. based apps/platforms/other multipliers etc.
- 7.** Ensure registration of 50,000 farmers in the region with required data for registration on NiceSSM / digital advisory platform
- 8.** The contractor must ensure compliance with the local law and privacy formalities: While advertising NiceSSM, the principles of general data protection law, such as purpose limitation, data economy and transparency must be considered. The requirements of general data protection law, such as the obligation to provide proof and deletion upon request, must be anticipated in a way that a time-limited processing and storage of the data shall be ensured. A description of the newly integrated process about the extent to which data is processed and what is done to protect the privacy needs to be integrated in the data protection declaration

Points to consider during implementation of the work:

- 1.** Follow Data Protection Guidelines
  - 1.1. Do not Take any photo or video without consent
  - 1.2. Do not collect personal information such as Name, Mobile number without consent
  - 1.3. Do not share any personal information
- 2.** Coordinate with GIZ that niceSSM system has enough information for farmers in the region before their registrations
- 3.** NiceSSM is partners product and not GIZ and same should be communicated in all communications

3.1. NiceSSM can also be multi-branded during the campaigns as per partners requirements (including respective institutional partner, MANAGE, GIZ). The communication products needs to be reviewed by GIZ and mutually agreed.

The contractor is responsible for providing the following services:

- Registration of at least **25000 farmers** with minimum 20% female farmers on NiceSSM / digital advisory platform from Jalna, Maharashtra state under VNMKV University
- Registration of **25000 farmers** (with minimum 20% female farmers) on NiceSSM / digital advisory platform, from Amrawati and Yavatmal, Maharashtra state under PDKV University

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

<b>Milestone</b>	<b>Deadline/place/person responsible</b>
Follow on GIZ communication Strategy	20-Dec/Team Lead
Follow on GIZ communication guideline	30-Dec/Team Lead
Setup coordination among partner	10-Jan 21/Team Lead
Share digital campaigns	20-Jan 21/Comm Expert
Share telephonic communication material	30-Jan 21/Comm Expert
Share analog communication material	10-Feb 21/Graphic Designer
Initiate campaigns in VNMKV region	20-Feb 21/Team Lead
Initiate campaigns in PDKV region	28-Feb 21/Team Lead
First Progress update after 15 days of campaign, Mah	15-Mar 21/Team Lead
Second Progress update after 45 days of campaign, Mah	15-Apr 21/Team Lead
Final report	30-May 21/Team Lead

Period of assignment: From 04<sup>th</sup> Dec 2020 until 20June 2021.

### **3. Concept**

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

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 the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter a 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 a.

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

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

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

- The contractor is responsible for selecting, preparing, training and steering the experts (international and national, short and long term) assigned to perform the advisory tasks.
- The contractor makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.  
The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

## **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 8), 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**

#### Tasks of the team leader

- Overall responsibility of leading the project (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 and international short-term experts
- Regular reporting in accordance with deadlines

### Qualifications of the team leader

- Education/training (2.1.1): University qualification ('Diploma'/Degree) in Management or relevant field
- Language (2.1.2): Good business language skills in English, should know Marathi
- General professional experience (2.1.3): 10 years of professional experience in the IT sector/digital marketing/social media
- Specific professional experience (2.1.4): 5 years experience in Digital marketing
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 5 years of experience in projects in Maharashtra
- Development Cooperation (DC) experience (2.1.7): 2 years of experience in DC projects

### **Expert 1**–Social Media Expert

#### Tasks of expert 1

- NiceSSM Prepare social media promotion campaigns
- Understand the local environment, social media patterns
- Impart social media campaigns
- Link with analog (direct campaigns)

#### Qualifications of expert 1

- Education/training (2.2.1): General qualification ('Diploma'/Degree) in Computer Science/Digital Marketing or relevant field
- Language (2.2.2): Good business language skills in English and Marathi is preferred
- General professional experience (2.2.3): 5 years experience in social media marketing/digital marketing
- Specific professional experience (2.2.4): 4 years in Marketing/branding/promotion and 2 years of professional experience in the event management
- Leadership/management experience (2.2.5): -Not Applicable-
- Regional experience (2.2.6): 2 year Pan India work experience, Maharashtra is preferred
- Development Cooperation (DC) experience (2.2.7): 2 years of work experience in organisation such as GIZ

#### 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

### **Expert 2**–Graphics Designer (digital and analog)

#### Tasks of expert 2

- Preparing digital campaign ads
- Preparing print media campaigns
- Coordinate with social media expert
- Under Partners requirement
- Prepare campaigns in local language/dialect (Marathi)



### Qualifications of expert 2

- Education/training (2.3.1): General qualification ('Diploma'/Degree) in Computer Science/Graphic designing/desktop publishing
- Language (2.3.2): Good business language skills in English and Marathi
- General professional experience (2.3.3): 5 years experience in ad creation
- Specific professional experience (2.3.4): 4 years in digital media and 2 year of professional experience in print media
- Regional experience (2.3.6): 2 year Pan India work experience (Maharashtra preferred)
- Development Cooperation (DC) experience (2.3.7): 2 years of work experience in organisation such as GIZ
- Other (2.3.8): Should be innovative in terms of ads creation

### 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

### **Expert 3-Communication Expert**

#### Tasks of expert 3

- Understanding GIZ communication guidelines
- Understating partners requirement for campaigns
- Management of whole communication part
- Conversion of communication guidelines in ad campaigns

#### Qualifications of expert 3

- Education/training (2.4.1): General qualification ('Diploma'/Degree) in Mass communication/Journalism or relevant field
- Language (2.4.2): Good business language skills in English (Marathi preferred)
- General professional experience (2.4.3): 5 years experience in corporate journalism/communication
- Specific professional experience (2.4.4): 4 years field experience in mass communication and 2 years of professional experience in the digital communication
- Regional experience (2.4.6): 2 year Pan India work experience
- Development Cooperation (DC) experience (2.4.7): 2 years of work experience in organisation such as GIZ

### Soft skills of team members

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

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

## **Expert 4-Field Expert**

### Tasks of expert 4

- On ground activities for campaigns
- Interaction with farmers during direct campaigns
- Any other field requirement

### Qualifications of expert 4

- Education/training (2.5.1): General qualification ('Diploma'/Degree) in Computer Science/any relevant field
- Language (2.5.2): Good business language skills in English and Marathi
- General professional experience (2.5.3): 5 years experience in event management
- Specific professional experience (2.5.4): 4 years in rural field work and 2 years professional experience in coordination for digital campaigns
- Regional experience (2.5.6): 2 year Pan India work experience
- Development Cooperation (DC) experience (2.5.7): 2 years of work experience in organisation such as GIZ

### 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

## **Expert 5 -Field Expert**

### Tasks of expert 1

- On ground activities for campaigns
- Interaction with farmers during direct campaigns
- Any other field requirement

### Qualifications of expert 1

- Education/training (2.6.1): General qualification ('Diploma'/Degree) in Computer Science/any relevant field
- Language (2.6.2): Good business language skills in English and Marathi
- General professional experience (2.6.3): 5 years experience in event management
- Specific professional experience (2.6.4): 4 years in rural field work 2 years of professional experience in coordination for digital campaigns
- Regional experience (2.6.5): 2 year Pan India work experience
- Development Cooperation (DC) experience (2.6.6): 2 years of work experience in organisation such as GIZ

### 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

### **Required Qualification / experience for the consulting agency**

The Agency should have the following administrative and financial requirements for conducting the assignment:

- **Turnover and number of employees:** Average annual turnover of 60,000 Euro for the last three financial years<sup>1</sup> with minimum 5 employees as at 31.12 of the previous year.
- Number of employees as at 31.12.2019 should be at least 10 persons
- **Reference projects:** The Consulting firm submits reference projects with a minimum commission value of 15000 Euro. At least 2 references of projects completed in field of Social Media, Digital Marketing and 2 references in promotion of mobile app using Social Media or digital marketing.
- **Technical Experience:**
  - o Minimum two years' experience in Social Media campaigns
  - o Minimum two years' experience in Digital Marketing
  - o Minimum one years' experience in International social media campaign
  - o Minimum one year experience in working social development sector or Government businesses
  - o Minimum one year experience in rural areas
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## **6. Costing requirements**

### **Assignment of personnel**

Team leader: On-site assignment for 30 expert days

Expert 1 : Assignment in country of assignment for 35 expert days

Expert 2 : Assignment in country of assignment for 20 expert days

Expert 3: Assignment in country of assignment for 35 expert days

Expert 4 : Assignment in country of assignment for 10 expert days

Expert 5 : Assignment in country of assignment for 10 expert days

## **Travel**

2 rounds of minimum travel to each location (Maharashtra)

2 to 3 travel to GIZ Delhi office for discussion with project team

## **7. Inputs of GIZ or other actors**

GIZ will provide communication guidelines to follow up with promotion and need adhere to it strictly. GIZ will also provide General Data Protection guidelines to be followed during promotion

## **8. 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 (language).

The complete bid shall not exceed 15 pages (excluding CVs & company documents).

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 can also be submitted in English (language).

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.