

Terms of reference (ToRs) for the procurement of services

IEC Production and Awareness Campaign

**Project number/
cost centre:**

14.0968.9-005.99

0.	List of abbreviations	2
1.	Context.....	3
2.	Tasks to be performed by the contractor	4
3.	Concept.....	5
	Technical-methodological concept	5
	Other specific requirements.....	6
	Project management of the contractor.....	6
4.	Personnel concept	6
	Team leader.....	6
	Expert 1: Technical skilled writer, preferably with nutrition background	7
	Expert 2: Visualiser and communication designer	7
5.	Costing requirements	8
	Assignment of personnel.....	8
	Travel.....	8
6.	Inputs of GIZ or other actors	8
7.	Requirements on the format of the bid.....	8

0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
AWW	Anganwadi Worker
DWCD	Department of Women and Child Development
FaNS	Food and Nutrition Security, Enhanced Resilience Project
IEC	Information, Education, Communication
ICDS	Integrated Child Development Scheme
ToRs	Terms of Reference
TAG	Technical Assessment Grid

1. Context

The GIZ Food and Nutrition Security, Enhanced Resilience Project (FaNS) is part of the global special initiative **‘One world – No Hunger’** by the German Federal Ministry of Economic Cooperation and Development (BMZ) and being implemented in 10 countries including India. FaNS India project is working in the state of Madhya Pradesh, collaborating with the Department of Women and Child Development (DWCD), Government of Madhya Pradesh, to improve the food and nutrition situation for women of child-bearing age, pregnant and lactating women, and small children (0-2 years of age) from vulnerable communities. In particular, FaNS project provides technical support for improving the services under the Integrated Child Development Scheme (ICDS) which includes the participatory learning and action training of Anganwadi Workers (AWWs) on dietary diversity, breastfeeding, complementary feeding practices and personal hygiene so that they can deliver high quality nutrition education to women. Complementary to this awareness campaigns like street theatres at district and village level are promoted. Further, for the capacity building of AWWs, FaNS project in collaboration with DWCD has developed an innovative and interactive e-learning training platform called "Anganwadi Shiksha" to improve the counselling skills and knowledge of AWWs and their Supervisors in nutrition-relevant topics.

The current COVID-19 pandemic is affecting the nutritional status of the rural communities especially among women and children. It also hampers the regular functioning of Anganwadi Centres (AWCs) at village level in providing supplementary nutrition, hot cooked meals to preschool children and nutrition counselling to the community. DWCD is fully committed in spreading important nutrition and hygiene messages through their regular Information, Education and Communication (IEC) approach in order to provide the correct knowledge/information to AWWs and the general public in addressing COVID-19 impact.

Currently, DWCD is sharing available material on hygiene promotion and resources provided by the Central Ministry and Development Partners like UNICEF, Water Aid etc. Also, DWCD initiated a tele-caller communication along with feedback mechanism with AWWs to share COVID-19 relevant key messages on nutrition and hygiene as far as possible. In the feedback sessions with AWWs, it is constantly highlighted that there is the urgent need to have clear and specific IEC on breastfeeding challenges during this crisis, appropriate complementary feeding keeping in mind handwashing/hygiene measures and dietary diversity messages to boost immune system to better fight against COVID-19. But there is a lack of such specific messages and guidance within their existing repository.

DWCD requested GIZ FaNS project to support the production of specific and uniform IEC material for general public using different formats like audio spots/jingles, print material with voice over on three selected nutrition topics: breastfeeding challenges, complementary feeding and dietary diversity. The messages must be crisp, emotionally appealing and in an engaging mode of storytelling to ensure sensitisation on the importance of these practices for the general public especially during COVID-19. Dissemination of messages using various platforms like radio, social media sites like Facebook, twitter, whats app, instgram etc. will be done by the department. However, for this dissemination a structured plan of action which can be monitored is required. Furthermore, support is required to design a competition format within IEC plan for AWWs and supervisors to increase their motivation to use provided IEC materials

in their daily work. The agency for mentioned requirements should also develop the monitoring plan which will later be included in the DWCD and FaNS project. The activities' impact in the community shall be documented by capturing some good practices/case studies.

Objectives of the assignment:

- 1) To develop stories on three mentioned nutrition topics in audio and print formats, adapted for respective target groups i.e. women and children
- 2) To support in strategic planning of the roll out of an IEC awareness campaign including competition for the AWWs and their supervisors to enhance use of disseminated IEC materials in different formats.
- 3) To document good practices from the field capturing ground realities and providing a monitoring plan to assess the reach of IEC in adopting positive practices on nutrition in addressing COVID-19.

For this assignment it is required that the agency understands the local context and dialects of Madhya Pradesh very well.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

- Writing and developing 6 good stories in storytelling mode and audio format (3-4 minutes each) and 12 messages via audio spots/jingles (30-40 second each) for general public on three selected topics: breastfeeding challenges, complementary feeding and dietary diversity. It should address the key challenges of each topic (provided by GIZ FaNS and DWCD). 2 stories on each topic (total= 6) and 4 spots for each topic (total =12) by end of September 2020.
- Developing 24 print materials (one page each) on the three selected nutrition topics and developing 12 voice overs on 12 print materials. The print materials are to be disseminated by DWCD and the 12 print materials that include voice overs respectively are to be disseminated via social media by DWCD. Dissemination by mid-October 2020.
- Strategic planning of the roll out of audio and print material including a competition plan for motivation of AWWs/Supervisors to support in IEC material dissemination along with reporting format by mid-October 2020.
- Develop a monitoring plan (interviews with AWWs, record of spots played, radio reach etc.) by end of September 2020.
- Document 5 good practices from the field remotely (quotes, photos etc.- template will be provided by GIZ) capturing ground realities and impact of IEC in adopting positive practices in fight against COVID-19 by mid-November 2020.
- Brief process documentation report (max. 10 pages) covering strategy involved in topic selection, audio production, plan of dissemination/roll out of IEC materials, monitoring of campaign including competition etc. by December 2020.

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

Milestones	Deadline/place/person responsible
6 good stories in storytelling mode and audio format (3-4 minutes each)	end of September 2020 / remote / Agency
12 audio spots/jingles on three selected nutrition topics (4 on each topic) (30-40 sec each)	end of September 2020 / remote / Agency
24 print materials including 12 with voice over for social media	mid-October 2020 / remote / Agency
Plan for dissemination of audio and print material and competition among AWW/Supervisor to motivate dissemination of IEC material	mid-October 2020 / remote / Agency
Detailed monitoring plan	end of September 2020 / remote / Agency
Documentation of 5 good practices	end of November 2020 / remote/ Agency
Brief process documentation	December 2020 / remote / Agency

Period of assignment: From 1st September 2020 until 31st December 2020 (90 working days).

3. Concept

Technical-methodological concept (Point 1 - TAG)

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). **(Point 1.1 - TAG)**

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them. **(Point 1.2 - TAG)**

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. **(Point 1.3 - TAG)**

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. **(Point 1.4 - TAG)**

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**). **(Point 1.5 - TAG)**

Other specific requirements (Point 1.7 – TAG)

Cross-cutting themes such as gender equality have to be considered in the development of any IEC material.

Project management of the contractor (Point 1.6 - TAG)

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 manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

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. Profile of the Organization: (Refer to Grid for Assessing Eligibility of firms)

The organisation should fulfil the following criteria:

- Average annual turnover for the last three financial years should be at least 40,000 Euros
- The agency should have minimum 10 employees as on 31st March 2020
- The agency should have 10 years of previous work experience in the field of audio spots production, IEC/ radio campaign, Social Behaviour Change Communication (SBCC), nutrition and gender expertise and documentation

The agency must submit at least 3 reference projects on IEC campaign and audio material production with the international development organizations in the last three years

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 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 (Point 2.1 - TAG)

Tasks of the team leader (Communication expert, preferably with nutrition background)

- 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 and planning and steering assignments
- Regular reporting in accordance with deadlines
- Coordinate audio / jingles and design print materials, half of them with voice over, in engaging and context-adequate storytelling mode in Hindi
- Develop and coordinate rollout plan for IEC material and competition for AWW / Supervisors to disseminate IEC material
- Develop and coordinate a monitoring plan

Qualifications of Team Leader

- Education/training (2.2.1): Master's degree in mass communication or similar field
- Language (2.2.2): Hindi and English
- General professional experience (2.2.3): 5 years of experience in mass communication and Social Behaviour Change Communication, preferably in the field of nutrition
- Specific professional experience (2.2.4): Audio / Jingles and Print Material design and development with 5 years of experience
- Regional experience (2.2.6): Madhya Pradesh
- Development Cooperation (DC) experience (2.2.7): 5 years

Expert 1: Technical skilled writer, preferably with nutrition background (Point 2.2 - TAG)

Tasks of expert 1:

- Develop and write engaging and context-adequate stories in storytelling mode and develop messages in Hindi for audio and print
- Documentation of 5 good practices
- Brief process documentation

Qualifications of expert 1

- Education/training (2.2.1): Bachelor's degree in communication, PR or similar field
- Language (2.2.2): Hindi and English
- General professional experience (2.2.3): 5 years of experience in writing stories and documenting results in local contexts of Madhya Pradesh
- Specific professional experience (2.2.4): Experience with communication work in the field of health / nutrition is preferred
- Regional experience (2.2.6): Madhya Pradesh
- Development Cooperation (DC) experience (2.2.7): at least 5 years

Expert 2: Visualiser and communication designer (Point 2.3 - TAG)

Tasks of expert 2:

- Design audio spots and print material

Qualifications of expert 1

- Education/training (2.2.1): Bachelor's degree or diploma in graphic design, mass/visual communication or similar field
- Language (2.2.2): Hindi and English
- General professional experience (2.2.3): 5 years of experience in communication design
- Specific professional experience (2.2.4): Experience with communication work in the field of health / nutrition is preferred
- Regional experience (2.2.6): Madhya Pradesh
- Development Cooperation (DC) experience (2.2.7): 5 years

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

6. Costing requirements

Assignment of personnel

Team leader: Assignment for 90 expert days

Expert 1: Assignment in country of assignment for 50 expert days

Expert 2: Assignment in country of assignment for 50 expert days

Travel

Please note that good practice documentation will be done remotely, no travel is possible due to COVID-19 situation.

7. Inputs of GIZ or other actors

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

- Technical inputs on three mentioned topics will be provided that the agency can design the creative content.
- Any support in planning and to document good practices

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 10 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 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).

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable costs (fees, travel expenses etc.). The price bid will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is not required.

Annexes:

- i) Reference video for production of print material for voice over:
<https://www.youtube.com/watch?v=iPKXRcSzK1Q&feature=youtu.be>
- ii) Reference audio spots as earlier developed by DWCD in e-sanchayika (knowledge portal of DWCD)-
[http://esanchayika.mp.gov.in/\(S\(cjepe43jv41ht255jayb14ng\)\)/new/audio_se.a_spx](http://esanchayika.mp.gov.in/(S(cjepe43jv41ht255jayb14ng))/new/audio_se.a_spx)