

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

<b>Media Advisory for running State wide Campaign on Safer Public Transport for Women in Kerala</b>	<b>Project number/ cost centre:</b> 15.2197.0-001.00
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## **0. List of abbreviations**

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToR	Terms of reference
PT	Public Transport
IPT	Intermediate Para Transit

## 1. Context

### Brief information of the Project

Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH and Ministry of Housing and Urban Affairs (MoHUA) are jointly implementing the “Integrated Sustainable Urban Transport Systems for Smart Cities (SMART-SUT)” project to improve the planning and implementation of sustainable urban transport in selected Indian cities. The implementation focuses on the pilot cities of Bhubaneswar, Coimbatore, and Kochi, which were selected by the German Government for special support on their way to becoming a Smart City.

The Project combines transport-oriented and methodological advisory services and training of the political partner and the implementing organizations (meso-level) with selected demonstration measures for sustainable urban transport at the micro level (multi-level and multi-actor approach). The project has four components namely: (i) planning and implementing sustainable urban transport projects; (ii) institutional performance and coordination; (iii) learning and exchange formats, (iv) state-level capacity building.

### Background

Public transport in India is a vital mode for transport across all sections of the city. More than 60% of women in urban areas of Kerala use non-motorised and public transport to reach their workplaces, whereas, only 50% of men use the same mode for work related trips (*Census 2011*). Also, women tend to have multiple purposes and multiple destinations within one trip. Considering all of this. Therefore, women and men have different pre-conditions, needs and restrictions for using public transport. When this is not taken into consideration, planning and projects will not adequately meet the demand, thereby, making public transport systems inefficient and unsustainable. The public transport modes in India usually lack basic components like safe boarding and alighting, lighting, Global Positioning System (GPS), Public Information System (PIS), safety alarms, surveillance cameras, etc. Women’s safety in public transport has emerged as one of the key challenges in India. Women are more affected by safety and security issues. Women encounter violence and harassment when they are particularly in public transport. With increase in the women work participation rates in the labour market, the demand for safe and secure public transport options has increased significantly. Women being more dependent on public transport systems, safety and security are key factors in women’s mobility patterns and choices.

Women safety is one of the key topics under SMART-SUT project. In order to proposed recommendations to enable safe and secure travel for women in public transport, it is important to understand the existing policies, institutional framework, guidelines, and the standard operating procedures. Also, it was agreed with the State Transport Department of Kerala to run a state-wide campaign on safer transport for women. In this regard, the project intends to contract a media campaign firm/agency to implement the state-wide campaign on safer women transport.

### Objectives

The following are the specific objectives of the project:

- i Building awareness by running statewide campaign among local citizens of Kerala state regarding safety of women in public transport modes.
- ii Key objective of campaign shall be to increase the confidence among women, thus ensuring the freedom of movement.

- iii Ensuring gender sensitization among general public through this campaign in state.

## **2. Tasks to be performed by the media advisory firm**

The total scope of the project has been drafted into four stages from campaign design to production to dissemination and finally to evaluation of results. The deliverables mentioned here are most suggestive for the project, the agencies are free to explore more creative directions, set the narrative and suggest additional ideas to drive the communication, if they are within the stipulated timeframe and agreed by GIZ.

- i **Stage 1: Campaign Design and Research**
- ii **Stage 2: Development of Materials**
- iii **Stage 3: Dissemination**
- iv **Stage 4: Monitoring and Evaluation**

**The contractor is responsible for providing following services.**

### **Stage 1: Campaign Design and Research**

For any campaign to be successful, the campaign design, its theme and strong background research is very important. For this, following tasks have been proposed to undertake by contractor.

- i The contractor must undertake complete institutional mapping of all relevant stakeholders and partners, who are directly or indirectly can be part of this campaign.
- ii The contractor shall come up with campaign theme and campaign messages. The contractor must discuss two – three options of the campaign themes and campaign messages and select based upon discussion with GIZ team and other relevant stakeholders from state.
- iii The contractor shall also come up with strong core strategy for undertaking complete media campaign in Kerala state successfully. Contractor must get this strategy approved from GIZ.
- iv The campaign will be more powerful, if the messages are specific, clear and instructional, avoiding anything vague that can be misunderstood and dismissed as irrelevant. The campaign messages developed by the contractors should have hard hitting impact and to the point. This should be done to spread awareness and nudge the women to encourage the usage of public transport and non-motorized transportation.
- v SMART-SUT also planning to hire one gender expert for state of Kerala to understand the current situation with respect to safety of women in public transport, the expert shall address the challenges and suggest recommendations accordingly. The media advisory firm must also prepare the background information regarding challenges being currently faced by the women while riding onto public transport, identification of core issues. The contractor can consult the GIZ hired gender expert from time to time but shall not rely for provision of information required for campaign.
- vi The contractor shall come up with 6 month long communication and out-reach plan for campaign and must approve it from GIZ. They must run public out-reach programs and events for highlighting the current issues concerning the safe women travel in Kerala.
- vii The contractors must involve local non-government organizations, local women self help groups, social groups and local citizens of Kerala.
- viii The contractor shall plan and design campaign for Kerala State and within three cities of Kerala i.e. Trivandrum, Kochi and Kozhikode.
- ix The contractor shall also plan out certain events and activities from time to time that link to the safety in transport for women. All such activities shall be pre-approved

from GIZ team. For each three cities at least 3 such events and activities shall be planned.

## **Stage 2: Development of Materials**

- i Once the agreement is reached between GIZ and Contractor regarding campaign core strategy and messages. The campaign coordinating team should translate them into creative briefs. These can then be used by creative teams to develop the content for print materials and scripts for other media sources such as social media, television, youtube, twitter, instagram, facebook, blogs etc.
- ii The creative team of the advisory firm shall also come up with small brochures, hand notes, one pager about prevailing issues pertaining women safety in Public transport and possible solutions to overcome these issues. For this, advisory firm shall closely coordinate with GIZ hired gender expert.
- iii The campaign will have more impact, if some visual creative content is developed to get your messages across. Thus, to spread the messages loud and clear during campaign, contractor has to come up with innovative ideas for producing the creative visual content either in form of photos, Film clips, banners, posters, graphics and infographics. Any material produced for putting into print media or television media, shall be first approved from GIZ communication team.
- iv The contractor appointed is free to take advise from GIZ hired gender expert and make use of materials produced by expert during course of study.

## **Stage 3: Dissemination**

- i The campaign advisory firm shall come up with detailed distribution strategy and media plan by which campaign messages reaches the target audience and local citizens of identified cities of Kerala. The advisory firm discuss this with GIZ and get it approved.
- ii It is most effective to deliver a multi-channel campaign, where your messages are going out via lot of outlets, having enabled to reach more people and engage them in different ways. The contractor shall use more of such multi-media channels to deliver out campaign and its messages loud and clear. The contractor shall use following channels: email bulletins, magazines, newsletters, notice boards, flyers, social media pages, traditional media such as television, radio, press etc.
- iii It is the responsibility of the contractor to come up with draft of the press releases based upon the pointers received from GIZ and get it approved from GIZ communication and technical team before publishing.
- iv The GIZ shall approve all articles reaches to them in maximum 7 working days.
- v The contractor shall publish minimum 15 articles related to campaign objectives and activities in print media in national and regional daily newspapers.
- vi It is the responsibility of the contractor to mobilize the Kerala media and getting the campaign featured regularly via event coverage, press releases and one-on-one interactions.
- vii Full media coverage for minimum 2 GIZ supported SMART-SUT events.
- viii Propose and organize a series of on-ground activities and events to increase the awareness and ridership of women travel by ensuring safe means of different public transport modes and press releases to be issued each such significant event of the campaign.
- ix The contractor shall plan detailed and comprehensive social media plan as part of campaign for presence on Facebook, Instagram, and Twitter. Following deliverables are expected –
  - a Development of minimum 40-50 creatives during complete duration of the campaign. These creatives should have at least 40%-50% of animated content.

- b One story on Instagram, twitter, Facebook every day during complete campaign duration.
- c Creation of hashtags for Twitter and Facebook to create buzz about campaign on social media.
- x. Contractor must make sure to use social media as way to engage people in your campaign, rather than as a one-way communications channel. For-example, contractor can encourage followers, and partners to share, re-tweet and like your campaign messages and visual content like photos, info graphics and film clips, to promote the campaign to wider audience.
- xi Developing at-least two film clips one at the start of the campaign and one nearing the completion of the campaign to highlight the changes due to campaign.
- xii At-least 20-25 blogs to be published about safe women transport through online media. The contractor shall discuss the topics of the blog with GIZ and GIZ shall only be responsible for brief pointers about the blogs.
- xiii Minimum 2 pre-recorded television interviews on national and regional channels with SMART SUT project Director or GIZ hired gender expert.

#### Stage 4: Monitoring and Evaluation

- i The contractor shall record data about events and activities through pictures, videos, list of participants attended.
- ii The conductor is also suggested to undertake feedback surveys and exit surveys after the completion of activities and events.
- iii The contractor shall establish mechanism to monitor the distribution of leaflets, brochures, stickers, posters and other promotional material
- iv The contractor must make sure that no violation of copy rights has been done while producing any relevant material for distribution.
- v The contractor shall produce detailed report summing up all activities taken in last 6 months of media campaign.
- vi The contractor is advised to arrange bi-weekly conference calls or brainstorming meets for updating the complete activities undergoing in State.

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

Milestone	Deadline/place/person responsible
	M- Date of signing the contract
Submission of Inception report, Work Plan and detailed methodology and strategy	M + 1month
Development of materials, campaign messages, creative content, blogs, press releases and print articles	Ongoing for 6 months
6-month outreach and communication plan	Ongoing for 6 months
PR Activities	Ongoing for 6 months
Social media Activities	Ongoing for 6 months
Detailed report "summing up all activities taken in last 6 months"	M+ 210 Days

M= Date of Signing an agreement

## **Period of assignment: Expected to start from November 2019 (Duration 8 months)**

The contractor must report to GIZ about the progress of the campaign in every two weeks and whole team has to come to Delhi office once a month to discuss the future strategies and way forward.

### **A. Location and Duration**

- Starting period – November, 2019
- Locations of assignment – Delhi, Kochi, Trivandrum, and Kozhikode in Kerala

## **3. Concept**

In the bid, the bidder is required to show how the objectives defined in Chapter 1 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 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**).

### **Other specific requirements**

Not Applicable

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

Not Applicable

#### 4. Personnel concept

##### **Eligibility requirements of the firm** *(Refer worksheet: Assessing the eligibility of consulting firms)*

- Please provide the legal status of your firm
- Average annual turnover for the last three financial years: at least 40.000 EUR
- Please provide at least 3 reference projects of your portfolio in the related field with a minimum commission value of 20.000 EUR.
- 7 years of professional experience into Media Advisory and media campaigns.

##### **Technical Experience** *(Refer worksheet: Assessing the eligibility of consulting firms)*

- Experience of undertaking one city level or state level Media Campaigns for gender and social causes
- Experience in undertaking one state-wide social outreach activities.
- Experience of running one strong media campaign on social media
- Experience in one project on extensive coverage of such campaigns on national daily and local newspapers

##### **Presentation in respect of understanding of services, credentials and strategy to handle all the tasks as stated in the ToR**

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 – Senior PR Expert**

###### Tasks of the team leader

- Overall responsibility for the advisory packages of the consultancy (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- 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
- Close coordination with GIZ hired gender expert for framing all major activities for state wide media campaign
- Ensure effective project delivery through periodic engagement with the city, monitoring team performance and client interactions.

###### Qualifications of the team leader

- Education/training (2.1.1): University qualification (German 'Diplom'/Master) bachelor's in journalism/Mass Media/ Communication from reputed Institute.
- Language (2.1.2): Good business language skills in English, Hindi. Malayalam is desirable
- General professional experience (2.1.3): 15 years of professional experience in running media campaigns.



- Specific professional experience (2.1.4): 5 years of experience of handling large scale media campaign on different social causes.
- 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): 3 years of experience in projects in southern part of india.
- Development Cooperation (DC) experience (2.1.7): 3 years of experience in DC projects
- Other (2.1.8): NA

## **Expert 1 – Communication Design Expert**

### Tasks of expert 1: brief listing of tasks but not limited to following

- Propose a 6-month long media advisory campaign.
- To spread awareness and nudge the women to encourage the usage of public transport and non-motorized transportation.
- Planning of certain activities to ensure safer transport rides for women.
- Share information about the safer means of transport
- Promote events and activities that link to the safety in transport

### Qualifications of expert 1

- Education/training (2.2.1): bachelor's in journalism/Mass Media/ Communication from reputed Institute
- Language (2.2.2): English, Hindi. Malayalam is desirable
- General professional experience (2.2.3): At-least 8 years of professional experience in running media campaigns
- Specific professional experience (2.2.4): 3 years of experience of working in large scale media campaign on different social causes.
- 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): NA

## **Expert 2 – PR Relations Expert**

### Tasks of expert 2: brief listing of tasks but not limited to following

- Authored articles in print in national and regional newspapers.
- Mobilizing the Kerala media and getting the campaign featured regularly via event coverage, press releases and one-on-one interactions
- blogs/online articles to be published about safe women transport through online media
- Conducting successful press conferences
- Media coverage for GIZ supported SMART-SUT events
- Propose and organize a series of on-ground activities and events to increase the awareness and ridership of women travel by ensuring safe means of transport in different modes.
- Press releases for each significant event of the campaign
- Post event report (physical hard copy and online repository for all PR activities)

### Qualifications of expert 2

- Education/training (2.3.1): bachelor's in journalism/Mass Media/ Communication from reputed Institute
- Language (2.3.2): English, Hindi. Malayalam is desirable
- General professional experience (2.3.3): 8 years of professional experience in running media campaigns

- Specific professional experience (2.3.4): 3 years of experience of working in large scale media campaign on different social causes.
- Leadership/management experience (2.3.5): NA
- Regional experience (2.3.6): NA
- Development Cooperation (DC) experience (2.3.7): NA
- Other (2.3.8): NA

### **Expert 3 – Graphic Designer**

#### Tasks of expert 3: brief listing of tasks but not limited to following

- The expert shall design all the creative content for both online and offline media.
- the expert shall come up with innovative designs of posters and banners which shall have more long-lasting impact on the target audiences.
- The campaign messages developed by the contractors should have hard hitting impact and to the point. This should be done to spread awareness and nudge the women to encourage the usage of public transport and non-motorized transportation.
- The creative team of the advisory firm shall also come up with small brochures, hand notes, one pager about prevailing issues pertaining women safety in Public transport and possible solutions to overcome these issues.

#### Qualifications of expert 3

- Education/training (2.4.1): bachelor's in graphic design/industrial design from reputed Institute
- Language (2.4.2): English, Hindi. Malayalam is desirable
- General professional experience (2.4.3): 8 years of professional experience in graphic design
- Specific professional experience (2.4.4): 3 years of experience of working in large scale media campaign on different social causes.
- Leadership/management experience (2.4.5): NA
- Regional experience (2.4.6): NA
- Development Cooperation (DC) experience (2.4.7): NA
- Other (2.4.8): NA

### **Expert 4 – Content Writer**

#### Tasks of expert 4: brief listing of tasks but not limited to following

- Based on the pointer given by GIZ, the expert must come up with detailed articles and blogs for publishing
- Detailed proof checking of the materials to be published.
- Excellent writing skills, as well as the ability to communicate and collaborate effectively.
- Creating new content from scratch, re-writing, or proofreading existing content.

#### Qualifications of expert 4

- Education/training (2.5.1): Masters in English/ journalism from reputed Institute
- Language (2.5.2): English, Hindi. Malayalam is essential
- General professional experience (2.5.3): 8 years of professional experience in content writing
- Specific professional experience (2.5.4): 3 years of experience of working in large scale media campaign on different social causes.
- 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): NA

#### 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. Costing requirements**

### **Assignment of personnel**

Team Leader: Total engagement of 25 expert days including on-site assignment of 10 days

Expert 1: Total engagement of 40 expert days including on-site assignment of 20 days

Expert 2: Total engagement of 30 expert days including on-site assignment of 20 days

Expert 3: Total engagement of 25 expert days including on-site assignment of 10 days

Expert 4: Total engagement of 30 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.

A tentative schedule of 20 domestic round trips (inclusive of travel to Delhi and Project cities) along with 60 nights of accommodation and 80 days of per diem has been envisaged by SMART-SUT for the project.

- Economy class Airline tickets shall be procured by the contractor and reimbursed by GIZ against provision of receipts, flight tickets, and boarding passes.
- Accommodation will be arranged by contractor and shall be reimbursed by GIZ against provision of invoices

### **Workshops, training and events**

The contractor implements the following workshops/study trips/training courses:

- One media campaign event at each selected city i.e. Kochi, Trivandrum, Kozhikode

Cost distribution for organizing these workshops /training sessions will be as follows:

- Event logistics - Venue including lunch/dinner, stay and local travel of participants (SMART-SUT)
- Costs towards travel, boarding, lodging related to participants (SMART-SUT)
- All personal travel of the contractor and team for such events shall be borne by contractor itself.

## **Other costs**

- Visa costs: Not Applicable

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

GIZ and/or other actors are expected to make the following available: Not Applicable

## **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 language.

The complete bid shall not exceed 26 pages (excluding CVs).

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 of each expert 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.

## **8. Option**

Not Applicable

## **9. Reporting and coordination**

- The advisory firm will report to Senior Advisor and Technical Expert, SMART-SUT-GIZ
- All produced media content shall be approved by GIZ communications expert.
- The advisory firm will coordinate with Ms. Krishna Desai, for day to day activities.
- The advisory firm shall also coordinate closely with GIZ hired Gender Expert.

## **10. Annexes** Not Applicable