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General information

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, Ethiopia, Kenya and India.

In India, the “Soil Protection and Rehabilitation for Food Security in India (Pro SOIL)” 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 43.000 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 and fertilizer recommendations, among others.

The steering 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.

NICE (<https://nicessm.org/>) is a tablet and web based knowledge management system developed for the project CCKN-IA (Climate Change Knowledge Network for Indian Agriculture).

ProSoil has adopted NICE system as ICT tool in the project, for knowledge management purposes and as monitoring system. NICE has been developed and updated to version-2 in year 2016. For the adoption of NICE system in Pro-Soil, a 3rd version in November 2017 was developed with additional features to focus majorly on monitoring activities.

Later in 2017 the application was adopted by ProSoil Project for Soil based advisories and cover 153,000 ha of land using the digital advisory tool. The application was renamed as per project objective as niceSSM (<https://nicessm.org/>)

The NICE 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 NICE 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.

NICE 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) 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 NICE system for other states and projects other than Pro-Soil project locations. (<https://nicessm.org>) The intent is that NICE 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

b. Context

The objective of this consultancy assignment is to engage services of consulting company to develop short videos on niceSSM mobile app between 30 seconds to 1 minute on how to use various features in the application with three different category of users i.e

1. Content team
2. Field Agents/Community Resource Persons
3. Farmers/Beneficiaries.

Description of Assignment:

The video topics for above category users is as below:

General

1. How to install niceSSM from Playstore

Login and Registration

2. How to Login CRP
3. How to Login SME
4. How to login Farmer
5. How to Register Farmer

Farmer

6. How to login using OTP
7. How to add crop for the season
8. Close crop at season end
9. How to add livestock

Query

10. How to create query by CRP for farmer

11. How to create common query by CRP
12. How to resolve query by expert
13. How to view resolved queries
14. Give feedback to answered query

CRP

15. View beneficiaries from your village
16. Search a beneficiary
17. Add a beneficiary
18. Add beneficiary livestock
19. Add beneficiary crop
20. Close crop at the end of the season
21. Submit feedback on behalf of beneficiary
22. Edit beneficiary

Weather

23. Check weekly weather prediction
24. Check whether of any location
25. Check weather in date range
26. Print or share weather of single day
27. Print range of weather prediction

Content

28. Type of content
29. View SMSes (page scroll) and single sms
30. Feedback on content
31. Print or share content single sms
32. Print all content SMSes
33. View Voice SMSes and Single voice sms
34. Print or share content single Voice SMS
35. Print all content Voice SMS
36. View Videos and single video
37. Print or share content single Video
38. Print all content Video
39. View Voice Documents and single document
40. Print or share content single Document
41. Print all content Document
42. View Voice Posters and single
43. Print or share content single Poster
44. Print all content Poster

- c. GIZ shall hire the contractor for the anticipated contract term, from **Nov/2020** to **Dec/2020**.
- d. The contractor shall provide the following service:
 - 1.1. The videos should be in three languages
 - 1.1.1. English, Hindi and Marathi
 - 1.2. The contracting agency need to provide raw format of all videos as well

- 1.3. Script writing and translation of the script in other two languages need to be done by the agency as well.
- 1.4. Video compatible to share on all social media platforms
- 1.5. High quality of video and audio
- 1.6. Video shoot/capture in studio for good quality output

e. Selection Criteria

- 1.1. Organisation should have experience in social media/digital marketing, minimum 2 years
- 1.2. Proposed staff should have experience in digital editing and voice over, minimum 2 years
- 1.3. Organisation should have experience in script writing and translation services, minimum 2 years
- 1.4. Organisation should have experience on making videos for adult learning at grass root level (Pedagogy), minimum 2 years
- 1.5. Organisation should have experience in social communication and television commercials, minimum 2 years

Refer to Eligibility assessment and selection criteria sheets to provide complete and actual information regarding, projects, company and proposed staff

Tender Requirements

1. Qualifications of proposed staff

1.1 Expert 1: Project manager

1.1.1 General qualifications

Education: university qualification (first degree/master's) in Journalism, mass communication, media or film production

Professional experience: minimum 5 years' experience in social media campaigns

1.1.2 Experience in the region/knowledge of the country at Pan India level preferably in State of Maharashtra and Madhya Pradesh for minimum 2 years

1.1.3 Language skills: business fluency in English

1.2 Expert 2: Media Director/Video Editor

1.2.1 General qualifications

Education: university qualification (first degree/master's) in Video/Film production or related field

Professional experience: 2 years' experience in video making and editing in multiple languages

1.2.2 Experience in the region/knowledge of the country India, specially in state of Maharashtra and Madhya Pradesh

1.2.3 Language skills: business fluency in English

2. Appropriateness of proposed concept

2.1 Interpretation of objectives

The bidder need to describe if they have understood the requirements

2.2 Profile of the Bidder Strategy (Technical concept)

The bidder need to explain their profile in conjunction with requirements. How they are equipped to full the requirement such as past and current experiences, office setup, location, Human Resources on rolls and on panel and communication channels.

Certifications they have in line of services required and to set industry standards

2.3 Proposed concept (implementation plan)

The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender. Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible.

2.4 Work and Time Schedule

The bidder need to mention time schedules of major task to be performed and format of reporting. For Example-

Task	Frequency	First attempt
Shooting/Recording		
Script writing		
Translation		
Voice Over		
Final video production		

2.5 Coordination and communication

The bidder is required to explain its approach for coordination with the GIZ project. Other requirements to be taken care of are as below:

- The contractor is responsible for selecting, preparing, training and steering the experts assigned to perform the 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 (General Terms and Conditions of Contract (AVB) for supplying services and work 2018) of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018.

3. Specification of inputs

Fee days	Number of experts	Number of days per expert	Comments
• Preparation/debriefing	1	3	
• Implementation	2	30	

*Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price sheet.*

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.