

# Terms of reference (ToRs) to design and create communication material to promote PM KUSUM

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Promotion of Solar Water Pumps

**Project number/  
cost centre:  
16.2081.4– 001.00**

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## **0. List of abbreviations**

|          |   |
|----------|---|
| AVB      | General Terms and Conditions of Contract (AVB) for supplying services and work 2018 |
| CV       | Curriculum Vitae  |
| DISCOMs  | Distribution Companies  |
| FAQ      | Frequently Asked Questions  |
| GIZ      | Gesellschaft für Internationale Zusammenarbeit GmbH                                 |
| MNRE     | Ministry of New and Renewable Energy  |
| PM KUSUM | Pradhan Mantri Kisan Urja Suraksha evam Utthaan Mahaabhiyan                         |
| PSWP     | Promotion of Solar Water Pumps  |
| ToRs     | Terms of reference  |

## 1. Context

The Promotion of Solar Water Pumps component of the Indo-German Energy Program (from now on referred to as PSWP module) 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 learned from the IGEN-Access module (2015 – 2019).

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

The project's objective is to ensure that solar pumps for productive use are rolled out more rapidly. The project aims to improve, expand, and speed-up the roll-out of sustainable solar water pumps. The project will engage in four fields of activity: (i) adapting promotion policy, (ii) implementing successful business, operator and service models, (iii) facilitating access to finance, and (iv) disseminating information and upscaling. The activities under the PSWP module will be implemented under the following four components:

- “Enabling Policy environment” to enable policy-makers to design government promotion projects for the productive use of solar pumps in a way that is effective and environmentally sound.
- “Business, Operator and Service Modules,” to enable market stakeholders such as project developers, facility operators and non-governmental organizations (NGOs) to successfully replicate tested business, operator and service models for the productive use of solar pumps in selected federal states.
- “Access to Finance” to enable financial service providers to offer customized financial solutions for financing solar pumps for productive use.
- “Information, Dissemination, and Upscaling” to provide agricultural extension service providers in selected federal states the necessary knowledge to carry out technical, environmental, and economic assessments of solar pumps for productive usage.

The Government of India's has launched Pradhan Mantri Kisan Urja Suraksha evam Utthaan Mahaabhiyan (PM KUSUM) scheme in July 2019 which will support the installation of (i); decentralized ground or stilt-mounted, grid-connected solar power plants (~0.5–2.0 MW) by individual or group farmers, cooperatives or panchayats based on expressions of interest issued by distribution companies (discoms) and available sub-station surplus capacity; (ii) stand-alone off-grid solar pumps to replace existing diesel pumps and (iii) “solarizing” existing grid-connected pumps by outfitting them with solar panels, and allowing owners to sell excess electricity back to discoms

The communication strategy is critical for any scheme to be sent right and clear messages to the audience, which will help in making the scheme successful. The broad objective of this assignment is to prepare, develop & execute the outreach and promotion of the PM KUSUM scheme to create awareness within the general public, beneficiaries, discoms, implementation agency, and relevant stakeholders in India. Appropriate communication will support in rolling out and scaling up of Solar water Pumps under PM KUSUM rapidly.

## 2. Tasks to be performed by the contractor

A good communication strategy and delivery is a crucial aspect of making any scheme successful. There can be many ways to pronounce a scheme. Under this assignment, we expect the bidder to use following communication materials/instruments to communicate with the stakeholders:

1. Frequently Asked Questions
2. Audio clips
3. Audiovisuals
4. Template for Standees, pamphlets, advertisements for the billboards

All the communication material will be in 4 languages (English, Hindi and two selected regional languages based on the requirement of MNRE)

Under this assignment, the bidder is responsible for providing the following services:

1. Assessment of areas for communication
2. Designing the content, strategy, and communication material
3. Preparation of communication material
4. Capacity building of the identified stakeholders

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

| Milestone   | Deadline/place/person responsible          |
|---|--|
| Assessment of areas for communication                       | Three months from starting of the contract |
| Designing the strategy, content, and communication material | Six months from starting of the contract   |
| Preparation of communication material                       | Eight Months from starting of the contract |
| Capacity building of the identified stakeholders            | Ten Months from starting of the contract   |

**Period of assignment:** 10 months from the date of the contract. (From May 2020 until February 2021).

The project will be executed in close co-ordination with MNRE, and the bidder needs to have approval from MNRE and GIZ before finalizing each step.

## 3. Concept

In the bid, the bidder is required to show how the objectives defined in Section 2 are to be achieved, if applicable, under consideration of further specific method-related requirements (technical-methodological concept). Also, the bidder must describe the project management system for service provision.

### Technical-methodological concept

- **Activity 1: - Assessment of areas for communication-** Under this activity, the bidder will be required to carry out primary and secondary research to identify areas of communication requirement regarding solar water pumps and PM KUSUM Scheme. The project is expected to be operated in 4 selected states and will be finalized in discussion with MNRE and GIZ. These states will be different from the project states. We envisage that one state will be in the Southern region, one state in the Eastern region, and two states will be in the Western, Central, and Northern regions. After the state selection, the bidder is expected to identify the areas for communication to promote the PM KUSUM scheme. Following will be the tasks under this activity:

1. In consultation with MNRE and GIZ, the bidder is required to finalize the states for which the stakeholders will be selected. The selection of the regional language on which the material will be prepared will be decided based on the discussion with MNRE.
  2. Communicate with the stakeholders to understand the issues and concerns regarding solar water pumps and PM KUSUM Scheme
  3. Prepare an interim report in consultation with MNRE and GIZ.
- **Activity 2: - Designing the strategy, content, and communication material** - Under this activity, based on the identified areas for communication, design, and develop a plan using the defined communication material detailing out the communication strategy (stakeholder wise, component of PM KUSUM scheme-wise, etc.). Following will be the tasks under this activity:
    1. Identify appropriate messages for target stakeholders
    2. Based on the identified areas for communication, identify appropriate communication instruments (choose between the four given communication material in section 2)
    3. Prepare a communication strategy, content, narrative, script, story, etc. for all three components of PM KUSUM, stakeholder, wise.
      - General and overall information on PM KUSUM and its three components
      - Roles responsibilities and processes for Distribution Companies, State Nodal Agency, Renewable Power Generator, Implementing Agency
      - Any other information needs to be communicated to the stakeholders which are identified after gap assessment, after approval from MNRE and GIZ
  - **Activity 3: - Preparation of communication material-**
    1. Frequently Asked Questions on PM KUSUM- The bidder shall design and prepare FAQ for all the Components of the PM KUSUM Scheme. The target audience for the FAQ should be farmers, distribution companies, implementation agencies and other relevant stakeholders mentioned in the scheme. It is envisaged that the bidder has to prepare four FAQs, one will be general, and three FAQs will be based on the three components of the PM KUSUM scheme. All the FAQs should be developed in English, Hindi, and two other regional languages based on discussion with MNRE. The FAQs should be submitted in print-ready soft copy.
      - a. The FAQs can be structured/categorize in various aspects. The bidder is expected to classify the FAQ. The component wise FAQ may follow a structure having the below stated four sections. A draft structure for designing the FAQ is given below:
        - i. General- The questions can be general, which will be used by all the stakeholders. It will help the broad audience and all the general stakeholders to understand the underlying issues related to PM KUSUM.
        - ii. Technology- The technical aspect of the SWP for farmers to decide on Pump sizing and panel sizing which will help the farmers to choose appropriate sizing of the system
        - iii. Financing- It will help the farmers to make financial decisions as to what is the cost of solar water pumps, what are the subsidies available from the central government and state government.

- iv. Deployment, aftersales service, and monitoring- It will help the discom, implementation agencies, and other stakeholders to understand their roles and responsibilities.
  2. Audio clips in 4 regional languages- The bidder will prepare audio clips for appropriate stakeholders based on the strategy identified. The audio clip can be prepared for Component B and C targeting farmers. The bidder is expected to develop four audio clips, each not more than two mins in four different languages (English, Hindi, and two other regional languages). Sixteen audio clips of two mins each (32 mins- 16 x 2).
  3. Audiovisuals on PM KUSUM- The bidder will prepare audiovisuals in the form of doodle videos explaining the strategy for implementation, as proposed in the scheme. The cumulative time of all the doodle videos shall be up to 60 Mins. We envisage that the audiovisuals will be a minimum of three videos for three-component = Nine videos in four languages. Since the essence of the script and the background animation for the doodle video would remain the same, therefore the costing of the video may be done accordingly.
  4. Template for Standees, pamphlets, advertisements for the billboards, and other communication material- The bidder will have to prepare the templates (print-ready soft copies) for the Standees, pamphlets, advertisements for billboards and other communication material which can be developed and printed.
- **Activity 4: - Capacity building of the identified stakeholders-** under this activity the bidder will build the capacity building of the identified stakeholders on how to use the communication material
    - With MNRE, the bidder will conduct training and capacity building of discoms and other relevant stakeholders
    - Hands-on experience on how to use the communication material- the bidder is expected to do the 2-3 consultations for component A and C with discoms and direct beneficiaries with the communication material
    - The bidder is expected to gather feedback on communication material from all the stakeholders, MNRE, and GIZ.
    - After taking feedback, the bidder is expected to revise the communication material and finalize it in consultation with MNRE and GIZ.

### **Deliverables**

1. Report on assessment of areas for communication- interim report
2. Strategy Report on Designing and finalizing the content and the instruments for communication.
3. Communication material
  - FAQs on PM KUSUM- four FAQ (one general- overview of PM KUSUM, three components wise) in the four different languages in print-ready soft copy.
  - Audio clips- Four audio clips, each not more than two mins in four different languages (English, Hindi, and two other regional languages). 16 audio clips of two mins each (16 x 2 – i.e., 32 mins)
  - Audiovisuals- Minimum three videos for three-component = Nine videos in four languages. The cumulative time of all the doodle videos shall be up to 60 Mins.
  - Template for Standees, pamphlets, advertisements for the billboards, and other communication material
4. A brief report on the feedback received, and subsequent changes/modification of the communication content based on the feedback received.

All the communication materials (deliverables of Task 3) will be in 4 languages (English, Hindi and two selected regional languages based on the requirement of MNRE)

#### **4. Structure of the proposal**

We would highly appreciate brevity in response to the questions mentioned in the ToR. The bidder follows the structure given below and must specify the answer to the following questions in the proposal. The answers to the questions must be short and concise. The bidder will also be evaluated based on the answers to the questions below. The bidder must specify the answer to the following questions in the proposal:

1. What will be your approach and methodology to carry out all four activities Assessment of areas for communication, Design of the content, strategy, and communication material, Preparation of communication material, Capacity building of the identified stakeholders? (1000 words)
2. What could be the structure of the FAQ? Please specify at least 3 sample questions along with sample answers. The sample questions can be in the English language only. (300 words)
3. Based on your approach suggested for the assignment, can you please highlight the associated risks and its subsequent mitigation process? How will you ensure the effectiveness of the communication material? (300 words)
4. Based on your opinion, what are the messages which the different stakeholders need to understand to ensure the PM KUSUM scheme to be a success. (300 words)

Apart from the questions above, the bidder is expected to give a response to the personnel concept presented in the section below.

#### **5. Personnel concept**

##### **Eligibility Criteria for Firm**

- The bidder should have a minimum of 10 years of a track record for supporting the central government and state government in implementing a scheme/program, preferably in the development sector. In the case of a consortium, the lead agency should meet the stated criteria.
- The bidder requires an average turnover over the last three financial years of at least 130,000 EURO (or equivalent in other currencies) per year and must have employed, as on the 31.12. 2019, at least five persons full time. In the case of a consortium, the lead agency should meet the stated criteria.
- The bidder has successfully completed at least five reference projects (each, larger than 20,000 Euro or equivalent) in last three years:
  - Three projects in the area of supporting the central or state government in renewable energy and development sector
  - Two projects in supporting the government in promoting a scheme/program for the development sector and the renewable energy sector.
- Experience of min 5 years in working with the government and preparing communication materials for promotion of government scheme (state level or central level) in the development sector, preferably related to energy.
- Experience of min 3 years in renewable energy with a specific focus on solar water pumps.
- Experience of min 5 years in India in the multimedia sector.
- Experience of min 5 years in capacity building measures, developing training programs, and delivering lectures in a workshop.

If the bidder is a consortium, then they must provide the signed agreement/letter from the consortium partner, highlighting the willingness to collaborate. The bidder needs to provide a sample of their communication material (links of the video, templates, and other communication material, etc.) for all the criteria, as mentioned earlier.

## **Team**

The bidder is required to provide personnel who are suited to filling the positions described, based on their CVs (see Section 7), the range of tasks involved, and the required qualifications. Please elaborate on the roles and responsibilities of the different members of the implementing team as part of your proposal.

The below-specified qualifications represent the requirements to reach the maximum number of points.

The bidder should **provide relevant documents to demonstrate the below-mentioned skill-sets.**

### **I. 2.1 Team leader**

#### **Tasks of the team leader**

- Overall responsibility for the advisory packages of the bidder (quality and deadlines)
- Coordinating and ensuring communication with MNRE, GIZ, partners, and other relevant stakeholders.
- Personnel management as well as planning and steering assignments and supporting the experts
- Regular reporting following deadlines
- Meeting with MNRE officials and taking their consent of all the activities

#### **Qualifications of the team leader**

- **2.1.1 Education/training:** Post Graduation in a relevant field (Management/Engineering in development sector related field)
- **2.1.2 Language:** Good business language skills in English
- **2.1.3 General professional experience:** 20 years of professional experience in the development sector with a particular focus on the RE sector
- **2.1.4 Specific professional experience:** 5 years in the solar irrigation system
- **2.1.4 Leadership/management experience:** 10 years of management/leadership experience as a project team leader or manager in a company and working closely with the government department.
- **2.1.8 Other:** experience in closely working with the government department/ministries etc. (central and state) in the development sector.
- Should have proven experience and expertise in preparing communication strategy for the development sector.
- Understanding and knowledge of various communication materials used for the promotion of a government scheme.
- Flexible and able to multitask; can work within an ambiguous, fast-moving environment, while also driving toward clarity and solutions; demonstrated resourcefulness in setting priorities and guiding investment in people and systems



## II. 2.2 Agri-pump expert Expert (Expert 1)

### Tasks

- Identify challenges in deploying solar irrigation system/solar water pumps.
- Prepare a strategy for identifying areas for communication
- Designing of the content, strategy, and end use of the communication material.
- Provide suggestions for relevant communication material for stakeholders such as FAQs, audiovisuals, etc.)
- Prepare content/script for various communication material
- Flexible and able to multitask; can work within an ambiguous, fast-moving environment, while also driving toward clarity and solutions; demonstrated resourcefulness in setting priorities and guiding investment in people and systems

### Qualifications

- **2.2.1 Education/training:** Post Graduation Management/ Engineering/ agriculture (focussing on agriculture and energy)
- **2.2.2 Language:** Good business language skills in English
- **2.2.3 General professional experience:** 10 years of professional experience in the agriculture sector and DRE sector
- **2.2.4 Specific professional experience:** 5 years in solar water pumps
- **2.2.5 Leadership/management experience:** 6 years of management/leadership experience as a project team leader or manager in a company
- **2.2.8 Others:** Should have previous experience and expertise in working closely with the government department/ministries (centre and state)
- Experience in preparing a communication strategy for the promotion of agriculture products is an added advantage.
- Understanding and knowledge of the PM KUSUM Scheme and various government schemes related to agriculture, irrigation, and the DRE sector.

## III. 2.3 Content Developer/Communication Expert (Expert 2)

### Tasks

- Designing of the content, strategy, and end use of the communication material based on the areas identified
- Identify appropriate communication material for relevant stakeholder
- Design and develop various stories/scripts/content for preparing communication material
- Closely work with MNRE to understand the requirement to communicate the PM KUSUM Scheme
- Work with MNRE to design and organize a workshop for gap identification and capacity building of the identified stakeholders
- Identify the best strategy for capacity development of the identified stakeholders
- Provide hands on experience to the stakeholders to use the communication material.
- Flexible and able to multitask; can work within an ambiguous, fast-moving environment, while also driving toward clarity and solutions; demonstrated resourcefulness in setting priorities and guiding investment in people and systems

### Qualifications

- **2.3.1 Education/training:** Suitable degree in communication and content development
- **2.3.2 Language:** Good business language skills in English
- **2.3.3 General professional experience:** 8 years of professional experience in preparing communication strategy and developing content

- **2.3.4 Specific professional experience:** 5 years in making communication content for the development sector
- **2.3.8 Others:** Should have previous experience and expertise in working with government departments/ministries (centre and state)
- Experience in developing FAQ
- Experience in the DRE sector with the focus on solar water pumps will be an added advantage.

#### IV. 2.4 Media Expert (Expert 3)

##### Tasks

- Understand and prepare the final communication material recommended for audio clips and audiovisuals.
- Design and create audio clips, audiovisuals and template for Standees, pamphlets, billboards, and other communication material
- Flexible and able to multitask; can work within an ambiguous, fast-moving environment, while also driving toward clarity and solutions; demonstrated resourcefulness in setting priorities and guiding investment in people and systems

##### Qualifications

- **2.4.1 Education/training:** Suitable degree in Digital and multimedia
- **2.4.2 Language:** Good business language skills in English
- **2.4.3 General professional experience:** 8 years of professional experience in the Digital and multimedia
- **2.4.4 Specific professional experience:** 5 years in preparing audio clips, doodling videos, template for standees, pamphlets, billboards, and other communication material
- **2.4.8 Others:** Should have previous experience and expertise in making doodle videos.
- Send the links to the videos prepared.
- Experience in the solar water pumping sector is an added advantage.

#### V. 2.5 Researcher Renewable Energy (Expert-4)

##### Tasks

- Support in conducting surveys and workshops for identifying areas.
- Support in Designing of the content, strategy, and end use of the communication material. Identify the best ways to communicate with various stakeholders. Lay down the risks, challenges, pros, and cons of all the communication material identified for a particular strategy
- Support in preparation of content/script for the appropriate communication material.
- Support in capacity building exercise for the relevant stakeholders

##### Qualifications

- **2.5.1 Education/training:** Post Graduation in agriculture or energy-related field
- **2.5.2 Language:** Good business language skills in English
- **2.5.3 General professional experience:** 5 years of professional experience in the DRE
- **2.5.4 Specific professional experience:** 4 years of experience in analysis, content preparation, survey, and identifying areas for communication
- **2.5.8 Others:** Should have previous experience in working with government department/ ministries etc
- Deep understanding and knowledge of issues related to energy.

- Understanding of energy and agriculture-related scheme
- Flexible and able to multitask; can work within an ambiguous, fast-moving environment, while also driving toward clarity and solutions; demonstrated resourcefulness in setting priorities and guiding investment in people and systems
- Should have a proven track record to prepare a quality report.

## VI. 2.6 Researcher Solar Water Pumps (Expert-5)

### Tasks

- Support in conducting surveys and workshops for identifying areas.
- Support in Designing of the content, strategy, and end use of the communication material. Identify the best ways to communicate with various stakeholders. Lay down the risks, challenges, pros, and cons of all the communication material identified for a particular strategy
- Support in preparation of content/script for the appropriate communication material.
- Support in capacity building exercise for the relevant stakeholders

### Qualifications

- **2.6.1 Education/training:** Post Graduation in agriculture or energy-related field
- **2.6.2 Language:** Good business language skills in English
- **2.6.3 General professional experience:** 5 years of professional experience in the DRE sector focusing on Solar Water Pumps
- **2.6.4 Specific professional experience:** 4 years of experience in analysis, content preparation, survey, and identifying areas for communication
- **2.6.8 Others:** Should have previous experience in working with government department/ ministries etc
- Deep understanding and knowledge of issues related to agriculture, groundwater, and solar water pumps.
- Understanding of PM KUSUM Scheme and other agriculture-related schemes
- Flexible and able to multitask; can work within an ambiguous, fast-moving environment, while also driving toward clarity and solutions; demonstrated resourcefulness in setting priorities and guiding investment in people and systems
- Should have a proven track record to prepare a quality report.

## 6. Costing requirements

### Assignment of personnel

Team leader: Assignment for ten expert days

|   |   |    |             |
|---|---|----|-------------|
| Team Lead   | Assignment in India ( <i>broken down by country of assignment</i> ) for | 10 | expert days |
| Agri-pump Expert (Expert 1)                       | Assignment in India ( <i>broken down by country of assignment</i> ) for | 20 | expert days |
| Content Developer/Communication Expert (Expert 2) | Assignment in India ( <i>broken down by country of assignment</i> ) for | 30 | expert days |
| Media Expert (Expert 3)                           | Assignment in India ( <i>broken down by country of assignment</i> ) for | 60 | expert days |
| Researcher Renewable Energy (Expert-4)            | Assignment in India ( <i>broken down by country of assignment</i> ) for | 50 | expert days |
| Researcher Solar Water Pumps (Expert-5)           | Assignment in India ( <i>broken down by country of assignment</i> ) for | 50 | expert days |

The total duration of the assignment is ten months from the signing of the contract.

The selection process has some pre-selection criteria for the bidders. Please refer to the bidding guidelines for details. The bidders who are unable to meet the pre-selection criteria will not be evaluated any further. Hence, the bidder will have to provide all the necessary documents/ evidence to meet the pre-selection criteria. The pre-selection process will be followed by the technical evaluation followed by the financial assessment.

### Travel

The bidder will be required to travel in 4 selected states. These states will be finalized in discussion with MNRE and GIZ. We envisage that one state will be in the Southern region, one state in the Eastern Region, and two states will be in the western, central, or northern region. The bidder is required to calculate the travel by the specified experts and the experts it has proposed based on the places of performance and list the expenses separately by the daily allowance, accommodation expenses, flight costs, and other travel expenses.

### Workshops, training

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

- Workshop to finalize the communication material with all the relevant stakeholders
- Training for Discoms, and other identified stakeholders

### Other costs

- Please specify any additional cost

## 7. Requirements on the format of the bid

The bidder is expected to submit a technical proposal and a financial proposal separately in hard copies. We expect the bidder also to provide the soft copy of the technical proposal in the pen drive along with the password (in case the file is password protected) in addition to the hard copy. Please **DO NOT add financial proposal** in the pen drive; otherwise, the bid will be considered as disqualified.

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Section 3) is to be organized by 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 main bid document shall not exceed 15 pages back to back (excluding CVs and company profile). **If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.**

The CVs of the personnel proposed under Section 5 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed two 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).

**The shortlisted candidates may be invited for a presentation in GIZ Delhi Office within 40 days after the last date for submission of the proposal**

GIZ does not pay for the cost of a software license or its renewal.

GIZ honors intellectual copyrights and strictly prohibits any copyright violations and plagiarism;

The bidder ensures that GIZ staff is briefed continuously on the progress of the project and informed immediately on any changes whatsoever (e.g., delays, availability of information, etc.);

The bidder has to maintain the confidentiality of the data. The data/information/findings/outputs and any other classified information collected under this assignment shall not be used by the bidder anywhere and in any manner without GIZ permissions. It is not encouraged that based on the information collected through the assignment any research work is conducted with an intention to publish research papers and perform thesis work in an individual capacity;

All communication with media (TV, radio, print, and other media) has to be approved by the responsible person of MNRE and GIZ; and will be transferred with all the rights to GIZ.

Timelines shall strictly adhere, and delay in any of the deliverables shall be reported and aligned with GIZ in advance.

#### **Note**

GIZ reserves the right to terminate the contract.