

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

Video training of farmers, CRPs and NGO staff in rural areas	Project number/ cost centre: 14.0156.1-005.00
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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 reference
CRP	Community Resource Persons
NGO	Non-Government Organization
WOTR	Watershed Organization Trust
FES	Foundation for Ecological Security
BAIF	Bharatiya Agro Industries Foundation

1. Context

The Special Initiative *'One World No Hunger'* is a global initiative of the Ministry of Economic Cooperation and Development, Federal Government of Germany, launched 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 by GIZ together with partner agencies since 2015 in seven countries: Benin, Burkina Faso, Ethiopia, Kenya, India, Madagascar and Tunisia. The programme's strategy aims at achieving the broadest possible impact by implementing tried-and-tested approaches in soil protection and rehabilitation of degraded soils and adapting them to new contexts as well as promoting innovations and lessons learned.

In India, the project *'Soil Protection and Rehabilitation for Food Security in India'* (ProSoil) is implementing sustainable approaches for the protection and rehabilitation of degraded soils, including soil fertility management, in selected areas of India. The project is implemented by GIZ together with the National Bank for Agriculture and Rural Development (NABARD). Three NGOs, BAIF Research Development Foundation (BAIF), Watershed Organization Trust (WOTR) and Foundation for Ecological Security (FES), are directly working on the grassroot-level with smallholder farmers in seven districts in Maharashtra and Madhya Pradesh, building their capacities, providing training on sustainable soil management and implementing measures for soil protection and rehabilitation. ProSoil aims to share its learnings from the ground with a knowledge ecosystem that is comprised of various stakeholders. A variety of knowledge products in different formats is being produced for managing thematic knowledge. Lessons learned are shared with different target groups and beneficiaries of the project as well as of the global soil programme through multiple channels.

In the last five years farmers are being trained in various techniques of farming which improve the quality of soil and sustainability of farming. Some of these techniques are new to the area while some are traditional knowledge. Both new and traditional knowledge need to be documented for sharing with future generations. We want to develop a team in all the three NGOs to have the ability to script, shoot and edit videos for documentation and to support a farmer to farmer communication through community videos.

First round of video training in the NGO supported project locations

In the Knowledge Management Concept of the global soil programme, videos were identified as an important knowledge product for sharing best practices, success stories and innovations on soil protection and rehabilitation. As a capacity development measure, ProSoil trained around 40 Community Resource Persons (CRP) and NGO staff in the production of such videos in December 2019 and January 2020 in three geographical locations of Mandla (partner agency: FES), Yavatmal, Amaravati (partner agency: BAIF) and Ahmednagar, Dhule, Jalna (partner agency: WOTR). As a result, 20 short videos by farmers, CRPs and NGO staff were produced during this training. The content of the videos focused on the storytelling and sharing by farmers to other farmers.

A second round of video training is planned to provide training to up to 40 persons (NGO staff, CRPs and farmers), some of them will be from the pool of trainees trained during the first round of video trainings and some will be new trainees. While the NGO staff has a formal education most of the CRP and farmers have little formal education and require a targeted training. The trainings are to be done in the three field locations of Ahmadnagar, Yavatmal and Mandla. The hand holding for video production will be needed in 7 districts, i.e. Ahmadnagar, Jalna, Dhule, Yavatmal, Amravati in Maharashtra and Mandla and Balaghat in

Madhya Pradesh. The content of the videos shall be focusing on farmer to farmer communication, sharing stories from a personal farmer's angle, as well as on training videos on the transfer of technologies.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

- Training of CRP and NGO staff (up to 40 people suggested by the three NGO partners including NGO staff, CRPs and farmers in the local language (Hindi, Marathi) in video film production in three locations of Mandla, Ahmadnagar and Yavatmal. Easily understandable training material in the local language (Hindi, Marathi) should be tailored to farmers and provided to all participants.
- Handholding the trainees for production (from scripting to final product) of 10 videos from each NGO location in seven districts as mentioned earlier (in total 30 videos).
- The nature of the videos and the content focus is to be decided in consultation with the GIZ ProSoil focal point for the training and shall be reflected in the final products. Broadly, the content of the videos shall be focusing on farmer to farmer communication, sharing of personal stories, as well as on training videos on the transfer of technologies.

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations (in the three field locations of Ahmadnagar, Yavatmal and Mandla):

Milestone	Deadline/place/person responsible
Inception meeting with GIZ and NGOs	15.11.2020, Online, Focal point GIZ
Sharing of training manual in Hindi and Marathi	10.12.2020, Online, Contracted agency
First workshop with trainees from first round (refresher)	From 10.12.2020 to 30.01.2020, In-person, Contracted agency
Second workshop with new trainees	01.02.2021 to 15.03.2021, In-person, Contracted agency
Third workshop & video production in the field	15.03.2021 to 31.03.2021, In-person, Contracted agency
Submission of final edited videos	30.04.2021, Online, Contracted agency

Period of assignment: From 01.11.2020 until 30.04.2021.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 0 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

Not required.

Other specific requirements

All activities under this assignment shall reflect gender balance, diversity and inclusivity. This includes:

- Ensuring gender balanced participation in workshops and trainings;
- Ensuring participation of youth in workshop and trainings;
- Ensuring gender balanced facilitation of workshops and trainings;
- Ensuring women and young participants are provided the required time to voice their comments, suggestions or queries;
- Gender sensitive communication: All material (e.g. training manual, final videos) should be reflective of a gender equal and progressive society.

The contractor agrees to the data protection standards of GIZ and is responsible to provide the form 'Declaration of consent to the use of photos' with the approval of participants to take photos or video material during the workshops and video shooting (See Annexure).

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 supplies (consumables e.g. printouts) and assumes the associated operating and administrative costs. This will exclude costs for camera and filming equipment.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.

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.

The bidder is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the bid in accordance with section 5.4 of the AVB:

- Service-delivery control
- Managing adaptations to changing conditions due to COVID-19
- Ensuring the flow of information between GIZ and field staff
- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site

Assessment of eligibility of the firm

Commercial assessment:

Average annual turnover of last three years: EUR 50000

Number of employees as of 31.12 of the previous year: At least 10

Technical assessment is only based on reference projects with minimum commission value of EUR 10000

Minimum requirement

At least 10 reference projects in video production and training

At least 5 reference projects in video production and training in last three years

Technical Experience

5 years' Experience of training people with low education in video production

minimum 3 years' experience of training in video production in rural areas

Minimum 10 years' in experience video production

Experience of working in Maharashtra (Marathi speaking) and MP (Hindi speaking)

Experience of ODA financed development projects

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 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

Tasks of the team leader

- 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, 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
- Conceptualising the ideas to develop them in videos
- Planning and leading the trainings / workshops in the field

Qualifications of the team leader

- Education/training (2.1.1): University qualification (Post-graduate) in any discipline
- Language (2.1.2): Good business language skills in English and Hindi (fluently)
- General professional experience (2.1.3): 10 years of professional experience in the video/film production sector
- Specific professional experience (2.1.4): 5 years in video production training / capacity development in rural areas
- Leadership/management experience (2.1.5): 6 years of management/leadership experience as project team leader or manager in a company

- Regional experience (2.1.6): 2 training projects in rural Maharashtra (Marathi speaking), and 5 training projects in the Hindi speaking region
- Development Cooperation (DC) experience (2.1.7): 2 years' experience of working in DC projects
- Other (2.1.8): Not required

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

Short-term expert pool with minimum 2, maximum 4 members

Tasks of the short-term expert pool

- Training in video/film production

Qualifications of the short-term expert pool

- Education/training (2.6.1): 2 experts with university qualification (graduate) in any subject
- Language (2.6.2): very good language skills in Marathi and Hindi, good language skills in English required for 2 experts
- General professional experience (2.6.3): 2 experts with at least 5 years of experience in the media / video production sector
- Specific professional experience (2.6.4): 2 experts with at least 5 years of professional experience in the video training sector
- Regional experience (2.6.5): 1 expert with experience in Maharashtra, 1 expert with experience in Hindi speaking regions
- Development Cooperation (DC) experience (2.6.6): 2 experts with some experience in DC
- Other (2.6.7): Not required

The bidder must provide a clear overview of all proposed short-term experts and their individual qualifications.

5. Costing requirements

Assignment of personnel

Team leader: On-site assignment for 45 expert days

Short term experts: Assignment in country of assignment for 150 expert days
Short-term expert pool: total 150 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 0 and list the expenses

separately by daily allowance, accommodation expenses, flight costs and other travel expenses.

Workshops, training

The contractor implements the following workshops/training courses:

- Video training courses / workshops as listed under Tasks to be performed by the contractor

Other costs

- Printing and other materials
- Other costs related to the assignment

6. Inputs of GIZ or other actors

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

- Transportation of trainees and workshop participants on site with the project vehicle
- Workshop hosting and logistics for trainees and workshop participants (NGO partners)

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 10 pages (excluding the CVs, company details and reference projects as mentioned in grid for assessing eligibility of firms).

The CVs of the personnel proposed in accordance with Chapter 4 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 need to 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. Annexes

Declaration of consent from participants photos and videos