Terms of reference (ToRs) for the procurement of services

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Engagement of a Marketing and Communication Agency for Project ASCENT	**Project number/ cost centre:** **12.1003.8-712.01**

0.   List of abbreviations

AG   Commissioning party

AN   Contractor

AVB   General Terms and Conditions of Contract for supplying services and work

FK   Expert

FKT   Expert days

KZFK   Short-term expert

ToRs   Terms of reference

ASCENT   The **A**lliance for **S**kill & **C**apacity **EN**hancement with **T**echnology

DVET   German Dual Vocational Educational Training

TML   Tech Mahindra Limited

TMF   Tech Mahindra Foundation

VET   Vocational Education and Training

SMART   Skills-for-Market Training

IPP   Integrated Promotion Plan

ToT   Training of Trainers

AR-VR   Augmented Reality- Virtual Reality

NGO   Non-Governmental Organization

ITIs   Industrial Training Institutes

PR   Public Relations

1. Context

India is struggling with a shortage of skilled workforce. As per an earlier World Bank study more than 12 million youth (between 15 and 29 years) are expected to enter India's workforce every year for the next two decades; of these, only 2.3% receive some formal skills training.[1] Especially youth who are intermediate pass or school drop-outs are likely to face a huge challenge to find employment, but also those who have received some kind of training struggle; as the trainings often do not fit the needs of the employers. The skill shortage unfolds in different sectors differently; however, what is common across the sectors is the lack of skills around digitization and digital technologies. The Covid pandemic has also revealed the severe shortage of skilled employees at the interface of the health, digitalisation and logistics sector.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Tech Mahindra Limited (TML) are working together on The **A**lliance for **S**kill & **C**apacity **EN**hancement with **T**echnology i.e. "ASCENT" within the framework of the develoPPP programme, which GIZ implements on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The project implementation on the ground will be supported by Tech Mahindra Foundation (TMF). TML is implementing an employability program called SMART or Skills-for-Market Training since October 2012 through TMF. SMART empowers youth from vulnerable urban communities with the requisite employability skills through structured training programs, ensuring that they are placed in suitable dignified jobs. As part of the SMART Program, there are approximately 100 Vocational Training Centres called SMART Centres and 7 SMART Academies in major cities of India offering various vocational training courses to unemployed youth. ASCENT aims at enhancing the employability of these youth in the allied sectors of Healthcare, Logistics and Digital Technologies based on the German Dual Vocational Educational Training (DVET) model to make them job-ready as per the specific industry requirements. The project specifically benefits the unemployed youth from vulnerable urban communities, school dropouts, persons with disabilities, and those unable to go into higher education, among others with a specific focus on women within the age group of 18-27. The project will enhance the teaching learning experience of the enrolled pupils by way of technology interventions including Augmented Reality/Virtual Reality (AR/VR) curriculum, online learning etc. It will further increase the reach of VET to additional locations in India including Bangalore, Bhubaneshwar, Chennai, Delhi-NCR, Kolkata, Hyderabad, Mohali (Chandigarh Tricity), Mumbai, Pune, and Visakhapatnam. Project ASCENT was launched with the following expected outcomes:

- • 10,000 urban youths become skilled professionals and find jobs benefitting marginalized groups
- • Enhanced teaching learning experience for participants through technological interventions.

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[1] World Bank Report 2017 https://www.worldbank.org/en/news/feature/2017/06/23/skilling-india

- Established sustainable linkages with 300 industry partners through outreach, advocacy, placement aggregation
- Sustainable VET ecosystem, through capacity building of at least 150 trainers with improved pedagogy and technical training.
- Collaboration with governmental and non-governmental organizations with access to e-content developed

To support the ASCENT project team in carrying out certain specialized marketing and communication activities, engagement of an experienced Marketing and Communication Agency (hereafter referred to as '**Agency'**) is sought under this assignment. Bearing in mind the multi-stakeholder environment Project ASCENT will operate, objectives for engaging marketing and communication agency include:

- To engage local industry, ITIs (Industrial Training Institutes) and NGOs to become partners in the skilling ecosystem. This includes outreach and advocacy to Business Member Organizations (BMOs) and local industries through a series of workshops, webinars, roundtables and facilitating on the job training and employment opportunities for trainees.
- To compile all learnings gained during the project in practical case studies, brochures, small leaflets, articles, social media posts etc. that could be shared during the above-mentioned workshops, roundtables and webinars and through other channels in order to increase awareness on the multiple aspects of the project ASCENT.
- To document 8 success stories demonstrating the journey of a student/ youth who underwent the cooperative dual VET program and its impact on his/her life through integration of high-quality photographs as well as portraying the selected "youth" and relevant stakeholders through visually appealing, easily shareable video content, taking part in our cooperative dual VET programmes

2. Tasks to be performed by the contractor

To achieve the above-stated objective, the agency is responsible for the following:

I. <u>Planning Phase: This phase includes:</u>

a. Reviewing the terms of reference (ToR) as well as all other relevant material provided by the ASCENT project team.
b. Participating in a kick-off call with the ASCENT team.
c. Gaining an in-depth understanding of the ASCENT project requirements related to the marketing and communication activities
d. Outlining work packages, responsibilities, and timelines for the requested services in accordance with the ToR. The project team envisages three work packages, the details of the same are mentioned below:
   i. **Work package 1:** This work package will deal with ITI and NGO mobilization and onboarding and activities pertaining to this as well as with industry connect and bringing various industry players onboard.
   ii. **Work package 2:** This work package will deal with compilation of learnings, knowledge dissemination and related activities

iii. **Work package 3:** This work package deals with the success story documentation (including photographs), videos and should cover the youth's individual journeys, different aspects of the support programmes as well as stakeholders/service providers involved

e. Outlining the overall strategic approach towards the different tasks and deliverables.

f. Compiling the implementation plan and strategic approach in the form of an inception report and incorporating feedback and changes as required.

II. <u>Implementation Phase: This phase includes:</u>

A. Work Package 1: ITI, NGO and Industry mobilization and onboarding

a. The consultancy shall design the workshop/ roundtable flow and methodology for 8 workshops / roundtables in close cooperation with ASCENT team.

b. Design the detailed flow and session structures for 8 workshops/ roundtables to influence the actions of various stakeholders especially public sector participants and corporates. Tentative plan and topics for the workshops/ roundtables proposed in the year 2023 and 2024 has been provided below. However, the consultant is free to suggest additional topics of relevance.

c. Present the final content, agenda, flow and methodology to ASCENT team to ensure a successful outcome.

d. Mobilization of participants for the workshop/ roundtable/ webinar is entirely the task of the consultant; ASCENT team, however, will provide access to its network.

e. Take up the overall pre-workshop organization (including logistic, travel management of speakers, the proceedings, AV, etc.) to guarantee a smooth flow of the events. Venue and all related logistics (catering, audio visuals, training props, training kits etc.) for the workshops is expected to be organized by the consultant. Travel costs have to be borne by the participants themselves. The consultant can propose a location for the workshops. Selection of location will be in close cooperation with the ASCENT team.

Documents and evidence to be submitted along with invoice include a) agenda; b) venue confirmation email from hotel; c) duly filled and signed attendance sheet as per shared template; and d) time-stamped pictures of the participants. Visiting cards of participants is desirable; if participants have carried the same and submit voluntarily.

f. Lead and facilitate each of the 8 workshops/ roundtables in relevant cities with a high concentration of relevant industry members, ITIs and NGOs and other eco-system players as per the design and agenda of the proposed workshop/ roundtable. A minimum number of relevant participants are expected as part of each of the workshops is provided in the table below. Each workshop shall be a minimum of 5 hours.

Tentative plan for the workshops/ roundtables proposed in the year 2023 and 2024 has been provided below:

Year	Quarter	Month	Activity Details
2023	Quarter 3	Sept	**Two Information Dissemination Event (Physical):** Information dissemination for ITIs and NGOs on ASCENT and gauging their interest in participating. **Event Location:** Chennai and Hyderabad ((Event will take place in SMART academies/ ITI premises/ NGO premises) **No. of participants:** 25 minimum – 35 maximum (all inclusive) per event **Aim of the event:** -To introduce project ASCENT to State Directorate, ITIs, NGOs , SSCs, CII and other stakeholders and get the interested parties onboarded on to ASCENT program -To promote and brief these organizations on the opportunities raising from successful partnerships -Advocate on the achieved best practices of ASCENT -Engage in dialogue on the availability of interests and resources such as infrastructure and equipment with local ITIs and NGOs. -Demonstrate best practices of ASCENT program such as ToT, AR/VR content/ Job portal, digital learning, etc.
	Quarter 4	Oct/ Nov	**One Information Dissemination Event (Physical)** **Event Location:** Nagaland or Tripura or Meghalaya or Srinagar or Manipur or Assam (Event will take place in SMART academies/ ITI premises/ NGO premises) **No. of participants:** 25 minimum - 35 maximum (all inclusive) per event **Aim of the event:** -To introduce project ASCENT and encourage State Directorate, ITIs, NGOs, SSCs, CII and other stakeholders to connect with ASCENT program (New partner building) -To showcase ASCENT program progress and program differentiators, best practices of ASCENT program such as ToT, AR/VR content/ Job portal, digital learning, etc. -To gather information from the interested NGOs/ITIs on participation
		Nov/ Dec	**One Industry Partnership Event (Physical)** **Event Location:** Delhi **Aim of the event:** -To encourage industries/hospitals/Healthcare SSC/ Lifesciences SSC to connect with ASCENT program -To showcase ASCENT program progress and program differentiators -To launch the job portal -To showcase the AR/VR content to the industry partners and other partners -To get industry participation concretized in the form of MoU or Letter of association or onboarding on job portal or placement partner, etc. **No. of participants:** 50 minimum - 60 maximum Hospitals/ Healthcare providers, companies in digital/ IT space. An overall participation of 70-75 (all inclusive)

2024	Quarter 1	Mar	**One Industry Partnership Event (Physical)** **Event Location:** Pune **Aim of the event:** -To encourage industries/hospitals to connect with ASCENT program -To showcase ASCENT program progress and program differentiators -To showcase the AR/VR content/job portal to the industry partners and other partners -To get industry participation concretized in the form of MoU or Letter of association or onboarding on job portal or placement partner, etc **Participation**: 50 minimum - 60 maximum Hospitals/ Healthcare providers and digital/ IT companies. An overall participation of 70-75 (all inclusive)
	Quarter 2	Apr	**One Information Dissemination Event (Physical)** **Event Location:** Bangalore or Chennai or Hyderabad ((Event will take place in SMART academies/ ITI premises/ NGO premises) **No. of participants:** 25 minimum - 35 maximum (all inclusive) per event **Aim of the event:** -To introduce project ASCENT and encourage State Directorate, ITIs, NGOs, SSCs, CII and other stakeholders to connect with ASCENT program (New audience building) -To showcase ASCENT program progress and program differentiators, best practices of ASCENT program such as ToT, AR/VR content/ Job portal, digital learning, etc. -To gather information from the interested NGOs/ITIs on participation
		Jun/ Jul	**One Industry Partnership Event (Physical)** **Event Location:** Chandigarh (Mohali) **Aim of the event:** -To encourage industries/hospitals to connect with ASCENT program -To showcase ASCENT program progress and program differentiators -To showcase the AR/VR content/job portal to the industry partners and other partners -To get industry participation concretized in the form of MoU or Letter of association or onboarding on job portal or placement partner, etc **Participation**: 50 minimum – 60 maximum Hospitals/ Healthcare providers. An overall participation of 70-75 (all inclusive)
	Quarter 4	Oct	**One Industry Partnership Event (Physical)** **Event Location:** Mumbai/Navi Mumbai **Aim of the event:** -To encourage industries/hospitals to connect with ASCENT program -To showcase ASCENT program progress and program differentiators -To showcase the AR/VR content/job portal to the industry partners and other partners -To get industry participation concretized in the form of MoU or Letter of association or onboarding on job portal or placement partner, etc **Participation**: 50 minimum – 60 maximum Hospitals/

			Healthcare providers and digital or IT companies. An overall participation of 70-75 (all inclusive)

B. Work package 2: Compilation of learnings and knowledge dissemination products

a. Engagement/ partnership brochure focusing on program ASCENT and its value proposition for the industry, corporates and ITI and NGO partners

b. Case studies/ fact sheet for the different initiatives undertaken under the ASCENT are developed and designed for further distribution during the dissemination workshops (max. 4 pages). We expect it to be at least 6 case studies/ fact sheets that shall be captured.

c. 5 short 2D animated videos (2-3 mins each) focussing on ASCENT work and highlighting areas such as features of the project, AR/VR, self-paced courses, job portal, ToTs

d. 3 articles/ social media posts capturing the learnings of the ASCENT are drafted and published through relevant media channels.

e. A narrative report with an assessment of all the workshops and roundtables in work package 1 including outcomes and recommendations for follow-up actions, a summary of each workshop/ conference in a small report outlining the agenda, the workshop proceedings, participant details, learning, etc.; the report shall be of professional standard for publication and dissemination to participants, GIZ and other key stakeholders

C. Work package 3: Success story documentation and dissemination

The activities to be completed in this work package are mentioned below:

a. Elaboration of a photography and video concept for the whole assignment
    i. 1-2 days field visit at each of the 4 cluster locations from the proposed following locations - Mumbai/Pune/Delhi/Chennai/Hyderabad/Vizag/ Chandigarh to identify the right stakeholders, design a draft script for documenting the success story through integration of photographs and video concept at each of the clusters
    ii. Elaboration of photography concept and video concept based on the discussions at the kick off meeting and the field visits
    iii. Discussion of concepts with the project team and incorporation of feedback – finalisation of scripts for each success story

b. Field visits for documenting the success stories through photography and filming at the 4 clusters locations
    i. Photography and filming of youth, and all the relevant important stakeholders, snippets from each of the 4 cluster locations

c. Editing and post-production of photographs and videos
    i. Draft of all the 8 success stories (word document – maximum 2 pages each) through integration of photographs; editing of photographs and content
    ii. Post-production of recorded video snippets immediately after each field visit. This includes English subtitles and/or voice-overs for the videos.
    iii. Editing and assembling recorded raw material into a suitable, finished product ready for broadcasting. The material may include camera footage, photos, dialogue, sound effects and graphics.
    iv. Feedback-loops, incorporation of project team's input and finalisation of products for dissemination.

d. Design the detailed flow and session structures for 4 workshops/ webinars/ roundtables to disseminate the success stories and other outputs of the project and to influence the actions of various stakeholders especially public sector participants and corporates.

e. Present the final content, agenda, flow and methodology to ASCENT team to ensure a successful outcome.

f. Mobilization of participants for the workshop/ roundtable/ webinar is entirely the task of the consultant; ASCENT team, however, will provide access to its network.

g. Take up the overall pre-workshop organization (including logistic, travel management of speakers, the proceedings, AV, etc.) to guarantee a smooth flow of the events. Venue and all related logistics (catering, audio visuals, training props, training kits etc.) for the workshops is expected to be organized by the consultant. Travel costs have to be borne by the participants themselves. The consultant can propose a location for the workshops. Selection of location will be in close cooperation with the GIZ team.

    Documents and evidence to be submitted along with invoice include a) agenda; b) venue confirmation email from hotel; c) duly filled and signed attendance sheet as per shared template; and d) time-stamped pictures of the participants. Visiting cards of participants is desirable; if participants have carried the same and submit voluntarily.

h. Lead and facilitate each of the 4 workshops/ roundtables/ webinars in relevant cities with a high concentration of relevant industry members and other eco-system players. A minimum of 15 relevant participants are expected as part of each of the workshops. Each workshop shall be a minimum of 5 hours.

i. Tentative plan for the workshops/ roundtables/ webinars proposed in the year 2025 has been provided below:

Year	Quarter	Month	Activity Details
2025	Qtr 3	July	**One Knowledge dissemination session (Physical)** **Event Format:** Round table conference **Event Location**: Mumbai **Expected participation**: 15-20 (all inclusive) **Aim of the Event:** - To disseminate program learnings, and adaptation measures for future with the knowledge partners, CII, Institute of Logistics, ITIs, NGO partners, Master trainers - To build an agenda for long term and sustained action among likeminded stakeholders to drive common action
	Qtr 3	Aug	**One Knowledge dissemination session (Online)** **Event Format:** Tech Talk followed by Blog **Expected participation**: 15-20 (all inclusive) **Aim of the Event:** - To disseminate program learnings, and adaptation measures for future with the knowledge partners, ITIs, NGO partners, Master trainers -To demonstrate the best practices for delivery of AR/VR/ Self-paced content - To build an agenda for long term and sustained action among likeminded stakeholders to drive common action

| | Qtr 4 | Oct | **One Knowledge dissemination session (Physical)**
Event Format: Round table conference
Event Location: Delhi
Expected participation: 15-20 (all inclusive)
Aim of the Event:
- To disseminate program learnings, and adaptation measures for future with the knowledge partners, HSSC, LSSSDC, ITIs, NGO partners, Master trainers
- To build an agenda for long term and sustained action among likeminded stakeholders to drive common action |
| | Qtr 4 | Dec | **One Knowledge dissemination session (Online)**
Event Format: Webinar
Expected participation: 15-20 (all inclusive)
Aim of the Event:
- To disseminate program learnings, and adaptation measures for future with the knowledge partners, ITIs, NGO partners, Master trainers
-To demonstrate the best practices for delivery of AR/VR/ Self-paced content
- To build an agenda for long term and sustained action among likeminded stakeholders to drive common action
-To document the learnings, key findings, and conclusion through whitepaper/ webinars |

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

Milestone	Deadline
Detailed implementation plan for the assignment, including timelines and deadlines for key tasks and deliverables as well as a concept note detailing the overall strategic approach towards the different tasks and deliverables (inception report)	16th July 2023
Engagement/ partnership brochure on ASCENT	31st August 2023
3 case studies/ factsheets on different initiatives under ASCENT	30th Sep 2023
List of workshops and roundtables proposed in 2023 – 3 information dissemination events and 1 corporate partnership event	8th December 2023
5 short-animated videos on different initiative under ASCENT	28th Feb 2024
Remaining 3 case studies/ factsheets on different initiatives under ASCENT	30th Mar 2024
List of workshops and roundtables proposed in 2024 – 1 information dissemination event and 3 corporate partnership events	30th November 2024
3 articles/ social media posts drafted and published	15th March 2025
Narrative report on all the information dissemination and corporate partnership events for 8 workshops conducted in 2023 and 2024	15th March 2025

Preliminary visit for identified 4 clusters for documentation and videography of 8 success stories	15th March 2025
Final 8 success story videos with inputs incorporated	15th June 2025
Two dissemination events in quarter 3 of 2025	15th September 2025
Two dissemination events in quarter 3 of 2025	*15th December 2025*
Final report submission detailing output and impact of all the knowledge dissemination sessions	*31st December 2025*

- All the collaterals need to be reviewed and approved by the ASCENT project team.
- The corporate branding rules should be adhered to in all the activities/collaterals/creatives.
- The contractor provides 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 current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

In addition to the reports required by GIZ in accordance with the AVB, the contractor submits the following reports:

- Implementation plan
- Brief quarterly reports on the status of the marketing and communication activities undertaken for the project (5-7 pages)
- A final report detailing output and impact of all the knowledge dissemination sessions (15-20 pages)

Period of assignment: from 15th July 2023 until 31st December 2025.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 0 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 0 Tasks to be performed) (1.1.2).

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

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 0 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer 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 tender in accordance with Section 3.3.1 of the GIZ AVB:

• Service-delivery control
• Managing adaptations to changing conditions
• Ensuring the flow of information between the tenderer and GIZ
• Assuming personnel responsibility for the contractor's experts
• Process-oriented steering for implementation of the commission
• Securing the administrative conclusion of the project

Further requirements (1.7)

Please ensure that all the creatives follow the GIZ India media and communication guidelines and colour palette. The creatives will be designed in English, however in specific cases they be designed in local language as per the directions of project ASCENT team.

4.   Criteria for Eligibility of firms

4.1.   The average annual turnover for the last three financial years (last-but-four financial years can be included in case of invitation to tender held within six months of end of last financial year) must be at least EUR 90,000

4.2.   Number of employees as of 31.03.23 shall be 10 or more

4.3.   Contractor should have undertaken similar practical oriented work for a minimum value of EUR 30,000 with a proof of projects undertaken.

4.4. The agency should have completed 3 successful assignments for delivering marketing and communication services (which majorly includes workshop design and delivery and creatives design). The consultants shall provide proof of prior successful projects.

4.5. The agency should have at least 2 successful examples of success story video documentation

4.6. The company/ firm should have 3 years or more of experience in delivering marketing and communication services in India

4.7. Preference shall be given to organizations who have worked with developmental sector clients or cause related marketing and communication projects.

4.8. Consortium for the project is allowed. It will up to the consortium parties to select the lead partner for the project - refer bidding conditions

5. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 0), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Team leader/ Marketing communication specialist

Tasks of the team leader/ Marketing communication specialist
- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Oversees and manages all the marketing and communication activities as per the ToR
- 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

Qualifications of the team leader/ Marketing communication specialist
- Education/training (2.1.1): University qualification (German 'Diplom'/Master/Bachelor), or a degree project management or general management or Marketing and Communication or PR or Communication or Advertising from a reputed college
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 15 years of professional experience in handling Marketing and Communication/PR/ Media/ Event Management/ Advertising related projects
- Specific professional experience (2.1.4): 7 years in handling projects related to Marketing and Communication/ Communication/ PR/ Media Management/ Advertising or closely related fields.
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader in a company

- Regional experience (2.1.6): 5 years of experience in projects in South Asia, of which 2 years in projects in India
- Development cooperation (DC) experience (2.1.7): Experience in DC projects will be an added advantage

Key expert 1: Event Planner

Tasks of key expert 1
- Ideation and planning of events based on project progress
- Implementation and Management of events both online and offline

Qualifications of key expert 1
- Education/training (2.2.1): University qualification (German 'Diplom'/Master/Bachelor) preferably in event management, marketing and communication, PR, Media from a reputed college
- Language (2.2.2 Good business language skills in English
- General professional experience (2.2.3): 10 years of experience in Marketing and communication or Media or PR related roles
- Specific professional experience (2.2.4): 5 years of experience in event management with 3 successful events managed at a managerial capacity
- Leadership/management experience (2.2.5): 2 years of management/leadership experience
- Regional experience (2.2.6): 5 years of experience in projects in South Asia, of which 2 years in projects in India
- Development Cooperation (DC) experience (2.2.7): Experience in DC projects will be an added advantage

Soft skills of team members
In addition to their specialist qualifications, the following qualifications are required of team members:
- Team skills
- Initiative
- Communication skills
- Collaboration skills
- Problem solving
- Negotiation
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

Key expert 2: Marketing content writer/ Collateral designer

Tasks of key expert 2
- Marketing and communication content creation
- Script creation for videos and story development
- Responsible for getting all the marketing collaterals developed

Qualifications of key expert 2
- Education/training (2.3.1): University qualification (German 'Diplom'/Master/Bachelor) preferably in marketing and communication, Content, PR, Media, designing from a reputed college
- Language (2.3.2): Good business language skills in English

- General professional experience (2.3.3): 5 years of experience in Marketing and communication or Media or designing collaterals or content creation related roles
- Specific professional experience (2.3.4): 3 years of experience in marketing and communication roles especially focussing on content writing/ script creation/ story creation, narratives, etc. and developing effective marketing collaterals
- Leadership/management experience (2.3.5): 1 years of management/leadership experience
- Development Cooperation (DC) experience (2.3.7): Experience in DC projects will be an added advantage

Soft skills of team members
In addition to their specialist qualifications, the following qualifications are required of team members:
- Team skills
- Initiative
- Creative skills
- Communication skills
- Collaboration skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

Key Expert 3: Videography expert

Tasks of the Expert 3
- Implementation of all pre-production, production, post-production and editing processes for photography and film production
- Captures photographs for all the physical events
- Creative concept and script development

Qualifications of the Expert 3
- Degree in photography, film production, media and communication or related fields (2.4.1)
- Good knowledge of English and Hindi language (knowledge of regional languages Telugu and Marathi would be considered a plus) (2.4.2)
- 5 years of professional experience in film production and photography and in implementing the documentation of social impact programmes by the innovative use of different photography and film formats for communication purposes (2.4.3)
- Specific professional experience in pre-production, production, post-production and editing processes for photography and film production (2.4.4)
- Record of successful photography and film production assignments for other clients in the development cooperation sector in India (2.4.7)

Short-term expert pool with minimum 2, maximum 3 members

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see below Chapter 7 Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool
- Support in the marketing and communication activities and event planning

- Undertake videos and stories creation
- Undertake design and development of marketing collaterals

Qualifications of the short-term expert pool
- Education/training (2.6.1): 3 experts with university qualification (German 'Diplom'/Master) in Marketing and communication, designing, media or related degree.
- Language (2.6.2): Good business language skills in English for all three experts
- General professional experience (2.6.3): 1 expert with 3 years of professional experience in the video and story creation, 2 experts with 3 years of professional experience in the Marketing and Communication, Media, PR, Advertising, designing, event management sector
- Regional experience (2.6.5): All three experts should have at least 2 years of experience of working in Indian projects
- Development Cooperation (DC) experience (2.6.6): Experience in DC projects will be an added advantage

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

Specifications of inputs

Phase	Activities	Team Leader	Expert 1	Expert 2	Expert 3	Short pool 3	Total	Travel
Preparation	Kick off meeting with ASCENT	1	1	1	1		4	
	Workplan	1	1	1			3	
	Inception report	1	2	1	1		5	
Work package 1	Design of 8 workshops	8	16	8			32	
	Invitation and mobilization		8	16		40	64	
	Moderation	8	16	16			40	**16 days each of Expert 1 and Expert 2 will be on field**
	Closure report	4	12				16	
Work package 2	Brochure design	1	2	4			7	
	6 Leaflet/ case study	6	12	24			42	

	5 Short 2D animated videos	10	10	15		20	55	
	3 articles/ social media posts	3	9	6		9	27	
	1 narrative report	2	3	3		6	14	
Work package 3	Success story preliminary visit to 4 clusters	8			8		16	**8 days of team leader and 8 days of Expert 3 are considered as field days**
	Success story script	8	16		16	16	56	
	Success story documentation in 4 clusters				12	12	24	**12 days of Expert 3 and 12 days of 1 short term resource is considered as field days**
	Video editing, integration				32	24	56	
	Design of 4 workshops	8	12	4			24	
	Invitation and mobilization		4	8		20	32	
	Moderation	4	8	8			20	**8 days of Expert 1 and 8 days of Expert 2 are considered as field days**
	Closure report	4	6				10	

6.   Costing requirements

Assignment of personnel and travel expenses

Fee days	Number of experts	Number of days per expert	Total
Team Lead/ Marketing communication specialist	1	77	77
Expert 1 (Event Planner)	1	138	138
Expert 2 (Marketing content writer/ Collateral designer)	1	115	115
Expert 3 (Videography expert)	1	70	70
Short Term Experts	3	49	147
Total	7		547

Travel

The assignment foresees up to 72 flights (including to and fro). The consultant is expected to provide cost estimates including flight/ train costs, daily allowance and local transport. Furthermore, the assignment foresees up to 34 overnight stays at the locations and 80 days of per diem allowance mentioned under Chapter 2.

The bidder is required to calculate the travel by the specified experts and the experts he or she has proposed based on the places of performance stipulated in Chapter 2 and list the expenses separately by daily allowance, accommodation expenses, flight/ train costs and local travel expenses for up to 80 days of local travel.

Days used exclusively for travel are not considered to be expert-days.

Other costs

- Budget for Audio Visuals and training venues – 10 events/ 480 participants (wherever required). Estimated number of participants in each event is provided in the Chapter 2
- Printing of training materials - brochure, leaflets/ case studies for estimated number of participants - 480 each
- Printing of a total of 9 banners and standees
- Training kit for the estimated number of participants – 480
- Overhead cost if any
- Cost of usage of video making equipment for 8 success stories

- **This assignment falls under the GIZ Negotiated Competitive bidding, therefore GIZ reserves the right to invite the highest-ranking agency/winning agency for financial negotiations, if deemed necessary.**

7.   Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in ENGLISH (language).

The complete tender must not exceed 20 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

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 each. They 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).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.