

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

<b>oviSelection of firm for Implementation of the IEC &amp; Capacity Building activities under the Smart Urban Sanitation in two ULBs of Telangana</b>	<b>Project number/ cost centre:  12.1003.8-277.01</b>
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## **0. List of abbreviations**

AVB - General Terms and Conditions of Contract (AVB) for supplying services and work 2022

ToRs - Terms of reference

BMZ - German Federal Ministry for Economic Cooperation and Development

FSM - Faecal Sludge Management

FSTP - Faecal Sludge Treatment Plant

GPS – Geographical Position System

GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit

MIS - Management Information System

ULB - Urban Local Body

## 1. Context

Under the develoPPP.de Programme established by the German Federal Ministry for Economic Cooperation and Development (BMZ), a cooperation agreement between GIZ and Transerve Technologies has been signed to implement “Smart Urban Sanitation”. Under this cooperation agreement, GIZ and Transerve have partnered to implement a Smart FSM solution in 2 urban local bodies (ULBs) of Telangana. It is being proposed that a web and mobile-based workflow/system be implemented to streamline the desludging operations for FSSM (Faecal Sludge and Septage Management).

### **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)**

GIZ is a federal enterprise, which supports the Government of the Federal Republic of Germany in achieving its objectives in the field of international cooperation for sustainable development. The German Government has been cooperating with India for over 60 years by offering its technical expertise through GIZ in areas that are national priorities. With a global footprint in over 130 countries, GIZ leverages its regional and technical expertise for local innovation. To address India's need for sustainable and inclusive growth, in partnership with stakeholders, GIZ's key focal areas are:

- Energy (renewable energy and energy efficiency)
- Environmental Policy, Preservation and Sustainable Use of Natural Resources (sustainable urban and industrial development, natural resource management, climate change adaptation, biodiversity etc.)
- Sustainable Economic Development (rural finance, social security systems, small and medium enterprises)

### **Transerve Technologies**

Transerve is a location intelligence, geospatial and urban software solutions company based in India. Transerve has been working in the domain of creating geospatial solutions for urban governance for various cities in India. Its solutions have been deployed for revenue augmentation, faecal sludge management and urban utilities. Transerve's geospatial platform, Transerve Online Stack, is used for handling location data and using it for analytics and decision making.

### **Objective of the Services to be performed by the Contractor**

Faecal Sludge Management processes follow a broadly similar pattern across the country. Though Transerve's geospatial platform TOS (Transerve Online Stack) and FSM products (mobile applications and web dashboard) have been created for a generic use case applicable to the Indian cities, it is crucial that households, truck operators and officials working at ULB, and State level are made aware about the benefits of the use of mobile application and dashboard for efficient management of faecal sludge.

The objective of the assignment of the IEC/ BCC activities to be undertaken in the two ULBs of Telangana (Khammam and Bhongir) are as follows:

- a. Create awareness among citizens on ill effects of poor sanitation practices and thereby educate the people the need for an effective and sustained sanitation practices

- b. Awareness on the proper maintenance, management and timely desludging of the onsite sanitation systems, majorly septic tanks.
- c. To promote the usage of smart mobile application, its usage for availing faecal sludge services
- d. Popularize the need for safe toilets (with proper leach pits/septic tanks) and educate on health hazards due to non-usage of safe toilets.
- e. Capacity Building of the user groups (ULB, FS truck Operators and FSTP operators) on the mobile and web applications and dashboard

The responsibility of the Contractor is to conceptualize, design and run Information, Education and Communication (IEC) programs for awareness and capacity building of different sets of stakeholders described above. These IEC programs should be designed to improve awareness levels among citizens with respect to safe sanitation practices and it should have special focus on increasing awareness about mobile application for Faecal Sludge emptying services to ensure maximum penetration of the mobile application being developed under this project amongst the stakeholders. The scope of work would also involve creation of contents for advertisement and branding of the initiative.

## **2. Tasks to be performed by the contractor**

IEC Programs for awareness and capacity building programs of different sets of stakeholders (Households, Septic tank desludging truck operators and Officials of Khammam and Bhongir Urban Local Bodies) regarding the use of mobile app and web dashboard for smart faecal sludge management.

### **The scope of work across the IEC campaign includes and may not be limited only to:**

- Understand the knowledge, beliefs, practices regarding sanitation and prepare a multimedia dissemination IEC strategy for various target groups on sanitation and importance of faecal sludge management at city-wide scale in consultation with the ULBs.
- Preparation of detailed IEC implementation plan in consultation with the ULB and GIZ
- Coordination with NGOs/ CBOs/ RWAs/ SHGs to sustain their interest and participation in the activities with the support of the Urban Local Body.
- Develop creative graphics and content suitable for social media such as Facebook, Twitter and web-based content on Sanitation theme with focus on Faecal sludge management
- Production of advocacy and creative designs of outdoor media campaign material such as hoardings, wall paintings and other exhibition materials with catchy slogans etc. at prominent public locations in the two ULBs in consultation with the ULBs.
- Production and broadcasting of content for advertisement through radio jingles (local radio) and mobile phones
- To conduct street plays and roadshows involving local artists and youth
- Technical content and demonstration of easy steps for the mobile app usage and facilitating the app downloads through effective campaign
- Implement and manage all the IEC activities as per the implementation plan in co-ordination with GIZ and with the support of the ULB

- To develop concepts, modes and design for outreach initiatives in city and to create face to face contact points with the various target population through most effective media
- IEC material shall be mainly in Telegu, and some content may be translated to English

### **The target groups**

Target Group shall include the households, commercial establishments, public representatives, RWAs, public institutions, women groups, faecal sludge truck operators etc.

The IEC campaign should aim to eradicate the unscientific practices of faecal sludge management and apathy for regular desludging of onsite systems through mass awareness and to increase the usage of the faecal sludge digital services through the new mobile application developed under the project.

### **The indicative themes for the IEC campaign shall be like:**

- Harmful effects of poor sanitation on the city ecosystem and human health
- Unsafe toilets: contamination of water sources from faecal matter
- Importance of regular desludging of the onsite sanitation systems
- Effects of unscientific septage disposal practices and need for safe septage management
- Septage services in the city
- Ease of using mobile application for availing sanitation services

### **Capacity Building and Training**

- The agency shall be responsible for conceptualizing, planning and execution of the training programs.
- Development of training content for a ½ day training and dissemination plan in consultation with GIZ and Transerve technologies
- Conduct one day training for each group comprising of 10-15 per batch participants in the respective ULB covering 60 participants (45 Khammam and 15 Bhongir). The module shall be on the Mobile app usage and safe handling practices of the Faecal Sludge in the city
- The training modules shall be more interactive and provide hands on experience usage of the IT solution
- The training program shall be conducted in Telegu and English. Feedback to be collected from each participant at the end of training
- These capacity building programs are to provide hands-on experience of the app to the users concerned, specifically explaining their role and benefits of app usage.

The selected firm should:

1. Ensure materials used for promotions are only eco-friendly and reusable.
2. Publish any communication material in public domain only after approval from GIZ.
3. Integrate and complement the assigned project(s)/ event(s) with the overall branding strategy.
4. Connect Youth, Women and Vulnerable groups of the project area with the righteousness of the smart FSM solutions

The entire data and intellectual property generated from the activity will be owned fully by the GIZ. The Agency will regularly interact and network with the project team for work, which at times may be at very short notice. Any agency must observe the highest standards of ethics during the selection and execution of the work allotted.

### Deliverable Schedule

Serial Number	Activity Details	Deliverables	Deadline
1.	Preparation of Communication Strategy and Capacity development plan for the two ULBs	Strategy Document	15 December 2022
2.	PHASE 1 - Awareness Programs for different set of stakeholders – Creatives and content developed for dissemination	Awareness modules	15 January 2023
		Feedback report	28 February 2023
3.	Capacity Building Programs for hands on experience of stakeholders on mobile app and web dashboard	3 training modules	31 March 2023
		Feedback report of 6 trainings	31 July 2023
4.	PHASE 2 – Awareness campaign on usage of mobile application and web application for faecal sludge management	Awareness modules	14 August 2023
		Feedback report	15 September 2023

### Minimum Media Asset Deliverables:

Serial Number	Deliverables	Numbers
1.	<b>Audio-visuals (AVs):</b> Two 5 minutes AVs. One showing the ill effects of unhygienic sanitation practices and how this could be improved (Some best practices). Second AV showing the benefits of using mobile/web app for managing the Faecal Waste smartly.	2
2.	<b>Radio Jingles:</b> Develop radio and mobile jingles/animations of 20 seconds each. Broadcast these in local radio channels. First the write up for jingles to be approved by project review committee.	5
3.	<b>Internet platforms:</b> Active campaigning on twitter, facebook, linkedin other social media platforms etc. Create twitter handles and hast tags for better outreach of IEC activities.	Regular posts about the campaign
4.	<b>Print: 4 specific creative material (including advertorials for release in local newspaper (2 each in Telugu and English and 2 each for Phase I and Phase II campaigns) 2 strip adds (one for each phase) 2 presentations (one for each phase)</b>	

**Format (soft copy):** Soft copies of reports, media and creative contents

**Nature/form of deliverables:** All the reports in soft / hard copy, Audio-visuals in .mov and .mp4 formats

**Period of assignment:** From January 2023 until 30 September 2023 (10 months from the date of contract)

### 3. Concept

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

#### Technical-methodological concept

**Strategy:** The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2).

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

The bidder is required to present and explain its approach to **steering** the measures with the project partners and its contribution to the results-based monitoring system.

The bidder is required to describe the key processes for the services for which it is responsible and create a schedule that describes how the services according to Chapter 2 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.

#### Other specific requirements

NA

#### 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 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 of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

In derogation from GIZ AVB, the contractor makes contributions to reports to GIZ's commissioning party instead of submitting its own reports.

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.

#### **4. Criteria for Eligibility of firms**

Eligibility (pre-qualification) requirements and short-listing criteria for assessing the eligibility of Consulting firms:

##### **Eligibility (pre-qualification) requirements**

###### **I. Commercial Assessment**

The agency must have the following administrative and financial requirements for conducting the assignment

1. Be a registered as national organization or entity. The bidder should be a firm/company registered / incorporated in India under the Companies Act, 1956/2013; Indian Partnership Act, 1932 or NGO/ institution registered under the societies act. It should not be blacklisted or banned by any national or international organisation.
2. In case of bidding consortia – Declaration by consortium (Lead partner shall provide memorandum / contractual relationship between the partners)
3. Average annual turnover for the last three financial years should be at least 59,000 Euros (INR 48,97,000)
4. The lead agency should have minimum ten employees as on 31st December 2021.

\* In case of a bidding consortium, the Lead partner shall individually (fully) meet the commercial assessment criteria. In such case, the bidder must submit the following documents with the technical proposal viz. Name of Lead Partner (first party); Name of the firm with whom the consortium is formed and consortium agreement from second party accepting the terms of consortium (financial & technical). Subcontracting the assignment to different agency / outsourced agency is not allowed.

###### **II. Technical Assessment**

Each reference projects with a minimum commission value of 10000 € (only completed projects will be considered as reference projects. Kindly, provide a project completion certificate (PCC) (please use the attached annexure for PCC format) or provide an undertaking on the organisation's letter head declaring the reference project value.

###### **A. Minimum Requirement**

1. At least the agency must have successfully handled at least 3 IEC program and at one capacity building program with the state government departments or ULBs (Sanitation/ FSM etc).
2. At least the agency should have experience in implementing at least 2 projects in the water and sanitation sector in Telangana/ Andhra Pradesh (AP) in the last 5 years

**Bidders meeting the above Eligibility (pre-qualification) requirements shall be shortlisted based on the below criteria**

**Short-listing criteria (only for procedures with pre-qualification):**

###### **B. Weighted Average**

###### **i. Technical Experience:**



- Experience in conducting IEC and capacity building program in the water and sanitation sector at household level
- Experience in developing creating contents for national missions such as Swachh Bharat Abhiyan for the Water and Sanitation sector etc.
- Experience of promoting smart solutions/digital solutions in the water and sanitation sector
- Have created PR strategy document or multi-media campaigns for any state or national level mission on sanitation or related fields

**ii. Regional Experience:**

- The company shall have work experience in India, priority would be given to work experience in Telangana/AP.

**iii. Experience of development projects:**

- Experience of executing development projects (Official Development Assistance Financed)

The technical proposals of only the shortlisted bidders (minimum score of 500 points in the Grid for assessing the eligibility of consulting firms) shall be assessed (evaluated) based on the criteria mentioned in the Grid for the technical assessment of bids enclosed.

The shortlisted bidders shall be asked to make a technical presentation (15 mins), which shall be a part of the technical assessment.

**4A. Personnel concept**

The bidder is required to provide personnel who are suited to filling the positions described, based on their CVs (see Chapter 0), the range of tasks involved and the required qualifications. In case a proposed expert is a freelancer or consultant the expert will provide an undertaking over email to the bidding organisation stating his/her exclusive availability to the concerned bidder for this project. A separate undertaking is required for the experts proposed who are not full time employed with the bidding organisation. This undertaking to be shared along with the proposal.

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

The bidder is required to provide personnel who are suited to filling the positions described, based on their CVs (See Chapter-7), the range of tasks involved and the required qualifications.

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

## **Team Leader: Senior Expert (1 Nos) (2.1)**

### Tasks of the Team leader

- Overall responsibility of the package of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Coordinating with the project team to develop modules for awareness and capacity building initiatives
- Personnel management, identifying the need for short-term experts and their deployment within the available budget
- Lead sessions during the awareness and capacity building programs
- Planning and steering assignments and supporting the urban local bodies
- Regular reporting in accordance with the timelines

### Qualifications of the Team Leader:

- Education/Training (2.1.1): Master's in Mass Communication/ Sociology/Planning/ Environmental Sciences or Allied Sector
- Language (2.1.2): Good business language skills in English and Telugu
- General professional experience (2.1.3): 10 years of experience in Project Management
- Specific Experience (2.1.4): 5 years of experience in executing IEC/Capacity Building Programs
- Leadership/management experience (2.1.5): 5 years as Project Manager in a company
- Regional experience (2.1.6): 5 years of experience in Telangana/AP
- Development Cooperation (DC) experience (2.1.7): Experience in DC projects
- Other (2.1.8): Experience of working on Govt. run missions/projects on water and sanitation

## **Expert – 1: Project Assistant (1 No) (2.2)**

### Tasks of the Project Assistant

- Support the team leader in executing IEC/capacity building programs on ground
- Coordinate with different sets of stakeholders, ensure their participation in the program
- Conduct interactive sessions during the trainings and collect feedback from the participants
- Support the team in preparation of data inventories and regular follow up with ULBs in the project

### Qualifications of the Project Assistant:

- Education/Training (2.2.1): Bachelor's in Social Work / Sociology/ Urban Development/Planning/Env. Sciences and Allied Sector
- Language (2.2.2): Proficient in Telugu and English
- General professional experience (2.2.3): 5 years of experience in executing IEC Campaigns
- Specific Experience (2.2.4): 3 years of experience in executing IEC campaigns in Telangana/ Andhra Pradesh, especially in the water and sanitation sector
- Leadership & Management Experience (2.2.5): NA
- Regional experience (2.2.6): At least 3 years of working experience in Telangana
- Development Cooperation (DC) experience (2.2.7): NA
- Other (2.2.8): NA

## **Expert – 2: Creative Content Expert (2.3)**

### Tasks of Creative Content Expert:

- Create contents for paper-based materials and audio-visuals for increasing project awareness
- Design short videos and jingles in local language
- Coordinate with local and state level media to enhance the visibility of the initiative
- Support Team Leader in project management, with activities specific to creative content creation
- Engage with local educational institutes, NGOS and increase awareness about the project through paintings, leaflets, poster competitions etc.

### Qualifications of Creative Content Expert:

- Education/Training (2.3.1): Bachelor's in Mass Communications/ Designing/ Audio-visual processing/ Creative writing from a recognised University.
- Language (2.3.2): Telugu and English
- General professional experience (2.3.3): 3 years of experience in creative content designing
- Specific Experience (2.3.4): At least 2 completed projects with demonstrated experience on creating creative contents, preferably in the sanitation space
- Leadership & Management Experience (2.3.5): NA
- Regional experience (2.3.6): NA
- Development Cooperation (DC) experience (2.3.7): NA
- Other (2.3.8): NA

## **Pool of Short-term Experts (4 Nos.) (2.4)**

In addition to the key experts, the Contractor shall also need to deploy short-term experts for specific tasks, including, but not limited to regular follow ups, short surveys, field work, interviews, training venue arrangements and logistics support. The brief profiles shall be provided with the technical proposal with information on the profile, skillset and experience of the expert, and the bidders should enlist the short-term expert names and roles with their technical proposal.

### Qualifications of the 4 short-term expert pool

- Education/training (2.6.1): 4 experts with university qualification Bachelor's in Env. Sciences/Mass Communication/Planning etc.
- Language (2.6.2): Knowledge of Telugu is a must
- General professional experience (2.6.3): 4 experts with at least 5 years of experience of supporting secondary and primary data collection and assessment
- Specific professional experience (2.6.4): 4 experts with at least 3 years of experience in supporting training programs, preferably in the water and sanitation sector
- Regional experience (2.6.5): 3 years of working experience in Telangana/AP
- Development Cooperation (DC) experience (2.6.6): NA
- Other (2.6.7): NA

### Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills

- Socio-cultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

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

## 5. Costing requirements

### Assignment of personnel

Sr.	Personnel	Nos.	Expert Days	Place of performance*
1	Team Leader - IEC	1	50	Short term experts should be based out of Telangana
2	Project Assistant	1	50	
3	Creative Content Expert	1	60	
5	Pool of Short-term Experts	4	100	
	<b>TOTAL</b>	<b>7</b>	<b>260</b>	

### Assignment of Short-term Experts

Since this is a capacity building assignment, the bidder may deem fit to add a pool of short-term experts to work on specific parts of the assignment. The indicative roles are mentioned in Section 4 of this document. The duration of deployment of this pool shall be used for costing.

### Travel

As mentioned in the minimum requirement section, eligible agencies are only those who have offices and working professionals in Telangana. The travel sector for field work and campaigning is Hyderabad, Khammam and Bhongir sector, this work requires only travel by roadways. The bidder is required to calculate the charges for local travel separately by daily allowance, accommodation expenses and other local travel expenses. The days used exclusively for travelling shouldn't be counted for expert man-days.

On request of GIZ or if the Team Leader needs, relevant senior experts shall be invited to participate in various meetings in Telangana and Delhi.

Serial Number	Position	Tentative Number of Trips
1.	Team Leader	3 roundtrips to Delhi; 5 days of field trip in project area
2.	Project Assistant	2 roundtrips to Delhi; 5 days of field trip in project area
3.	Creative Content Expert	1 roundtrip to Delhi; 5 days of field trip in project area
4.	Short Term Pool Expert (4)	45 days of field trip

### Other costs

Audio-visuals, Animations, Radio Jingles, Hoardings etc.

## 6. Inputs of GIZ or other actors

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

1. Introduce the agency to the ULB and state administration at the start of the project.
2. Suggest additional participants for any meetings, trainings, and workshops
3. Any technical support required for the success of this initiative
4. Support in the field visit of the participants

Transerve shall enable the successful bidder with the following:

1. Technical documentation and architecture of its TOS & FSM platforms
2. Providing step by step guide for usage of app and dashboard
3. Any technical support required for IEC programs
4. Support in preparation of capacity building modules

Govt. partners

1. Sharing existing data and information
2. Networking with sanitary staff in the project area
3. Coordination and support in training programs by issuing notices

## 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 30 pages (excluding CVs & other supporting company documents)

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs. 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 should be submitted in English (language) only.

If the CV is longer than 4 pages, the content appearing after the fourth page will not be included in the assessment.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable costs (fees, travel expenses etc.). The price bid will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of costs is required.

8. Annexes

1. Project Completion Certificate Format

LOGO
COMPANY NAME

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## Project Completion Certificate

I hereby affirm, to the best of my knowledge and belief, based on field inspections, internal and external feedback on achievement of the project objectives and review of the project reports submitted by the contractor, that this [Project Name] can be considered complete. The [project] was completed in accordance with our requirements.

Project Description	Client Details
Project Aim:	Organization Name:
Project Start Date:	Department:
Project Completion Date:	Project Manager/In-charge:
Contractor Details:	Official Address:
Project Cost:	Contact Number and Email id:

**Certified by:**

Name:
Date:

Signature:
Official Stamp: