

Terms of reference (ToRs) for the procurement of services

Consultancy support to GUVNL and other DISCOMs in Gujarat for Solar Rooftop **Project number/
cost centre:**
16.2080.6-001.00

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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

1. Context

In February 2019, MNRE had come up with the Phase-II scheme for solar rooftop and it has been decided to implement the programme by making the DISCOMs and its local offices as the nodal points for implementation of the RTS programme. DISCOMs will play a key role in expansion of RTS as DISCOMs are having a direct contact with end user and they provide approval for installation, manage the distribution network and have billing interface with rooftop owner¹.

Government of Gujarat via its notification number SLR-11/2015/401/B1 dated 5th August 2019 published the scheme² called “SURYA-Gujarat” (Surya urja Rooftop Yojana-Gujarat) with a target for installation of solar rooftop system in 8 lakhs consumer by the end of financial year 2021-21.

To support DISCOM in meeting the objective and responsibilities under the scheme³, a major effort is massive consumer awareness campaigns which result in aggregating the solar rooftop demand and fast-tracking the entire process of solar system.

Under the Indo-German technical cooperation, Government of Germany is cooperating with India and has commissioned a project through the German Climate Technology Initiative (DKTI). The project Indo-German Solar Energy Partnership – Photovoltaic Rooftop Systems (IGSP-PVRT) is financed by German Federal Ministry for Economic Cooperation and Development and implemented by GIZ in partnership with Ministry of New and Renewable Energy, Government of India.

There are two major activities under the project (a) Development of publicity and awareness material (b) Expert support for disseminating information and support DISCOMs for implementation and upscaling of solar rooftop.

Accordingly, GIZ in coordination with MNRE is releasing service contract to provide consultancy and implementing support to GUVNL for Grid Connected Solar Rooftop scheme-Phase II.

¹ <https://mnre.gov.in/solar-rooftop-grid-connected>

² https://suryagujarat.ahasolar.in/GR_SURYA.pdf

³ <https://mnre.gov.in/sites/default/files/schemes/Notification-20082019-184419.pdf>

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

1. Development of publicity and awareness material

The contractor shall prepare content with a primary objective to spread awareness, to motivate and to facilitate target consumers to adopt grid connected rooftop PV systems. The following content shall be prepared for various advertising / marketing channels like print, digital and voice among others **in the local language of each state preferable with the local content development agency already engaged with DISCOMs for their day to day publicity and awareness work:**

Sl.no	Content to be developed	Unit
1	Audio spot in Gujarati/Hindi and English, each of 30 to 60 sec for Radio/FM Campaign	5 nos.
2	Video spot, each of 1 minute to 2 minutes for Cinema/ TV/ WhatsApp	5 nos.
3	Technical video of rooftop cleaning, safety, dos & don't for consumer awareness	10 nos.
4	Design and write up of Flex banners (vertical 4 X 2.5 ft)	10 nos.
5	Design and write up of Hoardings (15 X 10=100 SQ FT)	10 nos.
6	Design and write up of Pamphlets	20 nos.
7	Design and write up of Flyers (print is required to circulate with Energy Bills)	10 nos.
8	Design write up of News Paper advertisement	10 nos.
9	Design and write up of Standee (frame with support) (6x 3)	10 nos.
10	Write up of Cable TV -Scrolling	10 nos.
11	On ground campaign through virtual digital media	60 Days months
12	Testimonials- Solar rooftop experience sharing videos of user	10 nos.
13	Solar Rooftop Story of Gujarat in video, audio and booklet	1 no.
14	GIFs	15 nos.

2. Expert support for disseminating information and support DISCOMs for implementation and upscaling of solar rooftop

The consultant is required to place full time experts in the HQs of following DISCOMs

Expert	Responsible for DISCOMs	Location	Duration (in months)
DISCOMs Rooftop expert 1	DGVCL and Torrent power	Surat	15
DISCOMs Rooftop expert 2	PGVCL	Rajkot	15
DISCOMs Rooftop expert 3	UGVCL and Torrent power	Ahmedabad	15
Team Lead	GUVNL, MGVCL	Vadodara	15

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/place/person responsible
30 % of the content is developed by consultant and accepted by GUVNL Monthly report of work carried out by all expert and verified by DISCOM officers	3 months
70% of the content is developed by consultant and accepted by GUVNL Monthly report of work carried out by all expert and verified by DISCOM officers	6 months
100% of the content is developed by GUVNL and accepted by GUVNL Monthly report of work carried out by all expert and verified by DISCOM officers	9 months
Monthly report of work carried out by all expert and verified by DISCOM officers	15 months

Period of assignment: From 10/20 until 01/22 .

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 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.

Impact due to Coronavirus

The consultant needs to consider and foresee the possible impact on activities, budget and on project timeline considering the work and travel restriction due to corona crises. Alternate plan may be required to be adopted in future considering the uncertainties which may be mutually agreed in future.

Details about reporting

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

- Inception report
- Brief quarterly reports on the implementation status of the project (5-7 pages)

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.

Details about backstopping

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
- Ensuring the flow of information between GIZ and field staff
- Contractor's responsibility for seconded personnel
- Process-oriented technical-conceptual steering of the consultancy inputs

- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Providing specialist support for the on-site team by staff at company headquarters
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site

Further Requirements

- All activities including travels, meetings and tasks in different focus areas need to be aligned with the responsible person at GUVNL/GIZ (who is coordinating the assignments with the partners)
- The use of logo/branding by contractors on any of the collaterals would be at the discretion of GIZ and GUVNL.
- It is highly encouraged to form consortia with agencies/contractors having strong local presence, including employees, in the cities for successful implementation of the project tasks.
- One bidder can only submit single bid either alone or as a part of a consortia.
- In case the bidder is a consortium, a clear proposal (based on deliverables) is to be submitted along with clear definition of the roles and responsibilities of each member of the consortium.
- All content developed under the assignment should be free of any copyrights and shall be shared with GIZ in editable formats.
- A social media policy, in context to the project, shall be developed and aligned with all the active stakeholders of the project. This is required to ensure quick and effective communication of the project over various social media channels.
- The place of assignment is in headquarters of Gujarat DISCOMs.
- Deviations from the agreed timeline specified under Milestones (and updated upon contract commencement) should be mutually agreed on with GIZ.
- The Consultant should not be depending on GIZ for the provision of data/documents.

Consortium guidelines –

- Consortium with other firms is allowed. All the partners must be onboard at the time of bidding.
- The lead partner must be legally registered entity in India. The contract will be issued in favor of Lead Partner and in INR only.
- The bidder can hire the services of freelance consultants.
- Subcontracting the said assignment to different agency/outsourced agency is not allowed
- In case of entering into an consortium. The agency must submit the following documents within technical proposal.
 - a. **Name of Lead Partner (first party)**
 - b. **Name of the Firm with whom the consortium is formed**
 - c. **Letter from 2nd party accepting the terms of consortium (financial & technical)**

4. Personnel concept

Eligibility of consultancy firm

1. The company should be a registered entity in India under the appropriate act/law applicable in India.
2. In case of consortia, the team leader shall be from the lead organization and consortium agreement shall clearly define the person/organization responsible for meeting the individual deliverables under the project.
3. Average turnover for the last three years should not be less than **300,000 Euros**.
4. At-least 20 Number of technical experts working in the organization.
5. The reference project should have contract value of more than 20,000 Euros and the start date of the project should not be before the year 2016.
6. Consultant should provide experience of 5 reference projects having component of publicity and awareness campaign for solar rooftop with state nodal agencies or DISCOMs.
7. Consultant should provide experience of 3 reference projects for working with DISCOMs on solar rooftop during last 3 years in India.
8. Technical experience
 - 8.1.** Working with DISCOMs to provide technical consultancy and or manpower support in renewable energy
 - 8.2.** Supporting DISCOMs/ SNAs/Municipal corporations for publicity and awareness generation of solar rooftop
 - 8.3.** Bid process management and implementation of work with DISCOMs on the aspect of solar rooftop
9. Consultant experience of working with state of Gujarat
10. Consultant experience of working with ODA agencies will be a plus.
11. The bidder must submit documentary proofs (Work order) with their bid to prove the eligibility. In case, the proofs aren't provided the bids will get rejected.

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
- Coordination with DISCOMs for development of publicity and awareness material

- Coordination with publicity and marketing agency for the development of the content
- Develop strategy for publicity and awareness campaigns
- Preparation of virtual, digital publicity and awareness plan
- Organizing webinars, online/offline events and workshop for residential, government and C&I consumers as and when required by GUVNL, DISCOMs and GIZ
- Management and coordination meeting with the state government officials, Discom officials and MNRE
- Coordination and reporting to GIZ
-

Qualifications of the team leader

- Education/training (2.1.1): University qualification in Management, Engineering, Sciences, Social sciences,
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 5 years of professional experience in the renewable Energy
- Specific professional experience (2.1.4): Lead at least one project in designing and implementing consumer demand aggregation for scaling rooftop solar systems.
- Leadership/management experience (2.1.5): The expert has proven record of managing at least 1 projects with project duration of more than 6 months working in DISCOMs office.
- Development Cooperation (DC) experience (2.1.7): 1 years of experience in DC projects

Expert 1

Tasks of the demand aggregation expert

- Designing the demand aggregation campaign
- Design, development and use of marketing, publicity and communication strategies required for raising awareness through on ground outreach campaigns
- Working with state level authorities, creative content designer and with public relation agencies & media
- Use of communication channels for engaging the youth and volunteers including all social media channel and traditional communication mediums
- Providing end to end support to state Discoms for implementation of solar rooftop
- Coordination with state coordinators for carrying out the demand aggregation work

Qualifications of the demand aggregation expert

- Education/training (2.2.1): University qualification in Management, Engineering, Sciences, Social sciences
- Language (2.2.2): Business knowledge of Gujarati is a must requirement
- General professional experience (2.2.3): 2 years of professional experience in the field of solar rooftop

Expert 2

Tasks of the demand aggregation expert

- Designing the demand aggregation campaign
- Design, development and use of marketing, publicity and communication strategies required for raising awareness through on ground outreach campaigns

- Working with state level authorities, creative content designer and with public relation agencies & media
- Use of communication channels for engaging the youth and volunteers including all social media channel and traditional communication mediums
- Providing end to end support to state Discoms for implementation of solar rooftop
- Coordination with state coordinators for carrying out the demand aggregation work

Qualifications of the demand aggregation expert

- Education/training (2.3.1): University qualification in Management, Engineering, Sciences, Social sciences
- Language (2.3.2): Business knowledge of Gujarati is a must requirement
- General professional experience (2.3.3): 2 years of professional experience in the field of solar rooftop

Expert 3

Tasks of the demand aggregation expert

- Designing the demand aggregation campaign
- Design, development and use of marketing, publicity and communication strategies required for raising awareness through on ground outreach campaigns
- Working with state level authorities, creative content designer and with public relation agencies & media
- Use of communication channels for engaging the youth and volunteers including all social media channel and traditional communication mediums
- Providing end to end support to state Discoms for implementation of solar rooftop
- Coordination with state coordinators for carrying out the demand aggregation work

Qualifications of the demand aggregation expert

- Education/training (2.4.1): University qualification in Management, Engineering, Sciences, Social sciences
- Language (2.4.2): Business knowledge of Gujarati is a must requirement
- General professional experience (2.4.3): 2 years of professional experience in the field of solar rooftop

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

5. Costing requirements

Assignment of personnel

Team leader: On-site assignment for 300 expert days

Expert 1: Assignment in country of assignment for 300 expert days

Expert 2: Assignment in country of assignment for 300 expert days

Expert 3: Assignment in country of assignment for 300 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 2 and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses. The overall travel budget is Rs 10,00,000. The same shall be reimbursed following the German Travel Expenses Act.

Workshops, training

The contractor needs to occasionally print the pamphlets and or other publicity material on its own cost and submit it to GUVNL for publicity and awareness.

The budget provided by GIZ for implementing these activities amounts to Rs 10,00,000.

Flexible remuneration item

None

6. Inputs of GUVNL and other DISCOMs

GUVNL and other state DISCOMs where the experts will be based are expected to make the following available:

- 4 Workstations for the experts in their offices
- Workshops logistics

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 CVs & other supporting company documents; 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 can only be submitted in English (language).

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.

8. Option

None

9. Annexes

None