

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

Empanelment of agencies for the development of e- content for capacity building of key stakeholders under PM- JAY	Project number/ cost centre: 19.2196.4-005.00
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0. List of abbreviations

AB PMJAY	Ayushman Bharat Pradhan Mantri Jan Arogya Yojana
AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2022
DIU	District Implementation Units
GIZ	Gesellschaft für Internationale Zusammenarbeit
IGUHC	Indo-German Programme on Universal Health Coverage
MoFHW	Ministry of Health & Family Welfare
NHA	National Health Agency
SHA	State Health Agencies
SME	Subject Matter Expert
RSBY	Rashtriya Swasthya Bima Yojana
ToRs	Terms of reference

1. Context

The Indo-German Programme on Universal Health Coverage (IGUHC) of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (Germany's enterprise for international cooperation) provides technical support to the National Health Authority, which is an autonomous organization under the Ministry of Health & Family Welfare (MoHFW) to implement Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY). AB PM-JAY is the one of the largest publicly funded health protection programmes and is the successor scheme of Rashtriya Swasthya Bima Yojana (RSBY), India's national health insurance scheme for the poor. The scheme aims to provide a health insurance cover of Rs. 5 lakh/ family/ year for hospitalization to more than 10.74 crore poor families across India.

For the scheme to be managed and steered at the central/national level, the National Health Authority (NHA) has been set up and similarly at the state level, it is being implemented by State Health Agencies (SHAs). Within the state and further at the district level, the District Implementation Units (DIUs) have been established that form the working arms of the scheme.

The successful implementation of a scheme of such scale and complexity depends on the knowledge and skills of the human resources forming these institutions. It is envisaged that hospital/stakeholders in this ecosystem must require a thorough understanding and relevant upskilling on multiple facets of the scheme. Therefore, to fulfill this requirement, there is a need of at least 10-15 training modules as per the requirement that:

- Explain the concept in an engaging and interactive way
- Provide examples of situations where the concept can be applied
- Include interactive assignments which participants can take up and submit towards completion of the learning session

IGUHC seeks to strengthen the capacities of the stakeholders involved in the implementation of AB PM-JAY scheme through a cascade model. and wishes to **empanel upto two agencies for development of at least 10-15 training modules** for a period from **March 2023 to December 2023**. **The work will be allocated as per 4B among empaneled agencies in a manner to ensure optimal utilization of resources and at sole discretion of IGUHC.**

2. Tasks to be performed by the contractor

The objective of this activity is to develop 10-15 training modules which will contribute to strengthening the capacities of the relevant stakeholders. The development agency shall conduct but not limited to following activities for each commissioned module:

- A. Inception Meeting to discuss training modules
 - i. In-depth discussion with the GIZ project team about expectations, methodology and directions for the assignment (virtually/physically)
 - ii. Subsequent discussions with the relevant team at NHA (virtually/physically)

B. Elaborate the modules

- i. Review the current available content of the identified thematic areas provided by GIZ/NHA, in respect to the different targeted stakeholders. This will include review of materials (presentations, videos, guidelines and documents) developed on the thematic module, its relevance to the scheme and the involved stakeholders
- ii. Based on the review, prepare a list of queries/ questions for each module that need to be clarified with the Subject Matter Expert (SME)
- iii. Specify learning objectives of the interactive media content for a self-paced learning for each of the stakeholder
- iv. Developing a script/ story board for the e-learning modules for each of the above identified stakeholder.

C. Propose interactive assessment criteria for all proposed modules.

D. Develop and edit the e-learning content for identified topics as mentioned previously:

- i. Contribute new ideas and content to the materials developed by NHA on the broad thematic areas for which modules are being developed.
- ii. Draft of all the interactive modules with integration of content provided by NHA/ IGUHC project team.

E. Edit and develop any raw recorded material into a suitable, finished product ready for broadcasting with voice-overs for the videos. The e-learning content shall utilize:

- i. Interactive web pages with embedded videos and audios.
- ii. Animated 2D (level 2) scenario-based videos with characters (two or more).
- iii. Follow conversational pattern between the characters followed with infographics, or text animation, and similar.
- iv. Use English-ONLY dialogues or onscreen text for readability, conversations, and similar.

F. Seek regular feedback and incorporate NHAs and the project team's input.

G. Finalisation of module for use:

- i. Presentation of the finalized modules to the Capacity Building division head of NHA and IGUHC team.

In addition, if required, the development agency shall also have to conduct voice-over translation in Hindi and other Indian Languages.

Timelines and Milestones of the assignment:

The start date for each commissioned module may vary as per the requirement. **The agency will be expected to complete the module during the tenure of the contract as per the timeline mentioned in work order. The deliverables for the assignment would be finalized modules which should be acceptable to NHA and IGUHC.**

The milestones and deadlines for each commissioned module are described below for guidance purpose:

Milestone for each module	Deadline/place/person responsible
Module wise plan and structure (including style sheet)	Within 2 days of inception meeting
Story boards and screen play for all interactive modules based on content provided and as per the approved module plan	Within 20 days of inception meeting
1 st draft version of the e-learning identified modules for review of NHA team	Within 35 days of inception meeting
Revised 2 nd draft versions for all modules (draft with the iterations suggested by NHA team for further review)	Within 44 days of inception meeting
Final versions of Modules (final version of the module in English)	Within 60 days of inception meeting

Period of assignment: From **March 2023 to December 2023**.

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. The bidder is required to submit the following information and documentation:

Proposed Plan and Approach: The Technical proposal shall describe how the bidder intends to carry out the Terms of Reference as stated in Chapter 2. It should be concise, specific, complete, and demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. It must demonstrate the bidder's eligibility, as well as their capabilities and expertise in conducting each step of the activity. Bidders shall include only information necessary to provide a clear understanding of the proposed action and the

justification for it. Greater detail than necessary, as well as insufficient detail, may detract from a proposal's clarity.

Other specific requirements

- Agency must follow NHAs and GIZ branding guidelines unless specified.
- The agency is expected to guarantee the overall quality and accuracy of work processes and outputs. All necessary rounds of review with the IGUHC project and NHA team must be done.
- The agency shall integrate the feedback received to meet the quality expectations. Materials produced by the agency shall be acceptable to IGUHC/ GIZ, the agency may be required to submit more than one version if quality standards are not met.

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

- Detailed Work Plan
- Story Board
- Final Module in English and Hindi (if required)

4. Criteria for Eligibility of firms

(Please refer "Grid for Assessing eligibility of consulting firm for details & Annex A of Bidding Condition for documentary evidence)

- The company must be legally registered in India
- The company should have minimum average annual turnover of at least ₹ one crores /112,500 euros in past three FYs, immediately preceding to the date of submission of the proposal.
- The Company must have at least 10 employees & managers for the past three calendar years.
- The company must have 05 reference projects in the technical field of digital content development, media and communication covering public health, social security, high level events, humanitarian, and development subjects and 02 reference project in last 03 years with a minimum commission value of INR 623,000 (Euro 7000)
- Agency approach to e-learning/ digital content development
- Experience of working with GIZ
- Experience of working on project related to Public health, social security, high level events, life sciences, humanitarian, skill development
- Experience of working on developing digital content development, media, and communication
- Experience of development projects (ODA financed)

4A. 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.

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
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training (2.1.1): Post Graduation in instructional design, digital content development, media and communication or any other related fields
- Language (2.1.2): Good business language skills in English & Hindi
- General professional experience (2.1.3): 10 years of overall professional experience instructional design, digital content development, media and communication or any other related fields
- Specific professional experience (2.1.4): 5 years in health research, social security, life sciences, humanitarian, Skill development and development sector projects
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 3 years of experience in projects in projects in India

Expert 1 Instructional design expert

Tasks of expert 1

- Review of the raw content provided and further understanding the training needs and objectives of the content
- Fulfil the overall responsibility for the assignment, in terms of quality assurance and fulfilment of deadlines
- Coordinating and ensuring communication with the IGUHC project and NHA

Qualifications of expert 1

- Education/training (2.2.1): Post Graduation in instructional design, digital content development, media and communication or any other related fields.
- Language (2.2.2): English & Hindi
- General professional experience (2.2.3): 5 years of overall professional experience in instructional design, digital content development, media, and communication.
- Specific professional experience (2.2.4): 3 years of professional experience in instructional design, digital content development, media and communication for health, social security, life sciences, humanitarian, and development sector projects

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

Expert 2 Content Development Expert

Tasks of expert 1

- Translating the technical content and concept into a creative and engaging AV modules
- Implementation of all pre-production, production, post-production and editing processes for digital content
- Creative concept and script development

Qualifications of expert 1

- Education/training (2.2.1): Degree in digital content development, media and communication or related fields
- Language (2.2.2): English & Hindi
- General professional experience (2.2.3): 5 years of overall professional experience in, digital content development, media, and communication
- Specific professional experience (2.2.4): 3 years of professional experience in instructional design, digital content development, media and communication for health, social security, life sciences, humanitarian, and development sector projects

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

The bidder should submit their most competitive and complete financial proposal in the attached Financial Proposal template as annexure A. All costs must be stated in Indian National Rupee (INR). The financial proposal should include the costs for all items as per scope of work, inclusive of transportation and supervision and completion of work.

Payment Schedule: It will be mentioned in Work Order and will as per individual module.

6. Inputs of GIZ or other actors

- GIZ shall provide available presentations, videos, guidelines and documents developed on the thematic module, its relevance to the scheme and the involved stakeholders for the identified thematic areas.

- GIZ will coordinate support from NHA for any required support from the respective teams
- GIZ will provide feedback on the Module wise plan, structure, story boards, screen play and e – learning modules.

7. Evaluation Criteria

- The Evaluation Criteria based on which evaluation of technical proposals of the Bidders shall be carried out as per the technical assessment grid.
- The agency shall be empanelled taking into account the evaluation of the technical and financial proposal.
- The score obtained in the evaluation of technical proposal shall form basis for opening financial proposal.
- Proposals securing minimum 70 Points in Technical proposal evaluation, shall be considered for financial and combined evaluation.
- During financial evaluation it shall be examined whether the bidder has accounted for costing of all the expert / staff deployment as planned in technical proposal.
- GIZ will award the Work Order/ TOR to the two bidder whose quotation has been determined to be substantially responsive to this Request for Quotation (RFQ) and who has offered the lowest evaluated price, provided further that the bidder has the capability to carry out the work/service effectively as per Purchase Order/Work Order/TOR.
- IGUHC has its discretion to award the Work Order according to the identified module to any of the finalized empanelled agency.

NOTE: GIZ reserves the right to reject proposals that do not meet eligibility or proposal submission requirements (as detailed above) without further notice to the bidders. Issuance of this RFP does not constitute a commitment on the part of GIZ nor does it commit GIZ to pay for the costs incurred in submission of proposal. Further, GIZ reserves the right to negotiate separately with a bidder, if such action is considered to be in the best interest of GIZ .

Contracting & Further Allocation of Work.

1. Post tendering, GIZ will be identifying **two agencies** based on evaluation criteria mentioned above. GIZ will enter into Master Framework Agreement with these two agencies separately and individual service level agreement/work order will be given based on module assigned to them.
2. As this is a rate contract, quantity of work is not provided in this document. GIZ will provide Work Order specifying quantity, delivery period and other details to empanelled service provider wherever required. Service provider shall comply with all work orders.
3. Work Orders will be issued by GIZ at its sole discretion taking into account factors such as location, capacity and urgency of work. Decision to issue Work Order to any

empanelled vendor is at sole discretion of IGUHC, no submission/representations in this regard will be entertained from other empanelled contractors.

4. If the agency is unable to carry out work in stipulated timelines or quantity in writing (as mentioned in Work Order) GIZ, reserves a right to bifurcate the work and distribute amongst empanelled vendors.
5. Work Order issued by IGUHC is binding and failure to comply with the same will be treated with penalty as mentioned in point 4 of this section. This shall be applicable in the event all of the agency amongst the empanelled agency shows inability of executing the Work Order.

8. 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 must be drawn up in English (language).

The complete bid shall not exceed 20 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 2 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 one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.