

Terms of Reference (ToR) for the procurement of services below the EU threshold value/Framework agreement

CONFIDENTIAL

Project title:	Processing
Country Office	number/cost centre:
Country:	Framework
India	Tender number:
Works/services put out to tender:	
Framework Contract Design	

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0. List of abbreviations

AVB	General Terms and Conditions of Contract for supplying services and work
DC	Development cooperation
IC	International cooperation
ToR	Terms of reference
TL	Team leader

1. Context and general information

1.1. About the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH operates worldwide and supports the German Government in achieving its objectives in the field of international cooperation for sustainable development. For many decades, it has implemented projects and programmes in different thematic areas throughout the world. It does this primarily on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), but also for other federal ministries and the European Commission.

GIZ also works with other international development agencies, financing institutions and partner-country governments.

1.2. Context

For more than 60 years, GIZ has been working in India in close cooperation with government partners, organisations, and communities to support sustainable development and inclusive growth. Today, GIZ India is active across 31 states and union territories, with a portfolio of around 80 projects covering four thematic areas, namely energy, sustainable urban development, environment, and social and private sector development.

Communication is an integral part of this work. It helps inform stakeholders and the wider public about project activities and results, raise awareness of key development issues, and communicate the value and impact of Indo-German development cooperation. As part of these efforts, GIZ India develops a wide range of communication materials, including factsheets, reports, publications, standees, backdrops, and other print and digital products.

Given the breadth and diversity of its portfolio, GIZ India requires communication materials that are visually compelling, clear, and fit for purpose, while maintaining a coherent and recognisable visual identity across projects and thematic areas. At the same time, all materials need to comply with the applicable GIZ corporate design guidelines and relevant requirements of the commissioning parties.

To support the consistent, high-quality development of such communication materials, GIZ India intends to establish a framework contract with a qualified design service provider. The framework contract will enable GIZ to access professional design services on an as-needed basis, across a range of communication products, formats, and thematic areas.

1.3. Subject of the tender procedure

The purpose of this tender procedure is to conclude a framework agreement in design services by qualified experts during the term of the agreement. The aim is to include several contractors under a single framework agreement (referred to as a pool of contractors).

2. Objectives and content

2.1. Scope of work

The contractor shall provide professional graphic design and visual communication services to GIZ India and its projects on an as-needed basis throughout the duration of the framework contract. The services will cover the conception, design, adaptation, and finalisation of a range of communication materials for print and digital use. A detailed list of communication materials currently foreseen is provided in annex 1. This list is indicative and non-exhaustive and may be revised or expanded in response to emerging communication needs and requirements.

The specific services and deliverables will be commissioned by GIZ through individual requests. Depending on the requirements of each assignment, the contractor may be expected to undertake the following tasks:

2.1.1 Design and development of communication materials

The contractor shall develop creative, clear, and audience-appropriate design solutions for a range of communication products, which may include, but are not limited to:

- Factsheets, brochures, flyers, and leaflets
- Reports, publications, and other knowledge products
- Presentations and other digital communication materials
- Standee designs, backdrops, banners, and other event materials, such as wall panels and stall layout designs
- Infographics, data visualisations, and illustrations
- Coffee table books and notebooks
- Table and wall calendars
- Social media visuals
- Other creatives, such as puzzles, graphic novels, cutout games
- Adaptation of existing designs into different formats, sizes, or communication channels

The contractor shall ensure that the design approach is appropriate to the purpose, target audience, content, and intended medium of each product.

2.1.2 Creative development and visual concepts

The contractor shall develop initial creative concepts and visual approaches based on the communication objective, key messages, target audience, and content provided by GIZ and in line with GIZ's visual language. This may include recommendations on layout, typography, colour, imagery, iconography, illustrations, and data visualisation.

At least three distinct initial design concepts shall be presented to GIZ for consideration. Where appropriate, the contractor shall provide alternative design options and incorporate GIZ's feedback into the selected concept.

2.1.3 Application of corporate design requirements

All designs shall comply with the applicable GIZ corporate design guidelines and, where relevant, the branding and visibility requirements of the respective commissioning partners.

The contractor shall ensure consistent application of logos, colours, typography, imagery, layouts, and other relevant visual identity elements across all deliverables.

The contractor shall also ensure that designs remain visually consistent across different formats and communication products, particularly where several materials form part of the same campaign, event, publication, or communication package.

2.1.4 Adaptation, production, and final artwork

The contractor shall prepare final artwork for the intended production or publication format. Depending on the assignment, this may include:

- Preparing print-ready files according to the technical specifications of the selected printer or production agency. Where required, the contractor shall closely coordinate with the contracted printing agency to ensure that the final product meets the required technical specifications and achieves the highest possible quality
- Preparing files optimised for digital use and online publication, for example on websites and social media
- Adapting master designs into multiple formats and sizes
- Incorporating approved text, images, illustrations, charts, tables, and other content elements
- Ensuring the technical and visual quality of final files prior to submission

The contractor shall coordinate with GIZ and/or external production agencies to ensure that designs are technically suitable for printing, production, or digital publication.

2.1.3 Review and revision process

The contractor shall work closely with the designated GIZ focal point throughout each individual assignment. GIZ will provide the relevant content, communication objectives, corporate design requirements, and other available inputs necessary for the assignment.

Based on the agreed brief, the contractor shall develop the first design proposal within the timeline agreed for the respective assignment. GIZ will review the proposal and provide consolidated feedback. The contractor shall incorporate the feedback and submit revised versions for approval.

The number of design iterations and the final delivery timeline will be agreed for each individual assignment, depending on its complexity and scope.

All communication materials need to be approved by the PR Desk of GIZ India.

2.1.4 Coordination and quality assurance

The contractor shall nominate a designated point of contact who will coordinate assignments, manage timelines, and ensure quality and consistency across deliverables.

For each assignment, the contractor shall:

- Clarify the brief and confirm the required deliverables and timelines with GIZ;
- Identify any missing information or design-related requirements at an early stage;

- Propose an appropriate design approach based on the intended audience and communication objective;
- Maintain consistency across related communication products;
- Ensure that all deliverables meet agreed quality standards and applicable corporate design requirements; and
- Deliver editable source files together with final files in the formats specified by GIZ.

Inputs and responsibilities

GIZ will provide the contractor with the available content and relevant background information required for each assignment, including, as applicable, text, data, images, logos, corporate design guidelines, project information, and communication objectives. GIZ will also provide consolidated feedback and approve the final deliverables.

The contractor will be responsible for the professional design and visual execution of the materials, including the appropriate structuring and presentation of the content within the agreed scope.

Where third-party materials such as photographs, illustrations, icons, fonts, or other licensed assets are proposed, the contractor shall clearly indicate any associated licensing requirements and obtain GIZ's prior approval before procurement or use. Any such costs shall be included in the lump sum agreed for the respective assignment and shall not be charged separately to GIZ.

Deliverables and timelines

The specific deliverables, formats, milestones, and deadlines will be defined for each individual assignment under the framework contract. Depending on the assignment, these may include:

- Initial creative/design concept;
- First design draft;
- Revised design based on consolidated GIZ feedback;
- Final approved design;
- Print-ready and/or digital-ready files; and
- Editable source files and other relevant production files.

The contractor shall adhere to the agreed timelines for each individual assignment. For time-sensitive communication materials, including event-related products, GIZ may specify accelerated delivery schedules at the time of commissioning.

All final materials shall be handed over to GIZ in the agreed final format as well as in fully editable source-file formats.

Use of Artificial Intelligence (AI)

The contractor shall use AI-based tools only with the prior agreement of GIZ. Any use of AI in the development of a deliverable shall be declared to GIZ and made fully transparent, including the purpose and extent of its use. Under no circumstances shall the contractor enter GIZ logos, logos of commissioning parties and implementation partners, names, personal data, confidential information, project-related sensitive information, or any other protected content provided by GIZ into AI tools. Any approved use of AI shall comply with applicable data

protection, confidentiality, intellectual property, copyright, and licensing requirements. The contractor shall remain fully responsible for the quality, accuracy, originality, and appropriate use of all AI-assisted outputs. Any content generated or substantially assisted by AI shall be clearly identified with an appropriate disclaimer.

Duration and place of service

The services shall be provided throughout the duration of the framework contract, as specified in the contract. Assignments may be carried out from Delhi, India. GIZ will not provide office premises or cover travel costs. Coordination and communication will take place primarily through digital means, complemented by up to two in-person meetings during each individual assignment. Additional in-person meetings may be agreed for individual assignments where required.

The framework contract does not guarantee a minimum volume of assignments. Individual services will be commissioned by GIZ as required and within the scope and conditions of the framework contract.

A list of tentative requirements for the next two years can be found in Annex 1.

2.2. Term

The activity is planned for the period from November 2026 to November 2028.

There is a subsequent option of extending the framework agreement two times, in each case for one year.

The contract will be initially for two years and will be renewed for further period of two years keeping in view the satisfactory performance and continued need for the same services. In event of non-performance/unsatisfactory services the contract can be terminated by giving one month notice.

Each extension shall be affected by written notification to the contractor prior to the expiry of the contractual term.

2.3. Scope of the contract/detailed information on the individual lots

This is merely an estimate; the actual call-off amounts may vary from year to year. There is no entitlement to call-offs in the stated order of magnitude, and the maximum amounts do not constitute minimum purchase commitments. A detailed overview of the estimated requirements can be found in Annex 1.

2.4. Quality assurance during the term

At the beginning of the term of the framework agreement, GIZ and all selected contractors attend a virtual '**kick-off meeting**', which lasts no more than 60 minutes.

Additionally, all contractors take part in a bi-annual discussion. In addition to quality assurance, this also serves to exchange information between GIZ and the contractors, clarify open points regarding the provision of services and as an opportunity for the contractor's professional development.

These formats are **not remunerated**. The 'kick-off meeting' is for the purpose of onboarding, and participation is a prerequisite for the first assignment.

3. Eligibility Requirements

Bidders must meet following criteria to participate in the tender process

I. Commercial Eligibility

- Bidder must be registered entity of India
- Must share compliance declaration as per document 4.1
- Must submit legal registration of the firm
- Must have average turnover of 50.000 Euros in the last three financial years.
- The average no. of employees and manager in the past three calendar years must be 5.

II. Technical Eligibility Assessment

- The bidder must submit one reference project in the technical field of design and development of communication materials such as wall calendars, reports/manuals, newsletters, posters, brochures, infographics and social-media/digital communication materials.

III. Weighted Criteria

1. **Technical Experience-** In Illustration, Data Visualisation, Typography, Digital design and Layout Composition.
2. **Regional Experience – in India**
3. **Experience of Development Projects**

Please submit documentary evidence of all criteria provided above. For details, kindly refer Annex of Bidding condition document.

4. Concept design

Tenderers are required to show in their tender how they will achieve the objectives defined in Section 2 (objectives and content), where appropriate with due regard for additional methodological requirements (technical-methodological design). In addition, tenderers must set out how they will project manage the delivery of services.

Technical-methodological design

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 Section 2 objectives and content) (1.1.1). Next, the tenderer must present and justify the explicit strategy with which they intend to provide the services for which they are responsible (see Section 2 objectives and content). In particular, the tenderer shall demonstrate how they will ensure the efficient coordination and management of multiple assignments running in parallel, while maintaining consistently high standards of quality, creativity, responsiveness, and adherence to agreed timelines. (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 should outline the proposed workflows, allocation of resources, quality assurance mechanisms, and communication processes for managing concurrent assignments.

The tenderer is required to present and explain its approach to **Steering** the quality assurance with the project partners (1.3.1) and its contribution to the **Communication Efforts of GIZ India (1.3.2)**.

The tenderer is required to describe the key **Processes** for the services for which it is responsible and produce an **Operational Plan (1.4.1)** that describes how the services according to Section 2 (objectives and content) are to be provided. In particular, the tenderer is required to describe the necessary work steps and take account of the milestones and **Contributions** of other actors (partner contributions) in accordance with Section 2 (objectives and content) (1.4.2).

Under **Learning and Innovation**, the tenderer is required to describe its contribution to knowledge management for GIZ and to promoting scaling-up effects (1.5). The tenderer should explain how learnings and good practices from individual assignments can be captured and applied across different projects and communication products, while ensuring consistency with GIZ's corporate design requirements. Additionally, the tenderer should demonstrate how they will contribute to the identification and application of new design approaches, formats, tools, and trends that can enhance the quality, accessibility, and effectiveness of GIZ's communication materials.

Project management of the contractor (1.6)

The tenderer is required to explain its approach to and procedures for coordination with the GIZ project. In particular, the project management requirements specified for contractors in Section 2 (objectives and content) must be explained in detail (1.6.1).

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all of the experts proposed in the tender; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule. The plan shall also clearly demonstrate how the tenderer intends to manage and coordinate multiple assignments running in parallel, including the allocation of sufficient personnel and resources to ensure timely delivery and consistently high-quality results across all assignments (1.6.2).

Further requirements (1.7)

The tenderer shall provide a **brief description** of its proposed visual language for the design services under the framework contract. The proposal should demonstrate the tenderer's understanding of the desired visual direction, including the intended look and feel, use of typography, colour, imagery, graphic elements, and overall visual style.

To illustrate this approach, the tenderer shall submit **two simple sketches** of a design product of its choice (e.g. cover page of a publication, data visualisation, infographic, etc). The sketches are not expected to be fully developed designs but should demonstrate the tenderer's creative thinking and understanding of the desired visual direction of GIZ India.

In addition, the tenderer shall submit **three photographs** that, in its view, represent Indo-German development cooperation. The selection should demonstrate the tenderer's understanding of the themes, values, and visual narratives associated with Indo-German development cooperation.

Moreover, the contractor shall submit **three representative samples** of previous design work that demonstrate the quality, creativity, and range of its design capabilities and are relevant to the services required under this framework contract.

5. HR concept

The tenderer is required to supply personnel who, with regard to the range of tasks involved and the necessary qualifications, as evidenced in the corresponding CVs, are suited to filling the positions described (see Section 8).

The qualifications mentioned below correspond to the requirements for achieving the highest number of points in the technical assessment.

Team leader

Tasks of the team leader

The Team Leader shall be the primary point of contact for GIZ and shall be responsible for the overall coordination, quality assurance, and timely delivery of services under the framework contract. The Team Leader shall:

- Coordinate and manage all assignments commissioned under the framework contract, including multiple assignments running in parallel.
- Serve as the main point of contact between the contractor and GIZ and ensure clear and timely communication throughout each assignment.
- Review and clarify design briefs, communication objectives, target audiences, content, formats, and timelines with GIZ.
- Lead the development of creative concepts and ensure that design solutions are appropriate to the communication objective and target audience.
- Ensure consistent application of GIZ corporate design guidelines and, where applicable, the branding and visibility requirements of commissioning partners.
- Coordinate the work of other designers, illustrators, layout specialists, or other experts involved in individual assignments and ensure effective allocation of resources.
- Establish and monitor workflows, timelines, milestones, and internal quality assurance processes to ensure timely delivery of all assignments.
- Present design concepts and drafts to GIZ and coordinate the incorporation of consolidated feedback.
- Ensure that final deliverables meet the agreed creative, technical, and production requirements.
- Coordinate with printing and production agencies, where required, and ensure that designs are technically suitable for production.
- Ensure the systematic handover and proper organisation of editable source files, final artwork, and other relevant production files.
- Ensure that any use of AI tools complies with the requirements agreed with GIZ, including transparency and applicable data protection, confidentiality, copyright, and intellectual property requirements.

- Provide creative and technical guidance to the design team and contribute to continuous improvement of visual communication approaches across assignments.

Qualifications of the team leader

- Education/training (2.1.1): A master's degree or equivalent qualification in graphic design, communication design, visual communication, media design, art direction, or a related field.
- Language (2.1.2): Language skills at C2-level in English and Hindi.
- General professional experience (2.1.3): At least 15 years of professional experience in graphic design and visual communication, preferably with experience in institutional, development cooperation, public-sector, or international organisation contexts.
- Specific professional experience (2.1.4): At least 15 years of professional experience in developing a wide range of communication materials for both print and digital media, including publications, reports, factsheets, presentations, infographics, event materials, and digital assets; strong knowledge and practical experience in applying corporate design and visual identity guidelines; pre-press requirements, and coordination with printing agencies
- Development cooperation (DC) experience (2.1.7): At least 5 years of experience in assignments related to DC or International Cooperation (IC)
- Other (2.1.8): Demonstrated experience in developing creative concepts and translating communication objectives and complex content into clear and engaging visual communication with excellent knowledge of relevant professional design software and tools, including the Adobe Cloud

Key expert

Tasks of key expert

The Key Expert shall support the Team Leader in the development and delivery of design assignments under the framework contract. Depending on the requirements of individual assignments, the Key Expert shall:

- Develop creative and visually compelling design solutions based on briefs, communication objectives, target audiences, and content provided by GIZ.
- Design and adapt a range of communication materials for print and digital media, including publications, reports, factsheets, brochures, presentations, infographics, standees, backdrops, banners, and social media assets.
- Develop layouts, graphic elements, illustrations, icons, data visualisations, and other visual elements as required.
- Apply GIZ corporate design guidelines consistently across all assigned materials and ensure compliance with relevant branding and visibility requirements.
- Adapt existing designs and templates to different formats, sizes, languages, and communication channels while maintaining visual consistency.
- Prepare design drafts and alternative options for review by GIZ and incorporate consolidated feedback into subsequent versions.
- Prepare final artwork and production-ready files in accordance with the technical specifications of the intended medium.
- Coordinate with the Team Leader and, where required, printing or production agencies to ensure the technical and visual quality of final products.
- Maintain and organise editable source files and ensure their proper handover to GIZ upon completion of assignments.
- Ensure accuracy, consistency, and attention to detail in all design outputs, including typography, formatting, images, charts, logos, and other visual elements.

- Support the Team Leader in managing multiple assignments in parallel and meet agreed deadlines and quality standards.
- Contribute to the continuous improvement of visual communication approaches and share relevant design trends, tools, and good practices with the project team.

Qualifications of key expert

- Education/training (2.1.1): A university degree or equivalent qualification in graphic design, communication design, visual communication, media design, art direction, or a related field.
- Language (2.1.2): Language skills at C2-level in English and Hindi.
- General professional experience (2.1.3): At least 8 years of professional experience in graphic design and visual communication, preferably with experience in institutional, development cooperation, public-sector, or international organisation contexts.
- Specific professional experience (2.1.4): At least 8 years of professional experience in developing a wide range of communication materials for both print and digital media, including publications, reports, factsheets, presentations, infographics, event materials, and digital assets; strong knowledge and practical experience in applying corporate design and visual identity guidelines; pre-press requirements, and coordination with printing agencies.
- Development cooperation (DC) experience (2.1.7): At least 3 years of experience in assignments related to DC or IC.
- Other (2.1.8): At least 7 years of professional experience in developing creative concepts and translating communication objectives and complex content into clear and engaging visual communication with excellent knowledge of relevant professional design software and tools, including the Adobe Cloud.

Soft skills of team members

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

- Team skills
- Personal initiative
- Communication skills
- Socio-cultural skills
- Partner- and client-orientation, efficient work approach
- Interdisciplinary thinking

Short-term expert pool with a minimum of 2 and a maximum of 5 experts

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, Section 8 Requirements on the format of the tender) for the assessment.

Tasks of the short-term expert pool 1

The Short-Term Expert Pool shall provide specialised design and visual communication expertise on an as-needed basis, depending on the specific requirements of individual assignments. Experts from the pool may be engaged for assignments that require specialised skills, additional capacity, or specific technical expertise beyond the core team. Depending on the assignment, tasks may include:

- Provide specialised expertise in areas such as illustration, infographics, data visualisation, information design, digital design, animation, photography, typography, or other relevant design disciplines.
- Develop specific creative concepts, visual elements, or design components as requested by GIZ.
- Support the development and adaptation of communication materials across different formats, media, languages, and target audiences.
- Create high-quality illustrations, icons, diagrams, maps, infographics, charts, or other visual assets based on content and data provided by GIZ.
- Support the design and production of complex publications, reports, campaigns, events, and digital communication products where specialised expertise is required.
- Adapt and optimise existing designs for specific technical requirements, platforms, formats, or production processes.
- Provide additional design capacity during periods of high workload and support the core team in managing multiple assignments in parallel.
- Coordinate closely with the Team Leader and Key Expert to ensure consistency with the agreed visual language, GIZ corporate design guidelines, and the overall communication objectives of each assignment.
- Participate in review and feedback processes and incorporate consolidated feedback from GIZ into assigned deliverables.
- Prepare final and, where required, editable source files in the formats specified by GIZ.
- Coordinate with printing, production, digital, or other external service providers where relevant to the specific assignment.
- Contribute relevant specialist knowledge, new approaches, tools, and good practices to strengthen the overall quality and innovation of GIZ's visual communication.

The composition and deployment of the Short-Term Expert Pool may vary according to the requirements of individual assignments. The contractor shall ensure that experts assigned from the pool have the relevant qualifications, experience, and availability required for the specific task.

Qualifications of the short-term expert pool

- Education/training (2.6.1): A university degree or equivalent qualification in graphic design, communication design, visual communication, media design, art direction, or a related field.
- Language (2.6.2): Language skills at C2-level in English and Hindi.
- General professional experience (2.1.3): At least 10 years of professional experience in graphic design and visual communication, preferably with experience in institutional, development cooperation, public-sector, or international organisation contexts.
- Specific professional experience (2.1.4): At least 10 years of professional experience in developing a wide range of communication materials for both print and digital media, including publications, reports, factsheets, presentations, infographics, event materials, and digital assets; strong knowledge and practical experience in applying corporate design and visual identity guidelines; pre-press requirements, and coordination with printing agencies.
- Development cooperation (DC) experience (2.1.7): At least 2 years of experience in assignments related to DC or IC.
- Other (2.1.8): At least 7 years of professional experience in developing creative concepts and translating communication objectives and complex content into clear and engaging

visual communication with excellent knowledge of relevant professional design software and tools, including the Adobe Cloud.

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

Technically qualified bidders may be call for a presentation during the tendering process.

6. Costing specifications

Contracts for works

The following basic calculations for the contract for works are a reference value based on the acceptance criteria for each partial work/milestone specified in Section 2 (Objectives and content).

Since the contract to be concluded is a contract for works, please offer your services at a lump-sum price.

In addition, the assessment of the financial bid is also based on the underlying daily rates. Please also provide the underlying daily rate. A breakdown of days is not required.

Deliverable	Unit/Rate	Estimated Quantity Nov. 2026-27	Nov. 2027-28	Format	Output Type
Wall calendar	Piece	2	1	6 x 4 feet (tbc)	Print ready/pdf
Table Calendar	Piece	2	2	tba / A5	Print-ready PDF
Backdrop	Piece	66	66	As per specific requirement	PDF standard and Print-ready PDF/PNG
Standeers	Piece	66	78	As per specific requirement	Print-ready PDF
Manual/ Report	Page	16 units with up to 100 pages each	14 units with up to 100 pages each	A4 / A5	PDF standard and Print-ready PDF

Coffee Table Book	Page	4 units with up to 100 pages each	6 units with up to 200 pages each	As per specific requirement	PDF standard and Print-ready PDF
Others, such as cubes, puzzles, graphic novels, games	Piece	8	6	As per specific requirement	Print-ready PDF
Notebook	Page	3 units with up to 300 pages each	3 units with up to 300 pages each	A5 / as per specific requirements mostly notebook pages without specific design	Print-ready PDF
Newsletter	Page	3 units with up to 50 pages each	5 units with up to 50 pages each	A4	Print-ready PDF
Docket folders	Piece	5	5	As per specific requirement	
Social Media Visuals (infographic, carousel, etc.)	Piece	81	64	As per platform requirements (mostly LinkedIn and YouTube)	PDF or JPEG or PNG (open file)
Presentation Deck	Slide	- Library of design icons 10 templates as per GIZ guidelines			PPT, JPEG/PNG

Publication and Report	Page	64 units with up to 150 pages each	69 units with up to 150 pages each	As per specific requirements	Print + Digital PDF
Flyers	Piece	30	31	As per specific requirements	Print + Digital PDF
Brochure	Page	46 units with up to 10 pages each	42 units with up to 10 pages each	As per specific requirements	Print + Digital PDF
Posters	Piece	44	60	As per specific requirements	Print + Digital PDF
Factsheet	Piece	28	29	DIN A4	Print + Digital PDF

7. Assignment planning and call-off contract award (Call off mechanism)

The contractors can be used multiple times during the term of the framework agreement. They are engaged by GIZ India as needed and exclusively in accordance with the criteria listed below. The call-off contract is issued in text form as soon as an assignment is required.

Call-off contracts are awarded based on a defined mechanism, referred to as the **cascading principle**. Under the cascading principle, call-off contracts are always awarded based on the cost-effectiveness of the tenders submitted by the contractors (ranked according to the overall evaluation of the competitive tenders).

The call-off contract is always offered to the first-ranked and thus most cost-effective contractor.

The offer for the call-off contract includes a deadline by which the contractor must accept the assignment (by email). The deadline is usually two days after the request has been sent. In individual cases, shorter or longer deadlines can be set, depending on the required delivery date. When the deadline expires or if the contractor rejects the assignment, it is offered to the next-ranked contractor.

This mechanism also applies if a call-off contract that has already been placed is cancelled and needs to be awarded again.

6.1 Pool of contractors

- The contracting authority intends to award the framework to more than one bidder.

- The total points obtained in the competitive tender will determine bidder rankings and the composition of the pool. The highest-ranked bidders will be included in the pool and awarded framework contracts.

8. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the design (Section 4) must match the weighted (i.e. not zero-rated) criteria in the assessment grid. 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 15 pages (excluding CVs). If any page limitation is exceeded, the content of the pages after the cut-off point will not be included in the assessment. Please submit references as mentioned under 1.7. Further Requirements as external content (links). Please identify the external content with its date of creation. This date may not lie outside the tender deadline.

The CVs of the personnel proposed in accordance with Section 5 of the ToR must be presented in the format prescribed in the tender conditions. The CVs must not exceed four pages each. They must clearly show the position and job the proposed person held in the reference projects and for how long. The CVs shall also be submitted in English language.

As the contract to be concluded is a contract for works, please offer a fixed lump-sum price for your services that covers all relevant costs (fees, software and copyright licenses, etc.). The financial bid is evaluated on the basis of the specified lump-sum price. In addition, please also provide the underlying daily rate. A breakdown of days is not required

9. Copyrights and Usage Rights

All intellectual property rights and copyrights in the materials, designs, concepts, layouts, illustrations, and other deliverables developed under the framework contract shall vest exclusively with GIZ upon full payment for the respective assignment. The contractor shall have no right to claim ownership of, or otherwise use, reproduce, modify, publish, distribute, or commercially exploit the deliverables without GIZ's prior written approval. The contractor shall ensure that all third-party materials incorporated into the deliverables are appropriately licensed for GIZ's intended use and shall provide the relevant licensing information upon request.

10. Annex

Annex 1: Estimated Design Requirements until November 2028