

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

CONFIDENTIAL

Development of Gender Transformative Approach (GTA) Strategy and 125 Gender Sensitisation Activities in Barabanki & Sitapur, Uttar Pradesh	Project number/ cost centre: G-012232-216
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0. List of abbreviations

AVB	General Terms and Conditions of Contract for supplying services and work
GTA	Gender Transformative Approach
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
KP	Knowledge Products
ToR	Terms of reference
ToT	Training of Trainers

1. General information

INTRODUCTION

Smallholder farmers in Uttar Pradesh, particularly those engaged in mint cultivation, face multiple economic and environmental challenges. Limited access to high-quality inputs, scientific farming techniques, lack of financial services, and markets has led to declining productivity and incomes. Climate change further exacerbates these issues, with unpredictable monsoons, prolonged dry spells, and depleting groundwater resources making farming increasingly unsustainable. As a result, agriculture is becoming less attractive, especially for the younger generation, threatening the long-term viability of farming communities. Building on these efforts, another project focusing on mint farming households that adopts a holistic approach to reduce the living income gap by integrating economic, social and environmental interventions. It empowers women through leadership development, entrepreneurship, and collective action while addressing systemic gender norms through sensitization and capacity-building efforts.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, under the develoPPP.de programme, is implementing two complementary projects in partnership with private sector companies to strengthen the resilience and sustainability of mint farming communities in Uttar Pradesh. The first, Building a Resilient Mint Supply Chain in India also known as Mint UP, is implemented in partnership with Symrise and Haleon that focuses on strengthening mint production systems, improving farmers' capacities and incomes, promoting climate-smart agricultural practices and strengthening social capital and market linkages through Farmer Producer Organisations (FPOs). The project also promotes women's economic opportunities through women-led enterprises and collective action with a holistic approach to improving the socio-economic and climate resilience of women and their households. The second, Shubh Samriddhi – Strengthening Women's Empowerment and Resilience in Mint Farming Communities, is implemented in partnership with Mars GmbH with a focus on expanding women's economic opportunities through women-led enterprises, strengthening women's participation and leadership in household, farming and community-level decision-making while also supporting Good Agriculture Practices and water conservation in agriculture.

The common objectives of these projects are:

- Strengthening economic opportunities through women-led enterprises and collective action.
- Promoting climate-smart agricultural practices to improve productivity and resilience.
- Increasing access to financial services, government schemes, and markets for rural households.
- Empowering women and households by tackling entrenched gender norms and supporting gender-transformative approaches.

Both the projects aim at improving the socio-economic and climate resilience of women and their households in selected regions of India's mint value chain. The assignment therefore requires a technically competent and contextually grounded agency capable of strengthening women's economic participation, leadership and ownership by capacitating and fostering gender-transformative change and supporting in creation of an enabling environment for their engagement in economic activities, household level decision-making and local governance processes.

The specific objectives of the assignment are to:

1. Strengthen women's agency and leadership by addressing restrictive gender norms and enabling their participation across household, economic and community spaces.
2. Enhance women's participation, ownership and leadership in livelihood and entrepreneurial activities to improve their economic empowerment and resilience.
3. Promote women's equitable participation in household and farming-related decision-making, including decisions related to agriculture, income utilisation and climate-resilient practices.
4. Strengthen women's participation and leadership in village-level planning, local governance and community decision-making processes.

The activities will be performed in both the projects that are based at Barabanki and adjacent blocks of Sitapur districts.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

1: Review and Analysis

- i. Review project documents, Gender Norms Study findings, Needs Assessment reports, and relevant programme documents.
- ii. Analyse key gender barriers, social norms, power dynamics, and opportunities influencing women's agency and economic participation.
- iii. Identify priority behavioural and social norm changes required at individual, household, and community levels.

2: Development of GTA Strategy

- i. Develop a comprehensive Gender Transformative Approach (GTA) Implementation Strategy aligned with project objectives.
- ii. Define pathways for promoting:
 - Joint household decision-making;
 - Shared responsibility for unpaid care and domestic work;
 - Women's participation in economic activities;
 - Women's leadership and agency;
 - Positive male engagement and allyship.
- iii. Develop stakeholder engagement and community mobilisation approaches.
- iv. Identify indicators and mechanisms for measuring behavioural and norm changes.
- v. Develop an implementation roadmap with timelines, milestones, and monitoring mechanisms.

3: Design of Sensitisation Framework and Implementation

- i. Develop a structured framework for conducting 125 gender sensitisation activities/events among target communities. 100 GTA activities to be performed in Shubh Samriddhi project and 25 to be performed in Mint-UP project region.
- ii. Design activity modules and facilitation guides for:
 - Gender champion initiatives;
 - Community dialogues;
 - Couple engagement sessions;
 - Street theatre/puppet show/wall-painting and folk media activities;
 - Awareness campaigns and village-level events;
 - Engagement with community leaders and influencers.
- iii. Develop communication and IEC concepts/messages to support behaviour change objectives.
- iv. To nurture and develop 250 Women Gender Champions and from 250 Champion households after completion of 125(100+25) GTA activities through following activities:
 - Awareness campaigns and village-level events;
 - Engagement with community leaders and influencers.
 - Street theatre/ puppet show and folk media activities;
 - Community dialogues;
 - Gender champion initiatives;

4: Capacity Building Framework and Tool

- i. Develop training modules and facilitation manuals for building capacities of 250 farming households on GTA concepts.
- ii. Design practical and participatory GTA tools including:
 - Gender reflection exercises;
 - Household decision-making tools;
 - Gender action learning exercises;
 - Role-play activities;
 - Interactive games and simulations;
 - Household visioning and planning exercises.
- ii. Develop training materials and facilitator guides for field teams
- iii. Rolling out of module 1 focusing on gender awareness and sensitisation, gender norms, division of labour at the household level, equitable decision-making through

role-playing and gender reflection exercises to promote shared understanding and behavioural change among household members.

- iv. Rolling out of module 2 focusing on women's economic participation, shared responsibilities for reproductive and domestic work, household visioning and planning, gender audits by households, and action-learning exercises to strengthen women's agency and participation in economic empowerment.

Contractor in addition to above technical tasks, has to perform following measures as well.

- The contractor is responsible for selecting, preparing, training and steering the short and long-term experts assigned to perform the advisory tasks.
- The contractor provides equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
- The contractor reports regularly to GIZ in accordance with the current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

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

- Inception report
- Contributions to reports to GIZ's commissioning party
- Brief quarterly or half-yearly reports on the implementation status of the project
(5-7 pages)

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones / Process Steps / Partial Services	Timeline (from award of contract)
a. Inception report detailing implementation plan, review framework, workplan, community engagement timeline.	Until 1 st week from award of contract
b. Review and analysis of Gender Norms and Need Assessment findings including identification of key gender barriers, social norms, behaviour change opportunities, and target audiences	Until 2 nd to 4 th week from award of contract
c. Draft Gender Transformative Approach (GTA) Activities Implementation Strategy including, behaviour change pathways/community engagement framework, monitoring indicators and implementation roadmap	Until 5 th to 9 th week from award of contract
d. Validation workshop with project stakeholders and submission of Final GTA Implementation Strategy incorporating feedback.	Until 11 th week from award of contract
e. Development of GTA implementation package, including facilitator manuals, training modules, household dialogue tools, gender reflection exercises, games, practical exercises, gender champion guidelines, street play/theatre, puppet show concepts and IEC materials.	Until 12 th to 16 th week from award of contract

h. Implementation of the <u>first phase of sensitisation activities</u> and household-level interventions, covering approximately 50 sensitisation events and 50 farming households	16 th to 23 rd weeks from award of contract
i. Progress Review Report documenting implementation status, challenges, lessons learnt and recommendations for strengthening delivery.	Until 24 th weeks from award of contract
j. Technical support for implementation of <u>the second phase of interventions, ensuring cumulative coverage of approximately 85 sensitisation events</u> and 85 farming households	From 25 th – 30 th weeks
k. Mid-course reflection and learning workshop to review progress, assess effectiveness of GTA tools, and identify necessary adaptations	By 32 nd week from inception of the contract
l. Technical support for completion of <u>all 125 sensitisation activities/events and capacity building of 125 farming households</u> , mentoring of facilitators and Gender Champions	From 33 rd - 39 th weeks from inception of the contract
f. Identification of Gender Champions and community influencers, preparation of community engagement plans, mobilisation, nurturing of Gender Champions and community influencers through two training modules	Parallely with on-going activities. 40 th to 47 th weeks from inception of contract
m.(i) Documentation of case studies, good practices, behavioural changes, and lessons learnt from implementation in form of audio-visual testimonials, story of change, case studies of champions in audio- video format, snapshots of events among others.	By the 49 th weeks from inception of the contract
m.(ii) Organising a community event to celebrate, gender household champions, individual gender champions through different activities performed by them.	By the 52 nd week from the inception of the contract
n. Endline assessment of GTA interventions, including assessment of changes in gender attitudes, household decision-making, women's participation, and engagement of male household members	From 52 nd week to 54 th week from the inception of the contract
o. Final Report including implementation achievements, outcome analysis, sustainability recommendations, and roadmap for continued GTA integration	By 58 th week from the inception of the contract

3. Period of assignment:

November 2026 to 15th December 2027

4. Place of assignment:

Project areas of Barabanki & Sitapur(field area) districts; and Lucknow(project office) in Uttar Pradesh

5. Concept

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

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

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

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

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

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

Project management of the contractor (1.6)

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

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all 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.

6. For Eligibility of Firms

Note: Bidders have to submit the documentary evidence for the criteria's specified below.

The Agency should have the following eligibility criteria to carry out the assignment:

- The agency must be registered as a national organisation or entity for at least 5 years.
- The agency must submit "compliance declaration" printed on company's letterhead, signed & stamped. Refer Annexure "Compliance declaration"
- Average annual turnover for the last three financial years should be at least Euro 100,000.
- The agency should have a minimum of 10 employees and managers for the past three

calendar years.

- The agency must have handled reference projects with minimum commission value of Euro 8,000, with at least 1 reference project in the technical field of gender equality, gender sensitisation activities with the rural communities.
- At least 05 years of experience in developing gender strategies, leading gender sensitisation campaigns, nurturing women/gender/community leaders.
- At least 07 years of experience in implementing projects involving community engagement, behaviour change communication and facilitation of gender sensitisation activities with rural communities.
- At least 07 years of experience of community mobilisation involving participatory rural appraisal and other interactive tools.
- At least 05 years of experience of designing IEC materials, training modules and capacity-building tools for gender sensitisation/empowerment.
- At least 05 years of experience in conducting assessments; audio-video documenting lessons, developing case studies and knowledge products
- The agency must have experience of project development/implementation that is aided by multilateral organisations or international agencies.

4A. Personnel concept

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

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

Team leader cum GTA Expert

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
- Technical lead for preparing the strategies and methodologies to achieve project goals and objectives.
- Provide guidance and recommendations to steer the project within the stipulated timelines and budgets.
- Ensure any feedback and observations from GIZ and stakeholders into project deliverables.
- Ensure adherence to administrative compliances of GIZ in a timebound manner.
- Lead internal knowledge management, streamline coordination and securing relevant data.
- Lead review and analysis of Gender Norms Study findings, Needs Assessment reports, and relevant programme documents
- Lead development of the Gender Transformative Approach (GTA) Strategy and implementation roadmap.
- Guide design of community engagement approaches, gender champion models, and household dialogue mechanisms.
- Provide technical oversight for development of training modules, facilitation manuals, and participatory GTA tools

- Provide technical mentoring during implementation of sensitisation activities and household-level interventions.
- Lead reflection and learning processes to assess effectiveness of GTA interventions and recommend adaptive measures.

Qualifications of the Team Leader cum GTA Expert

- Education/training (2.1.1): Post graduation in Development Studies/Rural Development/ Gender Studies / Anthropology/Public Policy or related discipline.
- Language (2.1.2): C1 proficiency in English and C1 in Hindi languages
- General professional experience (2.1.3): 10 years of professional experience in gender equality, social inclusion, women's empowerment, or community development programmes.
- Specific professional experience (2.1.4): 7 years of experience designing and implementing Gender Transformative approaches, gender mainstreaming strategies, social norm change interventions or behaviour change programmes with focus on women and marginalised communities.
- Leadership/management experience (2.1.5): 8 years of experience in management / leadership of projects related to women empowerment, gender equality.
- Regional experience (2.1.6): 5 years of experience in North India or similar socio-cultural contexts, preferably in Uttar Pradesh.

Key Expert 1: Social Behaviour Change Communication (SBCC) and Community Engagement Expert (01)

Tasks of SBCC and Community Engagement Expert

- Lead design and implementation of gender sensitisation framework and behaviour change communication approaches/strategy.
- Develop concepts for community dialogues, couple engagement sessions, awareness campaigns and village-level events.
- Design participatory GTA exercises including gender reflection tools, household decision-making exercises and role plays.
- Design street theatre, folk media and community mobilisation activities like audio-visual contents, scripts, communication products.
- Develop communication messages, IEC concepts and behaviour change campaigns.
- Support identification and mentoring of Gender Champions and community influencers.
- Develop training modules, facilitator manuals and capacity-building tools like household planning and visioning tools and others as required.
- Conduct orientation and training sessions for and Gender Champions.
- Provide technical mentoring during implementation of household-level interventions.
- Support adaptation of training materials based on field learnings.

Qualifications of SBCC and Community Engagement Expert

- Education/training (2.2.1): Postgraduate degree in Mass Communication, Social Work, Development Communication, Development Studies or related fields
- Language (2.2.2): B2 - proficiency in English and C1 in Hindi languages
- General professional experience (2.2.3): 7 years of professional experience in community mobilisation, communication or behaviour change programmes.

- Specific professional experience (2.2.4): 5 years of experience designing and implementing SBCC/BCC campaigns related to gender, women's empowerment or social development.
- Regional experience (2.2.6): 3 years of working experience in North India and 5 years in India.

Key Expert 2: GTA Facilitators (02)

Tasks of GTA Facilitators

- Facilitate sensitisation activities, community dialogues, awareness events, street theatre etc. and engagement meetings with target communities.
- Facilitate household-level GTA activities and practical exercises including gender reflection exercises, household decision-making tools and household action planning processes with project households.
- Support implementation of capacity-building activities and field demonstrations using GTA tools and methodologies.
- Provide regular mentoring and follow-up support to Gender Champions and participating households to encourage adoption of gender-equitable practices.

Qualifications of GTA Facilitators

- Qualifications (2.3.1): Master's in Rural Development, Social Work, Development Studies or equivalent disciplines
- Language (2.3.2): B2 - proficiency in English and C1 in Hindi languages
- General professional experience (2.3.3): 7 years of professional experience in training and capacity building.
- Specific professional experience (2.3.4): 5 years of experience developing training curricula and facilitating participatory learning processes with rural communities.
- Regional experience (2.3.6): 4 years of work experience in North India and 2 years of working in Uttar Pradesh is preferable.

Key Expert 3: Documentation Expert (01)

Tasks of Documentation Expert

- Develop indicators and tools for measuring behavioural and social norm change.
- Analyse progress, outcomes and behavioural change trends.
- Lead preparation of progress review reports and documentation of lessons learned and evidence generation.
- Lead audio-visual documentation of case studies, gender/household champion testimonials and other KPs as required.
- Ensure proper archiving and organising knowledge products developed and documentation materials.

Qualifications of Documentation Expert

- Qualifications (2.4.1): Postgraduate degree in Rural Development, Social Work, Mass Communication, Development Studies, or a related discipline.
- Language (2.4.2): C1 proficiency in English and C1 in Hindi languages

- General professional experience (2.4.3): 5 years of professional experience in documentation, knowledge management, communication, or development sector storytelling. Experience in developing Audio-Visual contents in the rural context preferable of women.
- Specific Professional Experience (2.4.4): 3 years of experience in developing case studies, success stories, learning documents, audio-visual products, or communication materials.
- Regional experience (2.4.6): 3 years of working experience in North India.

Key Expert 4: GTA Coordinators (02)

Tasks of GTA Coordinators

- Mobilisation and coordinate with stakeholders for sensitisation activities, community dialogues, awareness events, street theatre etc. and engagement meetings with target communities.
- Support identification, mobilisation, and engagement of Gender Champions, champion households and male allies.
- Ensure participation of women and male household members in GTA interventions and promote inclusive community engagement.
- Maintain records of activities, participant attendance, household engagement, and field observations.

Qualifications of GTA Coordinators

- Qualifications (2.5.1): Graduate in any discipline from recognised institute
- Language (2.5.2): B1 - proficiency in English and B2 in Hindi languages
- General professional experience (2.5.3): 3 years of experience in community mobilisation, rural development, livelihoods, gender, or social development programmes.
- Specific Professional experience (2.5.4): 2 years of experience facilitating community-level training, awareness campaigns, behaviour change interventions, or capacity-building activities with rural communities.
- Regional experience (2.5.6): 2 year of working experience in Uttar Pradesh

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 skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

7. Costing requirements

Assignment of personnel and travel expenses

Per diem allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable from the [German Federal Ministry of Finance – tax treatment of travel expenses and allowances for international business travel as of 1 January 2024/2025 \(GERMAN ONLY\)](#)).

Accommodation allowances are reimbursed as detailed in the specification of inputs below.

With special justification, additional Accommodation costs up to a reasonable amount can be reimbursed against evidence.

All business travel must be agreed in advance by the officer responsible for the project

Sustainability aspects for travel

GIZ has undertaken an obligation to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

CO₂ emissions caused by air travel must be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Team Leader cum GTA Expert	1	100	100	120 Number of days required during the assignment
SBCC and Capacity Building Expert	1	240	240	Number of days required during the assignment is 240 days across 14 months
GTA Facilitators	2	240	480	Number of days required during the assignment is 240 days across 14 months

Documentation Expert	1	200	200	Number of days required during the assignment is 200 days across 14 months
GTA Coordinators	2	280	560	Number of days required during the assignment (Approx. 20 days per month for 14 months)
Travel expenses	Quantity	Number per expert	Total	Comments
Per-diem allowance in country of assignment	54	4	216	Valid for for all experts except GTA Coordinators
Overnight allowance in country of assignment	18	4	90	5 overnight allowance, for 4 experts. For Valid for for all experts except GTA Coordinators
Transport	Quantity	Number per expert	Total	Comments
Domestic flights	5	4	20	Flights within the country of assignment during service delivery, with 5 round trips for 4 experts.
CO₂ compensation for air travel <i>Link to working aid and table for determining the budget and Guidance for GIZ service providers on avoiding, reducing and offsetting GHG emissions on setting the budget.</i>	5	4	20	A round trip totalling 20 air travels for 4 experts, 5 round trips per expert A fixed budget of EUR 1979 is earmarked for settling carbon offsets against evidence.
Travel expenses (train, car) • Train	18	4	72	4 Experts will take a to and fro train travel 9 times totalling round trips within the country of assignment.
• Car / Taxi	108	4	108	Local taxi will be provided for 4 experts.
• Local Travel (By Bike)	280	2	560	2 GTA Coordinators will be provided with travel for 280 days per person within country of assignment, field visits with Experts.
Other costs	Number	Price	Total	Comments

Puppet Show and Street Theatre Cost	125			For paying fee of artists and logistics arrangement (like tenting, food packets) for approx. 40-50 participants from project/non-project households
Training Charges	50			For logistical arrangement and food packets for training participants of Module 1 and Module 2

8. Inputs of GIZ or other actors.

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

- Arranging meetings with project partners.

9. 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 concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English only.

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToR must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 2 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English only.

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

After the services put out to tender have been completed, important elements of these tasks can be continued or extended. Specifically:

Type and scope

The contractor is responsible for providing the following optional services without any additional costs:

- Online / telephonic mentoring support on need basis by each short-term pool of expert to trainers and project staff for 3 months after the completion of this task
- Participation and presentation in project workshops / events at Lucknow to showcase the outputs of his assignment.
- Introducing the relevant ecosystem player(s) to enhance the achievement of project objectives