

Terms of reference (ToR) for the WhatsApp integration in niceSSM

WhatsApp integration in niceSSM	Project number/ cost centre: 14.0156.1-005.00
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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 References
niceSSM	Network for Information on Climate Ex-change for Sustainable Soil Management
ICT	Information and Communication Technology
ProSoil	Soil Protection and Rehabilitation for Food Security in India
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
BMZ	German Federal Ministry for Economic Cooperation and Development
NABARD	National Bank for Agriculture and Rural Development

1. Context

a. Brief information on the project

The initiative “One World, No Hunger” has been initiated by the German Federal Ministry for Economic Cooperation and Development (BMZ) in 2014. It addresses a wide variety of topics in the field of agriculture, food and nutrition security and rural development. The global programme “Soil Protection and Rehabilitation for Food Security” has been commissioned under this initiative and is implemented in five countries: Benin, Burkina Faso, Ethiopia, Kenya and India.

In India, the “Soil Protection and Rehabilitation for Food Security in India (Pro SOIL)” is integrated into the Natural Resource Management Portfolio of GIZ. The project, “Pro SOIL” aims to implement sustainable approaches to the protection and rehabilitation of degraded soils, including soil fertility, in selected areas of India. In total, an area of 43.000 ha which has previously been under watershed development programmes is being covered in the five districts of Maharashtra (Ahmednagar, Amravati, Dhule, Jalna and Yavatmal) and two districts of Madhya Pradesh (Balaghat and Mandla). Three NGOs, BAIF Research Development Foundation, Watershed Organization Trust (WOTR) and Foundation for Ecological Security (FES) are building the capacities of smallholder farmers to protect and rehabilitate their soils and to invest in soil fertility management. The chemical soil properties are being tested and IT-based advisory services provided directly to farmers. These advisory services will include recommendations regarding the selection of crops and fertilizer recommendations, among others.

The steering of the project is jointly carried out by GIZ and the National Bank for Agriculture and Rural Development (NABARD) in India. The project furthermore aims to set up knowledge networks between science and practice to share good practices. Out of these dialogues, recommendations are to be generated on how to furthermore promote the stronger practice of soil protection, rehabilitation and soil fertility management.

NICE (<https://nice.nicessm.org/>) is a tablet and web based knowledge management system developed for the project CCKN-IA (Climate Change Knowledge Network for Indian Agriculture).

ProSoil has adopted NICE system as ICT tool in the project, for knowledge management purposes and as monitoring system. NICE has been developed and updated to version-2 in year 2016. For the adoption of NICE system in Pro-Soil, a 3rd version was developed with additional features to focus majorly on monitoring activities.

The NICE online web platform allows various knowledge providers from various domains of agriculture science sharing knowledge in a decentralized way across a number of subject domains to address local needs. The system is iterative and allows a multimodal two-way communication, between the expert network and linked farmers to meet the specific needs on a real time basis. The NICE application is combined with a tablet application capacitating extension cadre to function as last mile technology interface with farmers. The project revitalizes existing extension system, capacities and monitoring systems for effective development, dissemination and facilitates farmer adoption on extreme weather events.

NICE is capable to handle multiple Indian languages for content creation for multiple domains and bridges the last mile through multiple modes, whether it is on tablets, through SMS, Web, social media communicators or / and facilitates interaction through human interfaces. It is able to aggregate information on weather, climate contextualized Agro-advisories, disaster relief and can be customized to any needs. In addition, it holds a monitoring and reporting function (Version-3), through which demand based dynamic reports can be generated.

GIZ in partnership with MANAGE (www.manage.gov.in) which is an Autonomous body under Government of India, Ministry of Agriculture, Department of Cooperation. MANAGE has hosted separate server in their premises to run NICE system for other states and projects other than Pro-Soil project locations. The intent is that NICE has to be hosted on their Live and Staging servers and whenever there is an update, it should be copied to MANAGE servers as well

b. Context

The objective of this consultancy assignment is to engage services of consulting company to support in integrating WhatsApp application in niceSSM application to share content and respond to queries.

2. Tasks to be performed by the contractor

The consultant will be responsible for following tasks:

Integrate WhatsApp in niceSSM so that all content available on niceSSM for dissemination can be easily shared using WhatsApp with single click.

1. Registered account on WhatsApp adhere to policies and rules of Government of India
2. Adherence to WhatsApp/Facebook privacy policies and Terms of Use
3. Integration of WhatsApp in niceSSM web application, Android version and upcoming IOS version
4. Official niceSSM account on WhatsApp to be used for communication and content sharing
5. Provision of 300,000 SMS
6. Two way communication for Queries
7. Keep system up and running
8. Any new feature addition/upgrade in the system if required
9. Any other support required to run system smoothly
10. Online support for any issue

The contractor is responsible for providing the following services:

- Integration of WhatsApp
- Submit all bills and invoices for third party purchase done by vendor, GIZ will not pay directly for any purchase. All costs should be included in the financial proposal.
- Ensures for applications up and running 24x7 for a year
- Closure report
- The contractor must ensure compliance with the local law and privacy formalities: While integrating the WhatsApp application in niceSSM, the principles of general data protection law, such as purpose limitation, data economy and transparency must be considered. The requirements of general data protection law, such as the obligation to provide proof and deletion upon request, must be anticipated in a way that a time-limited processing and storage of the data shall be ensured. Access to the backend is granted only to very limited user groups. A description of the newly integrated process about the extent to which data is processed and what is done to protect the privacy needs to be integrated in the data protection declaration

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
WhatsApp account purchase	20-Nov/Team Lead
Server rental	20-Nov/Team Lead
Acquiring official WhatsApp account	20-Nov/Team Lead
Code upgrade in niceSSM	20-Dec/Team Lead and Web App Expert
First testing of using WhatsApp in niceSSM	30-Dec/Web App Expert
User testing	05-Jan 21/Web App Expert
Final Task report Submission	08-Jan 21/Team Lead

Period of assignment: From 20/Nov/2020 until 04/Feb/2021.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter a 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 a).

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

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

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter a 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 a.

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

Project management of the contractor

The bidder is required to explain its approach for coordination with the GIZ project.

- The contractor is responsible for selecting, preparing, training and steering the experts (international and national, short and long term) assigned to perform the advisory tasks.
- The contractor makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.
The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

4. Eligibility of the consulting firm

The eligibility of the consulting firm will be assessed on the following criteria:

- **Turnover and number of employees:** Average annual turnover of 50,000 Euro for the last three financial years¹ with minimum 10 employees as at 31.12 of the previous year.
- **Reference projects:** The Consulting firm submits reference projects with a minimum commission value of 15000 Euro. At least 2 references of projects completed in field of CRM, B2B, B2C or Knowledge Management and 2 references in developing applications in Open Source Technology or using Social Media in ICT.
- **Technical Experience:**
 - Minimum two years' experience in developing applications on Open Source Technology for development projects
 - Minimum two years' experience in developing or maintaining Knowledge Management application in the agriculture sector
 - Minimum One years' experience in Training and Capacity Building in Government sector in Agriculture field
 - ISO certification 9001 for Quality Management Systems
 - CMMI level 3 certification

5. 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 8), 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 of maintenance and helpdesk responsibility (quality and deadlines)

¹ Last but four financials can be included in case of invitation to tender held within six months of end of last financial year

- 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

Qualifications of the team leader

- Education/training (2.1.1): University qualification (German 'Diploma'/Degree) in Computer Science
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 10 years of professional experience in the IT sector
- Specific professional experience (2.1.4): 8 years' experience in Open Source
- 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): 5 years of experience in projects in PAN India
- Development Cooperation (DC) experience (2.1.7): 2 years of experience in DC projects

Expert 1-Web Application Expert (software Engineer)

Tasks of expert 1

- Integration of WhatsApp in niceSSM
- Code Upgrade required of WhatsApp integration
- White Box/Black Box Testing
- User Acceptance Testing

Qualifications of expert 1

- Education/training (2.2.1): General qualification ('Diploma'/Degree) in Computer Science
- Language (2.2.2): Good business language skills in English
- General professional experience (2.2.3): 5 years' experience in web applications development
- Specific professional experience (2.2.4): 4 years in Open Source
2 years of professional experience in the Computer/IT sector
- Leadership/management experience (2.2.5): -Not Applicable-
- Regional experience (2.2.6): 2 year Pan India work experience
- Development Cooperation (DC) experience (2.2.7): 2 years of work experience in organisation such as GIZ
- Other (2.2.8): Should have knowledge about WhatsApp business policies and how to integrate chat bots for WhatsApp

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

6. Costing requirements

Assignment of personnel

Team leader: On-site assignment for 15 expert days

Expert 1: Assignment in country of assignment for 40 expert days

Travel

--Travel is not applicable--

7. Inputs of GIZ or other actors

--Travel is not applicable--

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 is drawn up in English (language).

The complete bid shall not exceed 15 pages (excluding CVs & other company documents mentioned in grid for assessing eligibility of firms document).

The CVs of the personnel proposed in accordance with Chapter 5 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 also be submitted in English (language).

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.