Terms of reference (ToR) for the procurement of services up to the value of EUR 20,000

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List of abbreviations

BMZ	The German Federal Ministry for Economic Cooperation and Development
EU	The European Union
GBAO	Gorno-Badakhshan Autonomous Region
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
LEDSHMR	Local Economic Development in Selected High Mountain Regions
MSMEs	Micro, Small and Medium-sized Enterprises
ToR	Terms of Reference
SHS	Self Help Structure

1. General information

Brief information on the project

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is an international enterprise for cooperation and sustainable development, owned by the German Federal Government and active in 130 countries worldwide. In Tajikistan, GIZ has been working since 1995. The Project “Local Economic Development in Selected High Mountain Regions” is currently implemented in Gorno-Badakhshan Autonomous Region (GBAO) by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The project is aimed to support the local economy, leading to create sufficient and sustainable conditions for generating self-employment or dependent work for young people in GBAO. The project is active mainly in Shugnan, Roshtqala, Rushan, Ishkashim Districts and Khorog town. The target beneficiaries of the project are Micro, Small and Medium Sized Enterprises (MSMEs), small scale farmers and Self Help Structures (SHS).

The project is mainly focusing at achieving the following results:

- The business start-ups, MSMEs and small scale farmers have access to high quality business development services and affordable financing options to improve their businesses;

- Small-scale farmer groups/SHS of the selected value chains (fruit and vegetables, sea-buckthorn, dairy) have strengthened and improved their production capacity, product quality and linked to the new markets.

2. Context

The GBAO is a mountainous region with a highly dispersed population. It is the largest province by territory but has the lowest level of agricultural activity. Despite the scarcity of the agricultural land the the sources of the livelihood of the most of population comprise from vegetables and fruit growing as well as livestock breeding. The scarcity of the land forces the small hold farmers in the rural areas to use their land efficiently. Although, local farmers are selling much of their products in the domestic market, still many of them have barriers and challenges in promoting their products properly into the market which causes resource waste at the end.

Under the GBAO project, GIZ and MSDSP have created and supported producer groups in different value chains such as fruits and vegetebale, sea-buckthorn, dairy, beekeeping in Shugnan, Roshtqala, Rushan and Ishkashim Districts offering them both technical and business management skills. Also the project is supporting leading companies to get linked with producer groups for buying raw materials and as well support them in promoting their products. Due to development and improvement of digital technologies most leading companies require innovative approaches to marketing and sales promotion. In order to market their products at national and international level the leading companies need to have marketing standards and strategies. To fufill this requirement, the project is hiring

consultancy company to help the lead companies with digital marketing and sales promotion to introduce their products in the respected markets.

3. Description of the works

GIZ shall hire a local Consultancy Company (further referred to as contractor) to support the Lead Firms and Small-scale farmer producer groups in harnessing existing and new digital tools for marketing and promotion. The contractor shall provide the following specific tasks and services:

a) Preparation/ Debriefing (up to 2 working days)

In coordination with the project team develop the oveall consultancy plan including elements from b) to h).

b) Research and assessment of Digital Marketing and Promotion Platforms (up to 23 days)

Conduct market research and analysis of the current digital marketing and sales platforms in GBAO and if required other parts of TJK. The market analysis should include both desk review as well as conducting interviews with related stakeholders and leading companies. The list of the lead firms will be shared. The research should also analyze the current demand for the locally produced products, online trade considering local geographical conditions, potential stakeholders on logistics and the delivery channels for both national markets as well as international. Also the research should identify potential owner for the developed digital platform.

c) Logo Design (up to 8 days)

Development Logo for locally produced products (ex. Made in Pamir). At least three designs of Logo should be developed. The selection of the best Logo design will be done by committee to be organized by the project.

d) Brandbook Development (up to 24 days)

Since the project is working on agriculture sector the brandbook shall be focusing on the above mentioned value chains considering comments and recommendations of the Leading Companies.

e) Digital Marketing and Sales Platform Development (up to 10 days)

Based on the results of the market research the contractor shall develop online marketing and sales platform which includes either using exisitng online platforms or develop completely new one. Once

f) Capacity Buidling and Testing of the Platform (up to 15 days)

Once the owner is identified she/he should get introduced to the platform i.e. learn how to use, update and maintain the online platform. Moreover, the use of the platform shall be first tested and if required shall be adjusted after testing. The digital marketing and sales platform shall start with at least fifteen product items and gradually diversify the offered products range. It shall start with the most demanded products of the leading companies (the demand analysis is done during the market research).

g) Organizing Marketing and Promotion Campaigns (up to 20 days)

The contractor shall organize Marketing and Promotion Campaigns (developing promotion materials such as video, brochures, leaflets, cards etc; organizing PR events, online marketing sessions etc.) to introduce the platform for broader market segments.

h) Reporting and Documentation (up to 5 days)

The market research report should be presented immediately after conducting the assessment and analysys. The report presentation should be carried out in the form of PPP outlining the main findings and recommendations. The other documentation are listed in Chapter 5.

4. Period of assignment

The assignment shall be carried out during the period starting from March 30, 2022 to June 20, 2022.

The total number of working days is not more than 107 for 2 experts.

5. Deliverables

- Market research report
- Logo and brandbook
- Marketing and promotion materials
- Final report on delivered activities

All deliverables must be submitted in English Language.

6. Tender requirements

The company's constancy team should include the following members with the following qualifications:

6.1. National Expert 1:

General qualifications

- **Education:** University qualification (bachelor or master's degree) in Economics or Business Administration with specialization on marketing and promotion, and/or other related field.
- **Professional experience:** min 5 years' of experience in conducting market research, developing marketing and promotion packages and consultations including digital marketing.

Working Experience:

- Working with MSMEs in GBAO region is desired.

Language skills:

- Business language fluency in Tajik and English.

6.2 National Expert 2:

General qualifications

- **Education:** University or any other technical qualification in Information and Communication Technology and/or any other related field.
- **Professional experience:** min 5 years' of experience in logo design, brand development, software development and management of digital tools.

Language skills:

- Business language fluency in Tajik and English.

7. Proposal

The company should submit following proposals separately:

- Technical proposal;
- Financial proposal in local currency.

Technical proposal should include:

- Detailed methodology and conceptual framework with expected results and timeline, required days (4-5 pages).
- Information on relevant experience (maximum 2 pages).
- Summary of key experts.
- A letter of interest (no more than 1 page) explaining why they are most suitable for the assignment.
- Recommendations from previous performed activities;

8. Specification of inputs

The table below provides information about the key milestones, number of expert/days, and travel days and locations required:

Fee days	Number of experts	Number of days per expert	Total	Comments
1. Preparation/ debriefing	2	1	2 days	
2. Conducting market research	1	23	23 days	Market Research should outline the following: 2.1. Analysis (SWOT) of

				current digital platforms 2.2. Assessment of delivery channels and logistics 2.3. Identification of potential owner of the platform 2.4. Meeting with potential leading companies in GBAO and assess the current demand and key issues on marketing Market research report and PPP
3. Implementation	2	-	77 days	Sub-activities: 3.1. Logo design 3.2. Brand book development 3.3. Creation of marketing and sales platform 3.4. Capacity development of the potential owner 3.5. Piloting and testing of the platform 3.6. Developing marketing and promotion materials 3.7. Organizing Marketing and promotion campaigns
4. Reporting	2	-	5 days	Sub-activities: 4.1. Final report
Travel expenses	**Number of experts**	**Number of days/nights per experts**	**Total**	**Comments**
5. Per-diem allowance in country of assignment	1	12 days	12	
6. Overnight allowance in country of assignment	1	11 days	11	
7. Travel costs (train, private vehicle)	1	Round trip (4 days)	4	One round trip: Khorog-Dushanbe-Khorog Dushanbe-Khujand-Dushanbe
Flights	**Number of experts**	**Number of flights per experts**		**Comments**
8. International flights		N/A		
9. Domestic flights		N/A		
Other costs	**Number of experts**	**Amount per experts**		**Comments**

Calculate your financial bid exactly *in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as* ***maximum amounts****. The regulations on pricing are contained in the price sheet.*

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.

10. Fixed lump sum price – contract for work

Since the contract to be concluded is a contract for work, we would ask you to offer your services at a fixed lump sum price, which covers all relevant costs (fees, travel costs, etc.). The assessment of the financial bid is based on the lump sum price tendered. For the purposes of our internal calculations and any subsequent contracts, we would also ask you to state the daily rate used for the tender. A breakdown of the days is not necessary.

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.

11. Reporting

The company will report directly to the GIZ, GBAO team leader. The focal point (for operation activity) for the company are technical staff of the project.

- Market research report (latest by April 20, 2022);
- Final report (June 20, 2022).

12. Terms of payment

The payment will be done depending on the type of remuneration, following the performance of services, submission of reports, acceptance of services performed and invoicing.

13. Proposal

- Technical proposal (separate PDF file);
- Financial proposal in local currency (separate PDF file).

The technical and financial offers must be submitted in separate PDF files.

Please offer a fixed lump sum price that covers all applicable costs (fees, printing etc.). The bid price will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is not required.

Requirements for financial proposal:

- Provide full legal address, contact numbers and e-mail;
- The price proposal must be stamped, dated and signed;
- Currency: Tajik somoni.
- The VAT amount must be specified separately. VAT payers must provide a copy of the VAT payer certificate;
- Terms of payment: by transfer to the bank account.

Submission of commercial offer:
Please send your proposal with the subject “Tender no. 83402944” via e-mail to TJ_Quotation@giz.de before 16:00 on March 25th, 2022.