

Date: 25/11/2020

Hiring of an agency for the “Development of Digital Training Modules”

Request for Expression of Interest

SEWA has received through Government of India financing from the World Bank and the Japan Social Development Fund for the **India Digital inclusion of Informal Sector (TF0A9908) Project** and intends to apply part of the proceeds consulting services as part of the implementation of the Project.

The **objective** of this assignment is to:

- Transform training content provided by SEWA’s Training Partner into Digital Training Modules for trainings to be delivered virtually and through self-learning modes

SEWA invites eligible agencies to indicate their interest in providing the Services. Interested agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The agency is required to submit the following:

- Agency’s Profile with Details of the clients and key features of the assignments by the agency should be provided
- Agency’s Team Profile
- Technical Proposal for this assignment

An agency will be selected as per selection criteria in accordance with the **CQS method** set out in the “The World Bank Procurement Regulations for Borrowers under Investment Project Financing”, dated July 1, 2016, revised in November 2017 and August 2018.

The detailed selection criteria are provided in the attached Terms of Reference (TOR) as Annexure 1

The Consultancy period shall be of 6 months.

The Proposal (along with information indicating qualification to perform the Services) super scribed **“Development of Digital Training Modules”** must be emailed on or before **10th December, 2020**.

KINDLY NOTE THAT NO FINANCIAL BID SHALL BE SUBMITTED AT THIS STAGE.

For further information, please refer to the enclosed ToR and the same is available on the SEWA Manager Ni School website. (www.sewamanagernischool.org)

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JSDF TF0A9908: India SEWA 2025 Digital Financial Inclusion of Informal Sector

Terms of Reference (ToR)

Development of Digital Training Modules

1. Background

JSDF TF **0A9908**: “India SEWA 2025 Digital Financial Inclusion of Informal Sector” is a Japan Social Development Fund¹-supported and World Bank Group²-managed project with the objective of fostering increased use of digital financial services (DFS) by women engaged in informal activities. The project works with women from low-income and marginalized households and excluded communities in 29 districts across six Indian states, namely, Gujarat, Rajasthan, Uttar Pradesh, Bihar, Assam and Meghalaya.

The project is implemented by the **Self-Employed Women’s Association (SEWA)**. SEWA is a trade union registered in 1972 and is a community-based organization of poor self-employed women members with a membership of over 1.7 million women across 18 states. SEWA's main goals are to organize women workers for full employment, which means workers obtain work security, income security, food security and social security (at least health care, child care and shelter). SEWA works through a network of grass root member lead organizations across diverse areas targeting member welfare - food and health security, income security, financial inclusion among others. SEWA has several sister organizations which are registered as Co-operatives or Section 25 companies or Non-governmental organizations which work closely with SEWA to provide basic livelihood facilities to SEWA members as well as provide income-generating opportunities to them. Some of these are RUDI, SEWA Trade Facilitation Center (STFC). For more information, visit www.sewa.org.

The project targets women SEWA members who lack access and capacity to access digital/mobile technologies for financial transactions and need to be financially literate to keep pace with

¹The **Japan Social Development Fund (JSDF)** is a partnership between the Government of Japan (GoJ) and the World Bank, conceived in the wake of the Asian financial crisis in the late 1990s. It was established in June 2000 as a grant mechanism to provide targeted assistance to groups made vulnerable by the financial crisis in low- and lower-middle-income countries around the world. The objectives of the JSDF program is to provide grants in support of community-driven development and poverty reduction projects that empower the poorest and most vulnerable groups not reached by other programs and improve their lives through direct benefits.

²The **World Bank Group (WBG)** is a family of five international organizations that make leveraged loans to developing countries. It is the largest and most well-known development bank in the world, and is an observer at the United Nations Development Group. The bank is based in Washington, D.C. and provides loans and assistance to developing and transition. The WBG's stated mission is to achieve the twin goals of ending extreme poverty and building shared prosperity. The **World Bank (WB)**, a component of the World Bank Group, is an international financial institution that provides loans to countries of the world for capital projects. It comprises two institutions: the International Bank for Reconstruction and Development (IBRD), and the International Development Association (IDA). The World Bank's most recent stated goal is the reduction of poverty. As of November 2018, the largest recipients of world bank loans were India (\$859 million in 2018) and China (\$370 million in 2018), through loans from IBRD. For more information, visit www.worldbank.org.

contemporary market requirements, improve their livelihoods, and increase their incomes. The project also supports SEWA in digitizing its service delivery to serve their members better and improve efficiency and productivity. An estimated 500,000 beneficiaries are expected to be impacted.

The project also collaborates with the Phase 1 (2019-2022) of the IFC³-supported 'SEWA Transformation Plan 2025', a 360-degree transformation plan for SEWA that takes a phased, systematic approach to enable SEWA expand its membership base across India, strengthen its operating model and significantly improve its service offerings and performance across multiple parameters.

This document describes the Terms of Reference for an agency for the development of Digital Training Modules.

2. Objectives

The objective of this assignment is to:

- Transform training content provided by SEWA's Training Partner into Digital Training Modules for trainings to be delivered virtually and through self-learning modes

3. Scope of Work / Deliverables

The agency will work under the supervision of Project Coordinator and will be responsible for preparing digital training modules/videos that will include high-quality and user-friendly audio-visual content. These modules will be used for self-learning by trainees or as part of virtual classroom training sessions. The agency will be responsible for carrying out the following tasks:

- Assimilate and customize the training content given by SEWA/SEWA's partner institutions and develop specific customized and user-friendly digital training modules on 15 training topics (as enclosed in Schedule 1) in two languages; Gujarati and Hindi.
 - On each training topic, the agency, on the advice of SEWA, may develop 1 training module, or multiple shorter training modules on sub-topics, with the objective of optimizing user-friendliness and ease of learning. The cumulative length of modules/videos on each training topic may not be more than 15 minutes.
 - Digital training modules should be short, crisp and effectively convey the subject matter of the training topic, even to audiences that may be semi-literate.
 - Digital training modules should include audio-visual elements (pictures, graphics, animations, doodle-style animations etc.) and minimize the use of long sentences / text as much as possible.

³**International Finance Corporation (IFC)**, a member of the World Bank Group, is the largest global development finance institution focused exclusively on the private sector. Working with private enterprises in about 100 countries, IFC provides advisory services to a number of its clients to support them in meeting specific development goals. For more information, visit www.ifc.org.

- Digital training modules need to be of an appropriate file size and quality that makes them easily downloadable and accessible on inexpensive smartphones in rural and remote locations.
- Digital training modules should be prepared in a manner that allow for easy translation to other languages in the future.
- Finalize all the Digital Training Modules after carrying out field testing of the modules with the batch of MTs and incorporating the suggestions of MTs & SEWA Team and provide in sizes that would be easily downloadable and accessible on smartphones even in remote locations.

4. Duration of Assignment, Deliverables and Timelines

The duration of this assignment is 6 months. Deliverables and timelines are as follows:

Deliverables	Timeline
Action Plan with storyboards for the development of Digital Training Modules on 15 topics	Date of signing contract (D) + 30 days
First Drafts of Digital Training Modules on 8 topics	D + 75 Days
Final Drafts of Digital Training Modules on 8 topics after incorporating feedback from field testing with MTs	D + 90 Days
First Drafts of Digital Training Modules on remaining 7 topics	D + 135 Days
Final Drafts of Digital Training Modules on remaining 7 topics after incorporating feedback from field testing with MTs	D + 150 Days
Finalization of all the deliverables (including video project files) after SEWA's and WB's feedback	D + 180 Days

5. Team Composition

The agency is expected to put in a place a competent, dedicated team to ensure that the outcome is of highest quality. Basic minimum requirements are specified in the team composition in the following table. The agency is free to employ additional resources as it sees fit.

Team Member	No. of Members	Minimum Qualification, Experience, and Responsibilities
Project Lead/Creative Director	1	Diploma/Certificate course in Graphic Designing or Multimedia Development, audio/video editing, or other related fields or Bachelor's Degree in relevant field; with minimum 8 years of relevant experience in developing Digital Training Content or film production. Experience of working with social/development sector will be an added advantage. Will have overall responsibility for development of Digital Training Modules. Will be responsible for communication with SEWA and ensuring timely deliverables.
Video Editor	1	Diploma/Certificate course in Videography or other related fields or Bachelor's Degree in relevant field; with minimum 3 years of relevant experience in videography. Will be responsible for the editing of the training videos.
Graphics Designer	1	Diploma/Certificate course in Graphic Designing, Multimedia Development, audio/video editing, or other related fields or Bachelor's Degree in relevant field; with minimum 3 years of relevant experience in developing Digital Content or video production/editing. Will be responsible for graphics development for the training videos.

6. Selection criteria and point system for the evaluation of the candidate

Criteria			Points
Relevant experience of an agency in developing Digital Training Modules The points will be given as mentioned below:			40
Sr No.	Number of Years of Relevant Experience	Marks to be given	
1	1 to 2 years	10	
2	3 to 4 years	20	
3	4 to 5 years	30	

3	> 5 years	40	
Key experts' qualifications and competence for the assignment*			40
<ul style="list-style-type: none"> • Project Lead/Creative Director (20 points) • Video editor (10 points) • Graphics designer (10 points) 			
Experience of working in the Social/Development Sector			20
Total			100

*The number of points to be assigned to each of the key expert positions shall be determined considering the following sub-criteria and relevant percentage weights:

- General qualifications (Relevant education): 25%
- Adequacy for the assignment (Experience in undertaking similar assignments): 75%

Kindly provide relevant details substantiated by adequate documents to prove the above criteria.

7. Payment Schedule

Payment will be made as per the following milestones:

Billing milestone	% of contract value
Submission and acceptance of Action Plan with storyboards for the development of Digital Training Modules on 15 topics	10%
Submission and acceptance of Final Digital Training Modules on 8 topics	30%
Submission and acceptance of Final Digital Training Modules on remaining 7 topics	30%
Submission and acceptance of all the deliverables (including video project files) as per SEWA and WB's feedback	30%

8. Payment Terms

The payment will be done in Indian Rupees post raising an invoice for deliverables submitted as per payment schedule mentioned in point 7. T.D.S. & other applicable taxes will be deducted from the remuneration amount as per existing government rules.

9. Reporting

Team members of the agency will report directly to Project Coordinator, SEWA.

10. Termination Clause

A 30 days' notice period is mandatory if the agency decides to leave work or in the event of the organization deciding to terminate the contract. SEWA will retain the right of termination of the contract (after entering into agreement) in case of non-compliance or late compliance of deliverables.

11. Confidentiality and Intellectual Property Rights

The agency shall not at any time, without prior written approval of the management, divulge to any other party or publish information, procedures, particulars or documentation related to the affairs of SEWA, its partner organisation or its projects, even after completion of this assignment with SEWA is over.

All the data and any other material developed shall belong to SEWA.

12. Selection Process

All Selections will be in accordance with the "The World Bank Procurement Regulations for Borrowers under Investment Project Financing", dated July 1, 2016, revised in November 2017 and August 2018 as mentioned in approved selection methods for Consulting Services.

The agency shall be fully responsible for providing their team with the requisite equipment and resources, to enable them to implement the tasks of this assignment.

Schedule 1: List of Training Modules

Sr. No.	Module Name	Tentative list of sub topics for developing short videos
1	Value of Money & How to save it	<ul style="list-style-type: none"> ○ Importance of Money ○ Importance of Savings
2	Interest computation- methodology	<ul style="list-style-type: none"> ○ Computation of Interest on Savings and its methods
3	Financial services by Financial Institution – Advantages	<ul style="list-style-type: none"> ○ Benefits of savings in a bank and linkages
4	Financial Planning & Investment	<ul style="list-style-type: none"> ○ Importance of Financial Planning ○ Life Cycle and Need of Finance ○ Cash – Understanding its Importance
5	Financial Product – Credit	<ul style="list-style-type: none"> ○ Credit – Understanding its importance
6	Financial Product - Insurance & Pension (Concept And affiliation with Government Scheme)	<ul style="list-style-type: none"> ○ Pension – Understanding its importance ○ Insurance – Understanding its importance
7	Introduction of Digital Services, Devices and its advantages	<ul style="list-style-type: none"> ○ Basics of - Cards, AEPS, UPI, POS Machine, ATMs, Digital Applications
8	Digital Service - Debit Card & Credit Card	<ul style="list-style-type: none"> ○ Detail information on Debit Card and ATM
9	Digital Devices- Point of Sale & E-commerce	<ul style="list-style-type: none"> ○ Other usage of Debit Card – Point of Sale (POS)
10	Digital Device- Micro ATM	<ul style="list-style-type: none"> ○ Micro ATM
11	Digital Platform - Mobile Banking and Internet Banking	<ul style="list-style-type: none"> ○ Bank Mandate ○ Bharat Bill Payment System (BBPS)
12	Banking Digital Service – IMPS/RTGS/NEFT	<ul style="list-style-type: none"> ○ Real Time Gross Settlement (RTGS) and National Electronic Fund Transfer (NEFT) ○ Immediate Payment Service (IMPS) ○ National Automated Clearing House (NACH)
13	UPI - a catalyst for Digital Services	<ul style="list-style-type: none"> ○ Mobile Applications linked with UPI - BHIM APP & Google PAY
14	Using Digital Platform - Mobile Wallets	<ul style="list-style-type: none"> ○ PAYTM and PhonePe
15	Other Digital Services	<ul style="list-style-type: none"> ○ SMS Service ○ Missed Call Service