JSDF TF 0A9908: India SEWA 2025 Digital Financial Inclusion of Informal Sector

Terms of Reference (ToR) for the Multi Media Developer

for development of advertisements / radio broadcasts / multimedia content to create awareness and promote adoption

1. Background

JSDF TF 0A9908: “India SEWA 2025 Digital Financial Inclusion of Informal Sector” is a Japan Social Development Fund\(^1\)-supported and World Bank Group\(^2\)-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 grassroots 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 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.

\(^1\)The 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.

\(^2\)The 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.
The project also collaborates with the Phase 1 (2019-2022) of the IFC\textsuperscript{3}-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 a consultant for the development of advertisements / radio broadcasts / multimedia content to create awareness and promote adoption of DFS.

2. Scope of Work / Deliverables

The consultant will work under the supervision of Project Coordinator and will be responsible for developing digital content for delivering Digital Financial Services at the community level. S/He will be responsible for carrying out the following functions:

- Develop 1 Project Launch Video in Regional Languages of all the Project States
- Develop 1 Project Orientation Video in Regional Languages of all the Project States
- Develop 5 Jingles with voice over in all the Regional Languages of all the Project States. The duration of these Jingles should be of 1 minute each that will be uploaded on the Social Media Platform
- Develop and design 10 Brochures and Posters each in Regional Languages of all the Project States for Fintech Training Modules to provide more information to community members at grassroots
- Develop 10 interactive Presentations and quiz for the fintech trainings
- Prepare interactive pre and post questionnaires for 10 training modules that we prepare in Fintech trainings
- Prepare interactive tools to periodically monitor the M&E indicators under the project’s results framework
- Develop 4 Small Videos in Regional Languages of all the Project States on Digital Application Usage describing instructions and guidance for members to operate the application
- Capture stories of trainees from 5 districts of Gujarat in Year 1, 5 districts of Gujarat and 2 states in Year 2 and all the districts as well as states in Year 3, who have undergone trainings and used Digital Application
- Develop 5 one-minute video covering 50 members of Gujarat District in Year 1 as feedback of trainings from members
- Develop 8 one-minutes video covering 50 members of Gujarat District and 30 members in two states as feedback of trainings from members in Year 2
- Develop 10 one-minute videos covering 50 members of Gujarat District and 50 members in 5 other states as feedback of trainings from members in Year 3
- Develop and design multilingual quizzes every quarter in the context of Digital Financial Services

\textsuperscript{3}\textbf{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.
• Perform other relevant multimedia promotional content development activities as directed by the project coordinator

3. Qualification & Experience

Diploma/Certificate course in Graphic Designing or Multimedia Development, audio/video editing, animation or other related fields or Bachelor’s Degree in relevant field; any other computer programming course is a plus, with minimum 3 years of relevant experience in developing multimedia content and minimum 5 years of experience in technical field. Experience working with Development/Social Sector and knowledge of content development in regional language will be an added advantage.

S/He will be responsible for development of interactive tools like videos, computer animation, digital arts, graphic design, two and three-dimensional design, drawing and illustration, as well as the relevant various software applications.

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

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevant experience in developing Multimedia Content for this position</td>
<td>30</td>
</tr>
</tbody>
</table>

The points will be given as mentioned below:

<table>
<thead>
<tr>
<th>Sr No.</th>
<th>Number of Years of Relevant Experience</th>
<th>Marks to be given</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1 to 2 years</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>3 to 5 years</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>&gt; 5 years</td>
<td>30</td>
</tr>
</tbody>
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Number of years of experience in Technical Field for this position | 20

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</tr>
</tbody>
</table>

Candidate’s qualifications for this position | 30

• Diploma Course or Bachelor’s Degree in relevant field (15 points)
• Certificate Course in Computer Programming (15 points)

Experience of working with Development/Social Sector (10 points) | 10
Expertise in developing content in Regional (Gujarati) Language (10 points) | 10
Total | 100
5. **Duration and Payment Schedule**

The consultant will be appointed as a full-time resource for three years, renewable at the end of two years. The payment will be done every month in Indian Rupees and T.D.S. & other applicable taxes will be deducted from the remuneration amount as per existing government rules.

6. **Reporting**

The consultant will report directly to Project Coordinator.

7. **Termination Clause**

A 30 days’ notice period is mandatory if you decide 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.

8. **Confidentiality and Intellectual Property Rights**

The consultant 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.

9. **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.