

Request for Expressions of Interest (REoI)

Date: 12/10/2020

Country: INDIA

Project: PARTIAL RISK SHARING FACILITY for ENERGY EFFICIENCY (PRSF) PROJECT

Grant No.: TF019308 (GEF Number) and TF019230 (CTF number)

Project Nos.: P128921/ P132620

Assignment Title: Development of various marketing & promotional products like Audio Video Documentary Film etc. under PRSF project.

Procurement Plan Reference No. : IN-SIDBI-196292-CS-QCBS

Small Industries Development Bank of India (SIDBI) has received financing from the World Bank towards the cost of the **Partial Risk Sharing Facility for Energy Efficiency (PRSF) Project**, and intends to apply part of the proceeds for consulting services.

The marketing and promotional product services (“the Services”) include development of various marketing and promotional products such as Audio Video Documentary Film, Multimedia Presentations including interview of stakeholders and Successful Case study, designing and printing of booklet on successfully implemented ESCO projects under PRSF for wider dissemination and replication of success stories. This will support meeting the objectives of the PRSF and also support in development of ESCO Sector in India.

Request for Expression of Interest document alongwith ToR is available at: <https://www.sidbi.in/en/tenders> and <http://prsf.sidbi.in/>, <https://eprocure.gov.in/epublish/app>.

The duration of the above assignment will be for five months which may be extended based on requirement.

SIDBI now invites eligible consulting firms [“Consultants”] to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The expressions submitted will be evaluated and best qualified and experienced qualified firm shall be selected for submission combined Technical and Financial proposal based on following criteria:

- a. The firm should be in the business/ registered in India for the last three years.
[Registration / licenses etc. to be enclosed]
- b. The firm must have executed at least 3 similar nature project in energy sector preferably Energy Efficiency projects in last 3 years.
 - Executed at least 3 AV films/ documentaries (shot, edited and packaged with voice over, graphics, testimonials / sound bites etc.).
 - Published at least 3 booklets/ brochures with text & graphics.[Copies of contracts/ completion or acceptance certificate(s) to be enclosed]
- c. The firm should have a minimum average annual turnover of Rs. 75 lakh with positive net worth during last three financial years, i.e., FY 2019-20, FY 2018-19 and FY 2017-18.
[Certificate from the statutory auditors/ Chartered Accountant to be enclosed]

Expressions of interest (Eoi), prepared by firms' shall be containing all relevant information but not limited to:

- i. Introductory letter on letter head (with contact details – name of contact person, address, telephone, fax, email etc.) explaining how the firm is best to deliver the task.
- ii. Organization profile and branches/ offices within the country.
- iii. Information regarding fulfillment of shortlisting criteria listed above.
- iv. Availability of key professionals with desired qualification and experience as per ToR. There is no need to submit CVs at this stage.
- v. The Eoi should contain relevant supporting document to substantiate the claims of the Consultant.

Interested consultants should not have any unsatisfactory track record resulting in adverse action taken by any Government Department (Centre/ State) / CPSU / SPSU / Banks / Autonomous Bodies / Statutory Bodies in India). Further, if selected for the assignment, the firm will need to provide their valid Permanent Account Number (PAN)/ TAN and Goods and Services Tax (GST) Number.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers [January 2011, Revised 2014] ("Consultant Guidelines")¹, setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with Quality and Cost Based Selection (QCBS) method set out in the Consultant Guidelines.

Consultants may associate with other firms but not more than three in the form of a joint venture or a sub-consultant to enhance their qualifications. Such association must be clearly stated as either Sub-consultant or Joint Venture.

Expression of Interest in written form to be submitted at the address given below (in person, or by mail, or by e-mail) on or before **11/11/2020 by 16:00 hrs.**

The sealed envelope containing the submission should include the name and address of the firm and shall be clearly marked "**Expression of Interest – Development of various Marketing & Promotional Products like AV films etc.**"

To

Chief Technical Specialist
PRSF Project
Green Climate and Sustainable Development Initiatives (GC&SDI)
Small Industries Development Bank of India (SIDBI)
O/o ISTSL, E-1, First Floor, Baluja House
Jhandewalan Extension, New Delhi 110 055

Phone: 011-43526652
Email: sidbi_prsf@sidbi.in

Further information can be obtained at the above address during office hours [1000 to 1700 hours]. For further details Terms of Reference (ToR) enclosed below may be referred:

¹ http://siteresources.worldbank.org/INTPROCUREMENT/Resources/Consultant_GLs_English_Final_Jan2011_Revised_July1_2014.pdf

TERMS OF REFERENCE

Partial Risk Sharing Facility for Energy Efficiency (PRSF) Project

SIDBI is seeking the services of an Agency for developing outputs for the (i) Dissemination of PRSF Results; (ii) Marketing and Promotion of PRSF Facility and its Results through Products such as Audio Video Documentary Film, Multimedia Presentations including interview with stakeholders & all Sub-Project Booklets/Pamphlets (designing & printing of booklet) covering PRSF Project.

1. Background

1.1.About SIDBI

Small Industries Development Bank of India (SIDBI) was established on April 2, 1990 under an Act of Indian Parliament. It is the principal financial institution for the promotion, financing and development of Micro, Small & Medium Enterprises (MSMEs). In order to improve productivity and competitiveness of MSME sector through energy efficiency (EE) measures, SIDBI has undertaken a number of initiatives which include development assistance and line of credits from The World Bank, Japan International Cooperation Agency (JICA), Kreditanstalt für Wiederaufbau (KfW) and Agence Française de Développement (AFD). Further, SIDBI has setup an Energy Efficiency Centre (EEC) at New Delhi which is implementing various developmental projects in close cooperation with the World Bank, Bureau of Energy Efficiency (BEE), Energy Efficiency Services Limited (EESL), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and few others.

1.2.Energy Efficiency Improvements & ESCOs Role

Various studies estimates the EE investment potential in India is between Rs. 75,000 Crore and Rs. 150,000 Crore. Despite the prevailing Energy Efficiency potential, most end users are unable to implement EE projects, either due to lack of technical capacity or due to lack of sufficient focus and time for EE investments.

Energy Service Companies (ESCOs) can help Clients in overcoming some of the key EE market barriers. ESCOs provide a range of services, including identification of EE opportunities, close association with equipment manufacturers, design and management, construction, maintenance of the EE technology, and structuring transactions that are based on monetized energy savings, and Measurement and Verification (M&V) of the resulting energy and cost savings.

The innovative policies and regulatory regimes, financing mechanism and business models undertaken by India to address key issues of energy security and climate changes are through implementing Energy Conservation Act 2001 and National Mission for Enhanced Energy Efficiency (NMEEE) launched in 2008. Furthermore, stimulation to the ESCO business in the country has successively come from these policy frameworks wherein the main government initiatives for ESCO market development are defined and implemented. Over 150 ESCOs have been empaneled by Bureau of Energy Efficiency (BEE).

The increase and the high volatility of energy prices in India is an important driver of ESCO market development. Nevertheless the ESCO market is made of a few big companies and the market competition is consequently quite low. The big/ super ESCOs operating can take greater financial and technical risks in their energy efficiency investments compared to smaller ESCOs which typically have to deal with more challenges in accessing bank financing and in increasing the credibility of their offers to potential clients.

The presence of limited number of active private ESCOs and the absence of competition in the market signals towards various factors and barriers still prevailing and hinder ESCO market development. Apparently, the ESCO market in India is still at a preliminary development stage in terms of total volume of ESCO implemented projects, and important steps need to be undertaken in order to prove the effectiveness of the ESCO concept.

1.3. Partial Risk Sharing Facility (PRSF) for Energy Efficiency

SIDBI as Project Execution Agency (PEA) is implementing a project titled “**Partial Risk Sharing Facility for Energy Efficiency (PRSF)**” with the support of The World Bank, and financed by the Global Environment Facility (GEF) and Clean Technology Fund (CTF)². The objective of the project is to transform the Energy Efficiency (EE) market in India by promoting increased level of EE investments, through Energy Service Performance Contracting (ESPC) modality and implementation delivered through Energy Service Companies (ESCOs). The successful demonstration of ESCO-managed EE sub-projects, through PRSF support, is expected to reduce the risk commercial banks perceive in providing credit to EE projects and to help in development of market for the private ESCOs. Energy Efficiency Services Limited (EESL) is the TA partner in PRSF project and Bureau of Energy Efficiency (BEE) provides overall directions as the Co-Chair of the PRSF Advisory Committee.

The PRSF project is aimed at demonstrating the viability of Energy Service Performance Contract (ESPC) market for scaling up implementation of energy efficiency projects in Micro, Small and Medium Enterprises (MSMEs), Large industries, Municipalities, and Buildings sector in India.

With the efforts made under the PRSF project, significant strides have been made in convincing many Banks/ NBFCs/ FIs (collectively, Participating Financial Institutions or PFIs under PRSF) to finance ESCO projects. Out of the all empanelled PFIs under PRSF (see Annex), most have already financed ESCO projects, in addition to SIDBI’s own financing, with support from PRSF. A total of 26 ESCO sub-projects have been supported through PRSF partial credit (loan) guarantees as of September 2020. More information about PRSF is at <http://prsf.sidbi.in>.

2. Objective of the Assignment

The objective of the proposed assignment is to help PRSF team at SIDBI and also EESL, (i) Disseminate the Modalities, Design, Opportunities for ESCO Sub-Projects under PRSF; (ii) Develop Marketing, Awareness Building & Promotional Products which will be helpful not only in effective dissemination of the project features, its achievements etc. but also to create awareness about the project among its targeted audience. The following are the outputs expected at the end of this assignment:

- (a) Audio Video Documentary film capturing the impacts made by successfully implemented ESCO projects under the PRSF project including short interviews of various stakeholders.
- (b) Development of Multimedia Presentation (existing can be referred).
- (c) Designing of booklets and pamphlets for all ESCO projects supported under the PRSF project.

² Project Appraisal Document : <http://documents.worldbank.org/curated/en/968091468048913492/pdf/PAD9800P1289210R2015000020100OU090.pdf>

3. Location

The selected firm will be covering the sub-projects which have received guarantee under PRSF and indicative locations are Delhi/ NCR, Ajmer, Ahmedabad, Mumbai, Mohali, Unnao, Hyderabad, Coimbatore etc. The final locations will be decided later on based on sub-projects to be covered and response from the stakeholders.

4. Scope of Services, Tasks [Components] to be Carried Out and Expected Deliverables

A. Audio Video Documentary Film in bilingual languages (Hindi & English) including shooting & interview at multiple locations (preferably 5-6) along with scripting, editing, special effects, packaging, infographics and music of duration 15-20 minutes and a shorter version upto 3 minutes

This documentary is an attempt to encapsulate the initiatives of the PRSF project towards development of ESCO market in India. The documentary may begin with the need of energy efficiency through ESCO routes and its impact on different stakeholders. It will also focus on selected ESCO sub-projects provided with guarantee support under PRSF.

The indicative staging of the film may be as given below which will be evolved and finalized by the agency in close collaboration with PRSF Team in SIDBI:

Segment 1: 1 minute (approx.)	
Need of Energy Efficiency and ESCO market in India	
This segment focuses on need of energy efficiency projects and present status of ESCO market in India	Video : audio would be supported with video of various examples of energy wastage would be given here, i.e. Burn out, cable burning, steam loss, emission of black smoke, outer body of furnace is red etc.
Need of present times <ul style="list-style-type: none"> • Need of skilled labor • Balance sheet improves with EE • Environment requires EE • Resources are limited • Outdated technologies and machines should be replaced with Energy efficient products. 	Audio would be supported with infographics, (these infographics can be used in presentations)
Segment 2: 1 minute (approx.)	
SIDBI's Energy Efficiency initiatives and PRSF Project	
SIDBI started energy efficiency financing in 2007 with international funding agencies like JICA, KFW, WB, AFD. To give line of credit and developmental funds in form of grants.	Video from footage / brief interview of a representative of SIDBI
Impact of SIDBI's work (CO ₂ emission reduced, electricity saved, better savings etc.)	Footage on voice over
Brief introduction of PRSF project	Footage on voice over
Segments 3: 2 minutes (approx.)	
PRSF Project introduction, its journey and learnings	
Explaining concept of ESCOs	Interview or V/O on footage / infographics

Barriers challenges and what initiatives are required to develop ESCO market in India	Infographics
Brief on Partial risk sharing facility for Energy Efficiency (PRSF)	Through infographics or V/O on footage
Explaining how this project would help developing ESCOs, PFIs, MSMEs, etc.	Through infographics
Brief on various activities being carried out by the PEA, SIDBI, BEE and EESL	Footage
Its implementation, results, impacts, outreach and future visions including how PRSF project is strengthening the energy efficiency portfolio of Banks, NBFCs etc. & making them aware about multifold benefits of financing to performance based EE projects and also to cover how PRSF project is supporting Micro and Small Energy Service Companies to make more profits and do more ESCO projects and the impact of PRSF project on their balance sheets and EE Portfolio.	Infographics
<i>Various Challenges and their mitigation measures under the project would be highlighted</i>	Voice over
Brief on learning and experience of “PRSF Project”	Interview or infographic
Highlights of learnings	Infographics and footage
Segment 4: 3 - 4 minutes (approx.)	
Interviews of project stakeholders	
Interviews from following organizations to be incorporated : <ul style="list-style-type: none"> • SIDBI/ World Bank • BEE/ EESL • Hosts (Examples: EDMC, Ajmer Municipality, Industry, Hospital, Hotel etc.) • ESCOs (Examples: Energized Solution, Smart Joules, GA Infra etc.) 	In above mentioned segments we have already used interviews. So here, if possible we can use just one closing interview
Segment 5: 8 - 12 minutes (approx.)	
Case studies covering selected projects from different sectors	
<ul style="list-style-type: none"> • Capturing of success case stories through video shootings of projects at different locations covered under PRSF • These videos should cover the entire storyline viz. identification & finalization of projects, implementation phase, results, bites of facility owners/ESCOs/Banks financing etc. 	Under this segment, we can select and finalize the shooting locations at later stage.

A.1. A shorter version of above Audio Video Documentary Film (Hindi/English) of approx. 3-5 minutes duration

A.2. Citation videos (Hindi/English) focused on Energy Efficiency projects from different sectors covered under the Project aimed at sector specific marketing, awareness campaigns of approx. 3-5 minutes duration

The different sectors covered under the Project are:

- i. Large industries (excluding thermal power plants)

- ii. MSMEs,
- iii. Municipalities,
- iv. Commercial buildings, &
- v. DISCOMs

A.3. The agency is required to design approx. 200 nos. of card shaped pen drive of suitable capacity with project logo etc. storing the above listed outputs.

B. Development of Multimedia presentation (Hindi/English) about PRSF Project with 2D/3D Info-Graphics of approx. 8 - 10 minutes

The Project has one multimedia presentation in mp4 format developed earlier that can be referred for development of new Multimedia presentation with latest information and latest technology versions.

The presentation will cover the details of PRSF Project including explaining processes involved in providing Guarantees to Energy Efficiency projects.

B.1. A shorter version of above multimedia presentation (Hindi/English) of approx. 3-4 minutes duration

C. Designing & Printing of Booklets/pamphlets of selected ESCO projects supported by PRSF

- Number of page – Approximately 40-50 pages (2 pages (both sides) per ESCO sub-project, with two photographs of site, compiled into a booklet with 4 pages of general PRSF description in the beginning). Although there are 23 ESCO sub-projects as of December 2019, pamphlets may have to be printed for not more than 20 sub-projects.
- Number of Copies - 1000 pcs
- Indicative specification
 - Size of page - A4
 - Cover page type - 300 GSM, imported art card, Matt art paper, multicolored.
 - Text page type - 170 GSM, imported Matt art paper, multicolored

Note:

- Social media versions (Facebook, You tube, Linkedin & Whatsapp) for films & presentations shall also be provided.
- The above video and multimedia presentation should be made in high quality not less than 1080p specification.
- Video and MMPs shall be in both Hindi and English (Dual language mode facility).
- The selected firm is expected to envisage and acquire any permissions/ NOC required for development of above products from the relevant authorities and SIDBI will facilitate the process.

5. Duration of the Assignment

- The duration of the overall assignment is five [5] months.
- In a period of 3 months all tasks and delivery of all products shall be completed and next 2 months would be for editing's, modifications in these products.
- The period may be extended based on requirement and mutual agreement of both parties.

6. Team Composition & Qualification Requirements for the Key Experts

S. N.	Key Position	Nos. (Min.)	Area of Specific Expertise desired	Person months
i.	Project Director	01	At least 10 years of experience, producing/directing at least for 10 videos on related topic	3
ii.	Executive Producer	01	At least 5 years of experience, playing a leading role in at least for 5 videos on related topic	6
iii.	Camera Person	01	At least 5 years of experience shooting at least for 10 videos on related topic	6
iv.	Editor	01	At least 5 years of experience editing at least for 10 videos on related topic	3
v.	Energy Expert	01	At least 5 years of working experience in the field of energy efficiency / energy audits etc.	1.5
Total				19.5

7. Reporting Requirements, Time Schedule for Deliverables/ Completion of Tasks and Payment Terms

S. N.	Deliverables	Target	Duration ⁱ	Payment Terms ⁱⁱ
i.	Submission of Inception Report outlining strategic workplan, approach, content and methodology for each deliverable and acceptable by PEA, SIDBI	One Report	Within 7 days	10%
ii.	Submission of Project booklet/pamphlet with individual PRSF ESCO and acceptance by PEA, SIDBI	1,000 copies	Within 1 month	10%
iii.	Submission of draft Multimedia presentation and acceptance by PEA, SIDBI	1 No.	Within 1 month	10%
iv.	Submission of first cut of Audio Video documentary film alongwith shorter version of film and five sector specific films (described in Scope of Services: A.2) and acceptance by PEA, SIDBI	Eight videos	Within 1.5 months	25%
v.	Submission of final Multimedia presentation and acceptance by PEA, SIDBI	1 No.	Within 2 months	15%
vi.	Submission of final version of Audio Video documentary film alongwith shorter version of film and sector specific films (described in Scope of Services: A.2) with pend drive and acceptance by PEA, SIDBI	Eight videos	Within 3 months	20%
vii.	Submission of final report including editing, modifications, updation required, if any for video film and multimedia presentation after final product delivery at the end of 3 months ³ and acceptance by PEA, SIDBI	Five nos. of monthly progress reports including the final report	Within 5 months	10%
				100%

ⁱ Duration is considered from signing of contract.

ⁱⁱ Linked with contract value

ⁱⁱⁱ This payment of 10% would be released at the end of 5th month after acceptance of all deliverables including any modifications, updates suggested during the course

Pre-requisite for submitting the EoI

- Agency is expected to understand objectives of PRSF project, review Operations Manual³ and other associated documents, the guarantee products offered and other aspects of the PRSF project.
- PEA will have the complete right over the products developed as part of this assignment and agency is expected not to use any of products without prior permission of SIDBI.

8. Client's Inputs including Counterpart Personnel including Data and Facilities to be Provided by the Client

- SIDBI/ EESL will support the consultancy firm by sharing the relevant documents and information needed to execute the assigned activities under this TOR.
- SIDBI/ EESL will also support the consultancy firm in development and finalization of the required products under this TOR, wherever it is necessary.

9. Composition of review committee and review procedure to monitor consultancy firms work

- The deliverables will be reviewed and accepted by concerned committees constituted by SIDBI.
- The Consultancy firm should provide regular/ monthly updates within first week of following month on the activities performed, progress made during the month and future plans.
- The progress reporting shall start from the first month of commencement of the contract.
- The format(s) of report is to be mutually decided by the firm & client.
- The payments would be released upon successful completion of the respective activities and submission of reports and acceptance of the same by SIDBI/ EESL.
- The Consultancy firm work may also be reviewed from time to time by Executive committee and Advisory committee members.
- The World Bank also may review the reports/deliverables on a selective basis.

³ Operations Manual: http://prsf.sidbi.in/assets_user/docs/Operating%20Guidelines_PRSF.pdf

List of Various Stakeholders under the Project

Empaneled PFIs	ESCOs	Hosts	Executing Agencies	Implementing Agency	Funding Agencies	Monitoring Agencies
0. SIDBI all branches 1. SBI 2. Union Bank of India 3. Yes Bank 4. HDFC Bank 5. IndusInd Bank 6. PTC Financial Services Ltd. 7. Tata Cleantech Capital Ltd. 8. Electronica Finance Ltd. 9. SREI Infrastructure Finance Ltd. 10. ECL Finance Ltd. Under process 11. Canara Bank 12. ICICI Bank 13. Bank of Baroda 14. Punjab National Bank 15. Axis Bank 16. IREDA	1. Smart Joules 2. eSmart 3. Yajna Fuels 4. Yantra 5. Energized Solutions 6. Katyani 7. Geostat 8. Cosmoright 9. G A Infra 10. Gram Power 11. EIPL 12. Briller 13. Mytrah 14. Subh Enterprises 15. NEEV Energy	1. Municipal Corporations 2. MSME units 3. Large Industry 4. Hospitals 5. Hotels 6. Office Buildings 7. DISCOMs 8. E-Transport	1. SIDBI 2. EESL	The World Bank	1. Global Environment Facility 2. Clean Technology Fund	1. Bureau of Energy Efficiency (BEE) 2. Department of Economic Affairs (DEA)

Note: The above mentioned stakeholders like PFIs/ ESCOs/ Hosts are subject to change from time to time.
