
**Implementation of Agri and Api-tourism initiatives in
Himachal Pradesh**

**Project number/
cost centre:**

G-12003-013

| | | |
|-----------|---|-----------|
| 0. | List of abbreviations | 2 |
| 1. | Brief Information on Project | 3 |
| 2. | Context..... | 3 |
| 3. | Tasks to be performed by the contractor | 5 |
| 4. | Concept..... | 7 |
| 5. | Personnel concept | 8 |
| 6. | Costing requirements | 9 |
| | Assignment of personnel and travel expenses..... | 9 |
| | Sustainability aspects for travel..... | 9 |
| | Specification of inputs | 10 |
| 7. | Workshops and training | 10 |
| 8. | Requirements on the format of the tender | 10 |

0. List of abbreviations

| | |
|---------|--|
| BMZ | The German Federal Ministry for Economic Cooperation and Development |
| EU | The European Union |
| GIZ | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH |
| MoAFW | Ministry of Agriculture & Farmers Welfare |
| AgSys | Sustainable Agricultural Systems and Policies Project |
| SI AGER | Special Initiative “Transformation of Agricultural and Food Systems” |
| ToR | Terms of Reference |
| PES | Payments for Ecosystem Services |
| SMEs | Small and Medium Enterprises |
| AG | Commissioning party |
| AN | Contractor |
| AVB | General Terms and Conditions of Contract for supplying services and work |
| FK | Expert |
| FKT | Expert Days |
| KZFK | Short term expert |

1. Brief Information on Project

The CompensACTION Initiative for food security and a healthy planet was launched under the German G7 Presidency by the German Federal Ministry for Economic Cooperation and Development (BMZ). Its vision is to provide adequate compensation for agricultural producers worldwide, particularly smallholders in developing countries, for their multifunctional services. This includes earning a living income from their produce and being paid for ecosystem services, which necessitates compensation mechanisms that combine income generation with ecosystem service payments.

The CompensACTION pilot initiative in India is implemented by the India country measure of the global project Sustainable Agricultural Systems and Policies (AgSys), which is part of the BMZ Special Initiative "Transformation of Agricultural and Food Systems" (SI AGER). The project aims to strengthen the framework conditions for aligning conventional horticulture with social, climate change, and biodiversity goals. Bundled Incentives for Promotion of Multiple Ecosystem Services in Indian Horticulture The objective of the CompensACTION pilot in India is to bundle the incentive mechanisms that effectively promote sustainable farming practices while ensuring the long-term provision of ecosystem services. Himachal Pradesh and Karnataka, two of the leading states in horticultural production, are also home to rich biodiversity, and are vulnerable to climate change impacts. The approach focuses on enhancing and combining existing incentive structures from public policies, private sector and financial institutions to facilitate financing for sustainable agriculture and compensation to farmers, especially women, for the provision of multiple ecosystem services through incentives for adoption of sustainable agricultural practices.

The CompensACTION India pilot project is working in close collaboration with the Department of Horticulture under the Ministry of Agriculture & Farmers Welfare (MoA&FW), along with a wide range of stakeholders aligned with the project's objectives. Given the innovative and strategic focus of the project, multiple workshops, events, and partner meetings are planned over the course of its implementation.

The CompensACTION India pilot operates in a complex and innovative context, aiming to align horticultural production with biodiversity conservation, climate resilience, and improved livelihoods for smallholder farmers through bundled incentive mechanisms. Achieving this requires not only strong technical concepts but also well-structured participatory processes that bring together diverse stakeholders, including government institutions, private sector actors, and farming communities.

2. Context

Insect pollination plays a vital role as a regulating ecosystem service that directly supports agricultural productivity, biodiversity conservation, and rural livelihoods. The agricultural sector in Himachal Pradesh is dominated by horticulture commodities, particularly apple cultivation, which contributes more than 80% of the total fruit production in the state and is highly dependent on insect pollination for fruit quality and yield. However, there has been a consistent decline in the number and diversity of wild insect pollinators across the Himalayan region due to factors such as excessive use of chemical fertilisers and pesticides, monoculture systems, high-density plantations, habitat degradation, and climate change impacts. In addition, the increasing economic preference for the exotic honeybee species *Apis mellifera* has intensified competition for food resources with native pollinators and indigenous honeybee species such as *Apis cerana*. These challenges not only threaten

ecosystem health and agricultural sustainability but also affect the livelihoods of smallholder farming communities dependent on horticulture production.

Given the growing interest in integrating biodiversity conservation with sustainable rural livelihood opportunities, the CompensACTION pilot seeks to promote apitourism and related agritourism approaches as innovative mechanisms for strengthening ecosystem-service-based incentives in horticultural landscapes. This requires specialised technical support to develop and facilitate training programmes, stakeholder workshops, study visits, and practical learning exchanges that connect sustainable agriculture, pollinator conservation, tourism development, and rural entrepreneurship. In addition, the assignment requires support for development of context-specific apitourism models, business concepts, and capacity-building approaches tailored to farmers, beekeepers, tourism operators, institutions, and local communities. Continuous technical backstopping, documentation, and knowledge support are therefore essential to ensure effective implementation, stakeholder engagement, adaptation of international good practices, and translation of learning into scalable and sustainable tourism and livelihood models within the CompensACTION pilot in India.

Objective of the assignment

Promote and support the development and integration of environmental and landscape stewardship criteria within apitourism and agritourism initiatives under the CompensACTION Pilot India.

Some focus cultural ecosystem services of the pilot project is physical and mental health and recreation through agri and api-tourism and apitherapy, with activities that focus on:

- Supporting development of apitourism and agritourism initiatives that connect biodiversity conservation, local traditions, and rural livelihoods.
- Building capacities of farmers, beekeepers, tourism operators, and local institutions on sustainable beekeeping, tourism development, and ecosystem stewardship approaches and apitherapy
- Promoting bee-friendly landscapes and traditional land-use practices through experiential tourism models and community-based learning approaches.
- Enhancing income generation opportunities for rural communities through development of apitourism products, local value addition, and marketing of bee-based products.
- Encouraging knowledge exchange and adoption of international good practices in apitourism, certification systems, and sustainable tourism management.

The consultancy will provide technical guidance and coordination to help transition existing rural tourism models toward ecosystem-service-based tourism incentives, thereby enhancing biodiversity conservation, strengthening rural livelihoods, and contributing to the broader goals of the Sustainable Agricultural Systems and Policies Project and the CompensACTION Initiative.

Rationale:

The rationale behind this assignment is to support the transition towards sustainable agricultural and rural livelihood systems by integrating pollinator conservation, sustainable beekeeping, agritourism, and apitourism approaches within horticultural landscapes. The project seeks to strengthen ecosystem-service-based incentives by promoting bee-friendly agricultural practices, enhancing awareness on the importance of pollinators, and creating

additional livelihood opportunities for farming and beekeeping communities through tourism-linked activities.

The assignment will support the development of apitourism models that connect biodiversity conservation, traditional knowledge, local culture, and sustainable agriculture with experiential tourism and rural entrepreneurship. Through capacity building, stakeholder engagement, study visits, and practical learning approaches, the consultancy will facilitate knowledge exchange and adaptation of international good practices relevant to apitourism and sustainable tourism development.

The consultancy will further contribute to strengthening collaboration among farmers, beekeepers, tourism operators, institutions, and local communities to develop context-specific and economically viable apitourism initiatives. This will help enhance rural incomes, promote conservation-oriented agricultural landscapes, encourage sustainable tourism practices, and support the broader objectives of the CompensACTION Initiative related to climate resilience, biodiversity conservation, and sustainable food systems transformation.

3. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

a) Introductory Apitourism Training and Exposure Activities

- Preparation and adaptation of training content based on project objectives and participant profiles
- Development and validation of training agendas, facilitation plans, and learning materials
- Design of presentations, exercises, case studies, and facilitation tools related to apitourism and biodiversity-friendly tourism development
- Delivery of introductory apitourism training sessions covering economic benefits, certification systems, networking approaches, and global case studies, including the Slovenian model
- Facilitation of study visits to local beekeeping and tourism sites to assess regional potential and contextual applicability.
- Documentation of training outcomes, participant feedback, and learning reflections
- Photo documentation and structured capture of workshop and study visit outputs

Deliverables:

- Training module and facilitation materials for introductory apitourism training
- Documentation report of introductory training sessions
- Study visit report including assessment findings and key observations
- Technical report summarising training outcomes and recommendations

a) Development and Validation of Apitourism Business Models and Ecosystem-Service-Based Tourism Incentives

- Scoping mission and on site analysis of existing models, subsidies and structures.
- Review of project documents, existing approaches, and regional opportunities for apitourism development
- Facilitation of participatory exercises to identify and refine apitourism business ideas
- Development of methodological approaches for integrating biodiversity conservation and ecosystem-service incentives into tourism models
- Support for branding and positioning of beekeeping-based tourism products and experiences
- Validation and refinement of business concepts through case-based learning and stakeholder feedback
- Identification of implementation challenges, enabling conditions, and sustainability considerations
- Technical validation of proposed approaches with project stakeholders and participating institutions

Deliverables:

- Document outlining validated apitourism business ideas and concepts
- Case study documentation of practical applications and examples
- Documentation of branding and positioning approaches for apitourism products
- Consolidated implementation support report with recommendations and lessons learned

b) Technical Backstopping, Documentation, and Reporting Support

- Continuous methodological and technical support throughout implementation of apitourism activities
- Facilitation of field visit to Apitourism models in Slovenia
- Review and feedback on key project deliverables, training materials, and reports
- Support in preparation and facilitation of workshops, stakeholder meetings, and knowledge exchange sessions
- Debriefing sessions and adaptive improvements based on implementation feedback
- Systematisation of lessons learned, participant feedback, and good practices
- Continuous documentation and reporting across all phases of implementation

Deliverables:

- Reviewed and commented technical documents and training materials
- Technical recommendation notes and feedback summaries
- Minutes and documentation of coordination meetings and workshops
- Learning and reflection notes from implementation processes

- Final consultancy report summarising all activities, outcomes, recommendations, and lessons learned

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

| Milestones/process steps/partial services | Deadline/place/person responsible |
|--|-----------------------------------|
| Initial online debriefing and planning session | July 2026 |
| Submission of Inception Report (including training plan and workplan) | August 2026 |
| On-site evaluation and validation of apitourism models | November 2026 |
| Delivery of Introductory Apitourism Training Course | March 2027 |
| Submission of Interim Report (covering trainings and study tour outcomes) | April 2027 |
| Facilitation of field visit in Slovenia | July 2027 |
| Documentation of Apitourism Models, Case Studies, and Learning Outcomes | August 2027 |
| Submission of Draft/Preliminary Report | September 2027 |
| Final Report Submission (including all trainings, outcomes, and recommendations) | October 2027 |

Period of assignment: from Mid to End of July 2026 to 30th October 2027

4. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 are to be achieved. In addition, the bidder must describe the project management system for service provision.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 0 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 3 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

5. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 6), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Key Expert 1

Tasks of Key Expert 1

- Lead the preparation and coordination of apitourism training agendas, facilitation plans, and technical learning materials
- Design and deliver introductory and advanced training sessions on apitourism concepts, certification systems, networking approaches, and sustainable tourism models
- Facilitate local and international study visits, including technical coordination and knowledge exchange processes
- Support development of tailored capacity-building modules on tourism development, branding, marketing, management, and sales
- Provide technical guidance for the development and validation of apitourism business concepts and ecosystem-service-based tourism incentives
- Facilitate stakeholder workshops, interactive learning sessions, and practical case-based exercises
- Contribute to documentation, reporting, and synthesis of training outcomes, implementation learnings, and recommendations
- Support coordination with project partners, beekeeping institutions, tourism stakeholders, and participating communities

Qualifications of Key Expert 1

- Qualification (2.2.1): Bachelors degree in marketing, tourism management, sustainable rural development, business development, apiculture, environmental sciences, or a related field
- Language (2.2.2): Excellent business language skills in English (C1 level)
- General professional experience (2.2.3) 10 years of professional experience in tourism development, destination management, experiential tourism, and sustainable rural entrepreneurship
- Specific professional experience (2.2.4): 10 years of experience in apitourism development, tourism product design, international knowledge exchange, and integration of beekeeping heritage into tourism initiatives

- Regional experience (2.2.6): 10 years Experience working with international tourism, beekeeping, and rural development initiatives across Europe and other international contexts
- Development Cooperation experience (2.2.7): 2 years Experience supporting international cooperation initiatives related to sustainable tourism, biodiversity, local livelihoods, and capacity building
- Other (2.2.8):
 - 5 years experience in designing and facilitating apitourism training programmes, workshops, and technical learning exchanges (2 Points)
 - 10 years expertise in the Slovenian apitourism model, including certification systems, experiential tourism, and networking approaches (2 Points)
 - 5 years experience in coordination and facilitation of international study tours and stakeholder engagement processes (1 Point)
 - 10 years experience in development and promotion of bee-based tourism products and apiwellbeing concepts (1 Points)
 - 10 years experience working with beekeepers, tourism operators, institutions, and rural communities to strengthen sustainable livelihood opportunities through apitourism (2 Points)
 - 10 years experience contributing to international apitourism and bee-tourism networks and knowledge-sharing platforms (2 Points)

6. Costing requirements

Assignment of personnel and travel expenses

Per-diem and overnight accommodation allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable at <https://www.bundesfinanzministerium.de>).

Accommodation costs which exceed this up to a reasonable amount and the cost of flights and other main forms of transport can be reimbursed against evidence

All business travel must be agreed in advance by the officer responsible for the project.

Sustainability aspects for travel

GIZ would like to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO₂ emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

Specification of inputs

| Fee days | Number of experts | Number of days per expert | Total | Comments |
|-----------------------------------|-------------------|---------------------------|--------|--|
| Expert 1 | 1 | 26 | | |
| Travel expenses | Quantity | Price | Total | Comments |
| International flights | 2 | | | Against evidence |
| National flights | 2 | | | Arrival in Delhi and potential travel to training cities (TBD) |
| Compensation of CO2 emissions | 4 | 100 | 400 | Against evidence |
| Transportation in India/abroad | 2 | | | Against evidence |
| Per-diem allowance | 14 | 22 | 308 | Two seminars 7 days each |
| Overnight accommodation allowance | 14 | 80 | 1120 | Two seminars 7 days each |
| Other costs | Quantity | Price | Total | Comments |
| Visa costs | 2 | | | |
| Flexible remuneration | 1 | | 3000 € | |

7. Workshops and training

The contractor implements the following workshops/study trips/training courses:

- The contractor shall conduct introductory and advanced apitourism training sessions, facilitate local exposure visits and stakeholder workshops in Himachal Pradesh. The activities will focus on apitourism development, certification systems, beekeeping practices, tourism management, and development of ecosystem-service-based tourism models. GIZ shall cover agreed workshop and study visit related costs as per contractual arrangements.

8. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 12 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter **Fehler! Verweisquelle konnte nicht gefunden werden.** of the ToRs must be submitted using the format specified in the terms and conditions for application. **The CVs shall not exceed 4 pages each.** They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs need to be submitted in English.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.