1. BACKGROUND AND PURPOSE
In recent years, UNICEF’s work to support the unique needs of young people has gained momentum, as the challenges facing them have come more sharply into view. UNICEF is committed to deliver for all children and adolescents through its overall impact goal of realizing the rights of every child, especially the most disadvantaged. Building on the current work with, and for, adolescents, in line with the United Nations Youth Strategy, UNICEF is developing a new global partnership, Generation Unlimited (GenU), which is dedicated to expanding opportunity for young people from ages 10 to 24 years. Maximising the potential of the United Nations system, Governments, Civil Society Organizations and the private sector, and of young people themselves, GenU is focused on finding new ways to ensure that every young person is in school, undergoing formal or informal learning or training, or is employed by 2030. The focus will be on reaching those in the greatest danger of being left behind: including girls, young people with disabilities or on the move, or affected by conflict and natural disasters. The India version of GenU has been named YuWaah. It signifies catalytic partnerships to unleash the potential of young people. Since its launch in November 2019, YuWaah has built alliances with a range of stakeholders such as the Government, civil society, UN and other international organizations, the corporate sector and, of course, young people themselves. It has provided a platform for exchange of ideas, dissemination of existing employment, skilling and learning initiatives, youth engagement and amplification of youth aspirations, choices and unmet needs.

Passport to Earning (P2E) is a flagship skilling platform which will provide young people (15-24 years old) with free, job-relevant skills, and position them for job opportunities. It is a Public-Private-Youth Partnership (PPYP) hosted by UNICEF, through Generation Unlimited and co-founded by Microsoft, which aims to connect youth to opportunity by upskilling them towards entrepreneurship, employment and social impact. P2E is planned for roll-out to 10 selected countries, with India as one of the pilot countries. Facilitated by YuWaah and UNICEF India Country Office, P2E is getting implemented in the India since Sept 2022, with the aim of impacting 5 million underserved and unemployed youth by building government capacity to provide long-term sustainable solution to skilling and employment. To provide partnership and advocacy support for P2E, UNICEF and YuWaah is currently on-boarding a Lead-Partnership & Advocacy, who will help support the Passport to Earning (P2E) program in India by developing new and managing existing partnerships with Govt and Non-Govt agencies, to strengthen the reach, impact and sustainability of the program.

The purpose of this consultancy is to support the Passport to Earning (P2E) program in India by developing and managing partnerships with Govt and Non-Govt agencies, to strengthen the reach, impact and sustainability of the program.

2. OBJECTIVE, MAJOR TASKS AND ACTIVITIES TO BE ACCOMPLISHED
The key objective of this position would be to strengthen the reach, impact and sustainability of the P2E program by developing new and managing existing govt, non-govt partnerships.

Under the technical guidance of Program Manager, YuWaah and overall guidance of Chief, Generation Unlimited, the purpose of the consultancy is:

i. Develop new and manage existing government partnerships – identification and onboarding of govt. partners like central and state ministries and departments working in the domain of
skilling, education, employment and youth related issues, for rolling out the P2E programs with different sets of young people across the country.

ii. Provide strategic advice to the Programme manager to develop and manage other partnerships with Civil Service Organizations and Private Organizations in Identification and onboarding of CSOs and Private Organizations for strengthening the P2E program and providing young learners with opportunities for financial independence. Along with the new partnership, manage and strengthening existing partnerships to achieve the program targets and results in a timely manner.

iii. Advocacy for Program sustainability – Influence policies, guidelines and resource allocation within multiple relevant govt. ministries and departments, towards adoption of P2E as their platform of choice for skilling implementation.

iv. Develop and strengthen communication with the ecosystem – Develop external communication and branding plan and execute the same to strengthen the P2E platform within internal and external ecosystem in India.

v. Fundraising – Develop fundraising plan and generate funding opportunities for the P2E program.

3. DELIVERABLES AND DEADLINES

<table>
<thead>
<tr>
<th>Work Assignment Overview (Include Major Tasks and Activities)</th>
<th>Deliverables/Outputs</th>
<th>Timeline/Date for submission of Deliverable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop new and manage existing partnerships (Government, the Private Sector, and Civil Society).</td>
<td>4 strategy documents developed, one per quarter to establish a systematic, process-driven approach to partner outreach and relationship management. Total 20 new partnerships proposals developed, 5 proposals submitted at the end of each quarter. A report of completion of onboarding of at least 4 central or state level Government partners, one in every quarter for smooth rollout of P2E. At least 12 review meetings with onboarded partners documented for new partners, 3 meetings in every quarter- 12 reports submitted on major actions agreed during the review meetings.</td>
<td>03rd Oct 2023 15th Dec 2023 15th Mar 2024 15th Jun 2024 15th Dec 2023 15th Mar 2024 15th Jun 2024 01st Sep 2024</td>
</tr>
<tr>
<td>Advocacy for Program sustainability</td>
<td>A report of completion towards- any Govt. entity (as approved by supervisor) adopted P2E (either Govt. approves P2E as their own skilling platform or Govt. integrates it in their platform).</td>
<td>30th July 2024</td>
</tr>
</tbody>
</table>
- Help position P2E and YuWaah as a thought leader in skilling and economic opportunities areas
- Collaborate and coordinate advocacy plans and activities with UNICEF’s other flagship initiatives such as U-Report, YPAT, Job Support Program etc.

<table>
<thead>
<tr>
<th>Duty</th>
<th>Description</th>
<th>Details</th>
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</table>
| - Help position P2E and YuWaah | 2 reports submitted towards successful completion of 2 events (with participation from the Government).
|  |  | 15\textsuperscript{th} Feb 2024 30\textsuperscript{th} Aug 2024 |
| - Collaborate and coordinate | Annual communication and branding plan developed for P2E. |
| | 3 reports on completion of communication plan updating for 3 quarters |
|  | At least 2 Human Interest Stories developed every quarter. |
| **Develop and strengthen communication with the ecosystem** | 03\textsuperscript{rd} Oct 2023 |
|  | A fundraising deck developed for P2E in coordination with India and Global GenU Teams |
|  | At least 4 fundraising proposals for P2E submitted and vetted by the supervisor, one in each quarter |
|  | 15\textsuperscript{th} Dec 2023 15\textsuperscript{th} Mar 2024 15\textsuperscript{th} Jun 2024 01\textsuperscript{st} Sep 2024 |

<table>
<thead>
<tr>
<th>Duty</th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Developing the fundraising deck in coordination with YuWaah partnerships team and GenU global team</td>
<td>15\textsuperscript{th} Oct 2023</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research and identify at least 1 fundraising opportunity per quarter</td>
<td></td>
</tr>
<tr>
<td><strong>Fundraising for P2E program</strong></td>
<td>15\textsuperscript{th} Dec 2023 15\textsuperscript{th} Mar 2024 15\textsuperscript{th} Jun 2024 01\textsuperscript{st} Sep 2024</td>
<td></td>
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<tr>
<td></td>
<td>01\textsuperscript{st} Sep 2024</td>
<td></td>
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4. DUTY STATION
New Delhi (home-based with mission travel)

5. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)
Since P2E is implemented across the country, monitoring trips to state capitals across India will be required regularly. There will be total 50 days of travel expected, as per details below:

a) Number of trips (air) = 20 trips of 2 days each
b) Number of trips (train) = 05 trips of 2 days each
c) Local travel within the districts = 10 trips

6. ESTIMATED DURATION OF CONTRACT
12 months, from September 2023

7. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Qualification:
Master's in Business, Education, Technology, Public Relations, Communication or other relevant field

Experience:
i. Six years of progressively responsible and relevant professional work experience in project management, strategic communications, social development planning and management of youth engagement, advocacy and partnerships is required.
Experience of working with large-scale campaigns and movements is preferred.
Fluency in English & Hindi (written and verbal) is required
Experience working with UN/international organizations is an asset.
Should have experience of advocacy for Edtech platforms.
Demonstrated ability and experience in coordination, and able to work under pressure is required.
Prior experience in coordinating with multiple partners and external groups for undertaking integration with various third-party systems and platforms

**8. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)**
Technical and Financial ratio is 75:25 (technical proposal-75 points and financial proposal-25 points)

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<thead>
<tr>
<th>S. No.</th>
<th>Evaluation Criteria</th>
<th>Max. Marks</th>
<th>Min. Marks</th>
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<tbody>
<tr>
<td>1.</td>
<td>Educational Qualification</td>
<td>20</td>
<td>28</td>
</tr>
<tr>
<td>2.</td>
<td>Relevant experience</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Sub-Total</strong></td>
<td><strong>40</strong></td>
<td><strong>28</strong></td>
</tr>
<tr>
<td>3.</td>
<td>Interview</td>
<td>35</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>75</strong></td>
<td><strong>53</strong></td>
</tr>
</tbody>
</table>

Note: Candidates scoring 28 marks (out of 40) will be invited for interview. Candidate should score 25 marks (out of 35) to qualify in interview. Qualifying score in technical evaluation is 53 out of 75.

**9. PAYMENT SCHEDULE**
Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

**10. IMPORTANT NOTES**
- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible to ensure that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.
- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

**HOW TO APPLY:**
The application to be submitted through the online portal and must contain three separate attachments, as follows:

1. A cover letter (max 2 pages) outlining understanding of the scope and activities, motivation to undertake it and demonstrating fit for the assignment (to be uploaded online under “Cover Letter” tab)
2. An updated CV demonstrating all requirements stated above (to be uploaded online under “Resume” tab)
3. A financial proposal indicating all-inclusive amount (professional fee + travel cost as applicable) against each of the deliverable, as per the template attached. Please do not forget to specify your name in the file while saving (to be uploaded online under “Financial Proposal” tab).

**Important Note:** Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

**Without all the above 04 documents, your application will be considered incomplete and invalid and will not be considered further.**

- Any attempt to unduly influence UNICEF’s selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.

**For any clarifications, please contact:**
UNICEF
Supply & Procurement Section
73, Lodi Estate, New Delhi 110003
Email: indconsultants@unicef.org