

TERMS OF REFERENCE

Individual Contractor: Capacity Building, Skill Development, Knowledge Management, and Social Behaviour Change for Urban Sanitation (FULL-TIME) - Open to Indian Nationals only

Duty Station: New Delhi

Contract duration: 11.5 Months

Closing date: 10th June 2022

1. BACKGROUND / RATIONALE

Global evidence demonstrates the role that improved Water, Sanitation and Hygiene (WASH) practices and services play in strengthening health and nutrition outcomes among populations. The Sustainable Development Goals (SDGs) place a significant emphasis on sanitation, cleanliness, and hygiene under the 6th SDG (clean water and sanitation for all). The launch of the Swachh Bharat Mission (SBM) in October of 2014, brought the issue of sanitation to the centre of the government's agenda, and helped mainstream conversations around the subject at the household and community levels. The SBM divided into two broad approaches to bring about improved sanitation and hygiene across the nation: SBM-Grameen, and SBM-Urban.

The Swachh Bharat Mission -Urban (SBM-U) had under it three major objectives: 1) achieving 100% Open Defecation Free (ODF) status, 2) ensuring 100% scientific Solid Waste Management (SWM) and 3) behaviour change through 'Jan Andolan', in all statutory towns. The launch of the SBM-U, in addition to the release of the SWM Rules, 2016; C&D (Construction and Demolition) waste rules, Plastic Waste Management guidelines etc., have all set the stage for India to accelerate its progress on bringing about improved and effective waste management.

Since then, India has documented improvements in waste collection and segregation, seen reductions in improper waste dumping and littering, and raised community awareness around critical issues of urban sanitation. All except one of the 4,372 Urban Local Bodies of India (across the 35 states/UTs) have become Open Defecation Free. This has been achieved through the construction of 66.86 lakh Individual Household Toilets, and 6.40 lakh Community/ Public toilets (CT/PT). Door to door collection and source segregation have gone up from negligible levels in 2014 to cover 86,228 wards (97%) and 72,493 wards (85%) respectively. As a result of these changes, economically weaker sections of society, such as women and self-help group (SHG) members from urban poor communities have more livelihood options. Over 90,000 informal waste workers have been formalized into the waste management value chain. Sanitation workers and Safai Mitras, have become key stakeholders for the Mission, with initiatives being taken to ensure safe and improved living and working conditions for them.

Urban Local Bodies (ULBs) are mandated by the Constitution of India, under Twelfth Schedule, to carry out functions related to water supply and sanitation. The first phase of the Swachh Bharat Mission was successful in meeting its aims and objectives to make India an ODF country, but also brought to light qualitative and quantitative shortfalls in the capacities of the key personnel engaged in the implementation of the Mission.

Unfortunately, the outbreak of COVID-19 and the associated lockdowns have exacerbated pre-existing vulnerabilities of marginalised groups living in Indian cities/towns, including sanitation workers, workers engaged in the informal sector as well as urban poor living in congested and overcrowded informal settlements with inadequate housing and limited access to water, sanitation and health facilities – all of which are essential to reduce chances of getting infected with the virus.

Many poor households found it difficult to follow COVID-related guidelines for ensuring safety and protection. Practicing physical and social distance, washing hands and even self-isolation is not easy for the

170 million households or 69 per cent of India live in houses with one or two bedrooms, and 10 million households do not have any exclusive room for living as the houses double up as their shops and offices. Similarly, people in urban slums share toilets, water, and soap. For them, social distancing and hand hygiene can be difficult to practice.

Therefore, it is important to focus on safety of sanitation workers (especially in the context of managing waste from Covid positive households and operation and maintenance of community toilets) during the roll out of SBM-U 2.0 as well as the wider urban poor community that is disproportionately affected by the COVID-19 pandemic.

In the second phase of the Swachh Bharat Mission - Urban (SBM-U 2.0), the IEC & Behaviour Change initiatives will be based on the learnings and achievements of SBM-U in recent years and will incorporate Covid Appropriate Behaviours (CAB). Core to this is the understanding that the mission largely rests on people's participation, which made possible through systematic communication at multiple levels. The Jan Andolan created under SBM-Urban was triggered by the Prime Minister and managed to engage with nearly 20 crore urban citizens. With the momentum created by the SBM, citizens have realised that sanitation impacts their lives in so many ways that it needs to be everybody's agenda. The scale of impact that behavioural choices around sanitation have on people's lives and society at large makes the issue of sanitation both personal and social.

Under SBM-U 2.0, this aspect will assume far greater criticality, and will need to become the soul of the Mission. Accordingly, IEC and BCC under SBM-U 2.0 will require a more intensified and focused approach to ensure participation and active engagement from each and every citizen and every stakeholder. In fact, people's participation will be foundational to achieving the Mission's vision of Garbage Free cities. The IEC and BCC strategy would thus have to be innovatively reformatted to cater to the Mission's vision of Garbage Free cities in accordance with the objectives under SBM-U 2.0.

With the launch of SBM-U 2.0, it has become imperative to develop a cadre of professionals at the ULB level and also at the State level to work towards the specific objectives of the Mission, and sustain the gains made in last years. Identifying the need to make the Mission truly people-centric and stakeholder-owned, SBM-U 2.0 will focus on comprehensive capacity building across the pyramid of stakeholders engaged in program implementation, and most importantly at the ULB level. This would include components for which funding is available within the mission, and other related areas where funding is available through convergence with other schemes, including leveraging of AMRUT 2.0 and other relevant Mission/ Programme funds such as SBM Grameen, Namami Gange, Ministry of Social Justice and Empowerment, etc. Capacity building and skill development initiatives under SBM-U 2.0 will also incorporate Covid Appropriate Behaviours (CAB).

In line with these goals, there is a requirement for a focused approach to capacity building and stakeholder development. MoHUA with the support of UNICEF has developed and launched a national capacity building framework, to be implemented at the Central, State/UT and ULB levels. This will include the identification of stakeholders for training, development and roll out of quarterly training calendars, development and implementation of a robust mechanism of assessment and certification

To meet these aims in urban sanitation and hygiene, UNICEF is supporting the Ministry of Housing and Urban Affairs (MoHUA), States and ULBs in the roll out of the recently launched national capacity building (CB), skill development (SD) and knowledge management (KM) framework and the national SBC framework for SBM-U 2.0. For this purpose, a competent and skilled CB/SD/KM/SBC professional is required.

The contractor will support in fulfilling these key tasks:

- I. Development and implementation of capacity building and skill development plans, needs assessments, training content and tools.
- II. Revamping the e-learning platform to ensure training content is up to date and platform is user friendly and comprehensive, and support developing of new training content.

- III. Developing and supporting the roll out of a robust mechanism of assessment and certification for trained stakeholders.
- IV. Supporting knowledge management interventions for urban sanitation.
- V. Developing SBC campaigns and plans, collaterals, content and tools and supporting Social Media outreach.
- VI. Organization of national level people centric events to raise advocacy for Garbage Free India.

This TOR is for the engagement of one professional with expertise and experience in capacity building, skill development, knowledge management and social behaviour change interventions for urban sanitation programmes.

2. PURPOSE OF ASSIGNMENT

This project requires the engagement of a qualified CB/SD/KM/SBC professional with expertise and experience in developing and facilitating urban WASH capacity building and skill development interventions, knowledge management for urban WASH, and developing and implementing SBC plans and campaigns, who will support the implementation of such interventions for urban sanitation and hygiene in India.

3. OBJECTIVE/S

Recruit a consultant, who will support the rollout of the national CB/SD/KM framework and the national SBC framework under the SBM-U 2.0. The consultant will be required to support in review and development of training materials, SBC plan and campaign development and implementation, data monitoring and analysis, as well as knowledge management and communication.

4. MAJOR TASKS TO BE ACCOMPLISHED

1. Operationalizing the national CB/SD/KM framework and the national SBC framework at national level and in selected states, taking into consideration the Covid context
 - a. Organize and facilitate state level workshops to adapt/develop state level communication strategies and their operationalization
 - b. Support in the development of adaptations/innovations at state level
2. Support the design and implementation of national SBC campaigns on SBM-U 2.0 (in collaboration with MoHUA). Develop content for SBC campaigns and dissemination of IEC materials to states and support national and state level departments to review and develop communication packages for SBM-U. Assist material dissemination regularly and support adaptation to avoid duplication of communication materials and tools.
3. Support training needs assessment (TNA) and skill gap study to develop an understanding of the training needs and human resource requirement in the urban sanitation sector.
4. Support development and institutionalization of a comprehensive knowledge management framework. This will include the review of existing training content (online and offline) and providing recommendations for the revision of the E-learning platform.
5. Support coordination efforts for CB/SD/KM/SBC for urban sanitation. Assist in expansion of partnerships (NGOs, CSOs) to increase communication outreach and increased CB/SD partnerships for SBM-U 2.0. Support the coordination of Swachhata knowledge partners and skilling institutes, and coordinate with different line Ministries like MoHUA, MoJS, MWCD, MoE, MoPR and MHFW and development partners.
6. Provide monitoring and quality assurance support for CB/SD/SBC activities including implementation and monitoring frameworks. Providing need-based support to states/districts in developing monitoring framework for better reporting of CB/SD/SBC interventions. Support in monitoring CB/SD/SBC activities at state level and its reflection in the MIS.
7. Support knowledge management initiatives, such as development of ToRs for evaluations/impact assessments of IEC activities conducted at national and state level, and sourcing best practices, human interest stories, IEC products, and other content from states and upload to portals and relevant

websites of the Ministry. Support knowledge management of capacity development and skill building initiatives, including documentation of pilot innovative projects and setting up of incubators.

5. DELIVERABLES AND DEADLINES

In view of the nature of the work, all the responsibilities will have to be done throughout the period of engagement.

S. No.	Major Task	Deliverable	Specific delivery date/deadline for completion of deliverable	Estimated travel required for completion of deliverable
1 – 11 months	As listed above	<ul style="list-style-type: none"> SBC campaigns supported TNA supported KM framework developed and implementation supported Coordination of urban sanitation stakeholders supported Monitoring and quality assurance for CB/SD/SBC supported 	Monthly report will be requested with progress updates against major tasks	Five trips, of five days each, in total
0.5 months	As above	<ul style="list-style-type: none"> As above Final report 	Monthly report will be requested with progress updates against major tasks	

6. DUTY STATION

The consultant will be working from home, with intermittent reporting to office as necessary, and will report to the WASH Specialist – Urban WASH focal point in the Delhi office. It is expected that the consultant will regularly visit Ministry of Housing & Urban Affairs, Nirman Bhawan, New Delhi, to ensure alignment with SBM-U. Hence the consultant should be based in Delhi for the duration of the contract.

7. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

Five trips will be provided for, for five days each, to any of UNICEF's 15 state offices depending on the COVID-19 pandemic situation and the requirements at the time of travel.

8. ESTIMATED DURATION OF CONTRACT (PART TIME / FULL TIME)

This is a full-time contract that will run approximately for 11.5 months.

Initial contract will be issued up to December 2022 and extended for the remaining period depending on continuing need, funding availability and satisfactory performance.

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

- Master’s Degree in Urban Planning, Public Health, Engineering, Social Sciences/Communication, Human Resources, or similar is mandatory.
- 5-7 years of experience working in the area of WASH is essential, in urban context preferably, in addition to experience in public health or WASH domains, with demonstrated familiarity in the field.
- Experience with the UN/development agencies, or with the Government in conducting IEC, capacity building and skill development initiatives is preferable.
- Knowledge and experience in developing urban WASH / public health training content and in organizing and facilitating training and learning events is expected.
- Knowledge and experience in IEC, capacity building and skill development preferably in urban WASH domain
- Ability to communicate, network effectively with national state and district level officers of government.
- Excellent writing and presentation skills (English and Hindi) is a basic requirement.
- Computer knowledge, skills and practical experience, including internet navigation, network, telecommunications and various office applications.

Physical Labour and Accessibility

- Majority of the work can be conducted remotely; however, there is a requirement for traveling to UNICEF supported states, up to five round trips
- UNICEF Delhi Office has a ramp to the groundfloor
- Candidate needs to be able to travel with laptop and relevant accessories on a daily basis

10. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA

S. No.	Criteria	Maximum Marks	Minimum Marks
Stage-I	(1) CV and cover letter demonstrate requisite experience and reflect minimum requirements (as listed in description) and whether they have preferred qualifications, as well	30	25
	(2) Writing sample demonstrates strong understanding of English and clear communication skills. This work sample has to clearly showcase the candidate’s contributions and efforts related to the area of CB/SD/KM/SBC in urban WASH. If a link to an online publication is submitted, the candidate must ensure that the publication is visible to the public in full; otherwise, the candidate will be disqualified. Any detected plagiarism or falsification will immediately disqualify the candidate.	20	15
	Candidates who score overall 40 marks and above as well as the minimum marks in each of the criteria (1) and (2) will be invited for an Interview		
Stage-II	Interview	30	25
	Total technical score (A)	80	65
Stage-III	Financial (B)	20	

Only candidates scoring 65 marks and above will be considered technically responsive and the financial offers for those candidates will be opened.

11. PAYMENT SCHEDULE

Payment will be linked to deliverables as outlined in the deliverable table above.

HOW TO APPLY:

The application to be submitted through the online portal and should contain four separate attachments:

- i. A Cover letter highlight the most relevant experience and share at least one detailed example of previous experience in leading urban WASH CB/SD/KM/SBC for targeted audiences **(to be uploaded online under “Cover Letter” tab)**
- ii. Curriculum Vitae (CV) reflecting relevant experience and including three professional references **(to be uploaded online under “Resume” tab)**
- iii. **ONE work sample developed in the last five (5) years** that is relevant to CB and SD for the urban WASH sector **(to be uploaded online under “Other – Applicant” as a single document containing 2 work samples)**
- iv. A financial proposal indicating all-inclusive monthly professional fee, 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 4 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.
- 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.

For any clarifications, please contact:

UNICEF

Supply & Procurement Section

73, Lodi Estate, New Delhi 110003

Email: indconsultants@unicef.org