

## TERMS OF REFERENCE

**Individual Consultant: Lead - Civic Engagement Partnerships and Programs (open to National Consultants only)**

**Duty Station:** New Delhi (home based with mission travels)

**Contract Duration:** 17 months

**Closing Date:** 15<sup>th</sup> April 2024

### **1. BACKGROUND AND PURPOSE**

YuWaah (Generation Unlimited/GenU) is a UNICEF-initiated multi-stakeholder global platform, that aims to prepare young people to transition from education and learning to productive work and active citizenship. YuWaah is working to focus on engagement, learning, skill development and employment of young people. Envisaged as a strategic, long-term initiative, YuWaah will serve as the much-needed bridge between solution providers, private sector, Government of India, academia and civil society organizations to fund and scale-up innovative and effective solutions. By 2030, in India, YuWaah aims to partner with 300 million young people as change-makers and create spaces for developing their leadership.

India is home to two of every five youths worldwide and youth account for more than 34% of the total population in India. Bridging the youth digital divide is too large and complex for individual stakeholders to tackle. Therefore, the need is to share knowledge, build expertise, and co-create solutions in innovative, data-driven, scalable, inclusive, and locally relevant ways. Keeping this in mind, a YuWaah Volunteering Platform - the first step towards the digital aggregator ecosystem (Youth Hub) - has been developed to enable a greater community of young people to emerge as active citizens, changemakers and solution providers, through phygital mediums. It's a marketplace where young people can explore their interests, find volunteering opportunities that match their interests, and sign up to act on issues that matter the most to them. In this way, YuWaah will activate young people as change makers in their communities, to lend their creativity, grit, and power to have social and environmental impact.

The Volunteering Platform since 2021 has been developed and further adapted as the Meri LiFE Portal and mobile application, in partnership with the Ministry of Environment, Forest and Climate Change – reporting participation from over 25 million people pan-India, across 72 Ministries, and directly engaging young people with over 1 lakh downloads of the mobile application.

As per the above, Lead - Civic Engagement, Partnerships and Programs will be responsible for:

- a) Liaising with external stakeholders including Ministry of Youth Affairs and Sports, National Institute of Urban Affairs and Ministry of Environment, Forest and Climate Change, as the SPOC to map opportunities for collaboration in the area of youth civic engagement with a focus on environment sustainability
- b) Working with a Programme Monitoring Unit to accelerate their successful completion of targets
- c) Scoping out and coordinating with relevant public, private and youth partners who can facilitate the scale-up of the Meri LiFE platform (volunteers as well as volunteering opportunities) towards advancement of young people's civic leadership, and engagement in nationwide volunteering initiatives through a lens of public-private-youth partnerships.

### **2. OBJECTIVES**

The Lead - Civic Engagement, Partnerships and Programs shall be expected to anchor the further implementation and scale-up of the Meri LiFE platform towards advancement of young people's civic leadership, and engagement in nationwide volunteering initiatives through a lens of public-private-youth partnerships.

### 3. MAJOR TASKS AND ACTIVITIES TO BE ACCOMPLISHED

<b>Work Assignments Overview (Include Major Tasks and Activities)</b>	<b>Deliverables/Outputs</b>	<b>Timeline/Date for submission of Deliverable</b>
Collaborate with the Adolescent and Youth Development Specialist and other team members involved in national youth engagement programs to jointly develop a workplan highlighting milestones and roadmap for implementation of the Meri LiFE platform	Workplan with milestones submitted	12 Aug 2024
Provide support in creation of a database of 25,000 colleges pan-India for expanding outreach for YuWaah programmes, knowledge products and digital solutions	Validated database of 25,000 colleges submitted	11 Sept 2024
Design a plan for public-private-youth engagement around World Nature Conservation Day, catalyzed through Meri LiFE platform	Design plan including workplan, key partners, operationalization plan developed and submitted	4 Oct 2024
Anchor the integration of Meri LiFE with the YuWaah Youth Hub platform via API	API documents and process note submitted	28 Oct 2024
Anchor technical and developmental changes in the Meri LiFE platform aligned to platform users' journeys, need and interests (including government stakeholders and young people)	A revised Software Requirements and Specifications (SRS) document developed and submitted highlighting finalized and enhanced mobile/web screens with corresponding functional details	30 Nov 2024
Design a plan for volunteer and partner engagement towards International Volunteering Day 2024	A design plan for International Volunteering Day submitted including the following: · Event workplan with timelines · Key partners involved and partnerships' tracker · Potential outcomes	31 Dec 2024
Conduct a retrospective analysis of the events reported and conducted via the Meri LiFE platform to understand the typology of actions and insights generated so as to inform the next cycle of implementation	Retrospective analysis document submitted	27 Jan 2025
Anchor operationalization and curation of volunteering opportunities for the participation of YuWaah's private sector partners and their employees	Design plan submitted including workplan, and list of key partners engaged	19 Feb 2025
Collaborate with government partners including champion Ministries and States to strategize and plan how their respective green programmes can be amplified via the Meri LiFE platform	Analysis document submitted highlighting champion Ministries, their respective green programmes and amplification strategy for Meri LiFE	26 Mar 2025

Design a plan for volunteer and partner engagement towards World Environment Day 2025	Design plan submitted including key partners and intervention strategies	17 Apr 2025
Provide support in planning and/or implementation of YuWaah's digital solutions, programmes and knowledge products across colleges and clubs towards activating young people as changemakers	An analysis report submitted highlighting the following points: · Workplan document · List of colleges onboarded · Potential outcomes	26 May 2025
Anchor the collaboration with National Institute of Urban Affairs to ensure young people's sustained participation in volunteering and urban governance through YuWaah programmes	Partnership plan submitted including key outcomes, number of young people engaged, type of programmes implemented	17 June 2025
Anchor the engagement of young people across YuWaah's college networks as volunteers through the Meri LiFE platform	Design and operationalization plan submitted including number of young people engaged, type of opportunities created	11 July 2025
Collaborate with champion Ministries and States to strategize and plan how their respective green programmes can be amplified via the Meri LiFE platform	Analysis document submitted highlighting champion Ministries, their respective green programmes and amplification strategy for Meri LiFE	7 Aug 2025
Anchor the creation of at-scale campaign strategies that can amplify volunteering and civic leadership for young people through the Meri LiFE platform	Campaign strategy document submitted	2 Sept 2025
Design a plan for volunteer and partner engagement towards International Volunteering Day 2025	A design plan for International Volunteering Day submitted including the following: · Event workplan with timelines · Key partners involved and partnerships' tracker · Intervention strategies · Potential outcomes	1 Oct 2025
Effectively manage multiple Stakeholders and Partners – including pitching to prospective funders for the Meri LiFE platform, volunteering and civic leadership who can potentially support program adoption and scale-up	Pitch note/deck submitted	3 Nov 2025
Collate and analyze learnings from volunteering campaigns activated via the Meri LiFE platform including outreach, engagement, partners onboarded and more	Analysis document submitted	15 Dec 2025

#### 4. DUTY STATION

New Delhi (home-based with mission travel)

#### 5. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

There will be 5 trips (by air) of 3 days each to States where UNICEF State offices are located e.g. Bangalore, Chennai.

## 6. ESTIMATED DURATION OF CONTRACT

17 months, from 15<sup>th</sup> July 2024 to 15<sup>th</sup> December 2025.

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

### Qualification:

Bachelor's degree in relevant social science disciplines, such as: social and life sciences, child development, adolescent and youth development, social development, international relations, social work, law (international law, humanitarian law), economics and social policy

### Years of Experience/Knowledge/Expertise/Skills required:

- i. Minimum 4 years of relevant professional experience in the social impact sector, driving large scale youth volunteering and civic engagement programmes.
- ii. Experience in working on technology solutions design, development, and technology transfer to partner organisation.
- iii. Field experience working directly with youth, especially, is essential.
- iv. Understanding of climate change and role of youth leadership in driving the sustainability and climate change agenda is an asset.
- v. Demonstrated ability to liaison with government stakeholders and nurture partnerships.
- vi. Demonstrated ability to work and adapt professionally and effectively in a dynamic environment;
- vii. Proven ability to conceptualize, plan, develop, implement, monitor evaluate and report on programmes in the areas relating to youth-led social impact and volunteering, and to transfer knowledge and skills;
- viii. Analytical, negotiating, communication and advocacy skills;
- ix. Solid overall computer literacy, including proficiency in various MS Office applications (Excel, Word, etc.) and email/internet; familiarity with database management; and office technology equipment;

## 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)

S. No.	Evaluation Criteria	Max. Marks	Min. Marks
1.	<b>Educational Qualification</b> Bachelor's degree or equivalent in relevant social science disciplines, such as: life sciences, child development, adolescent and youth development, social development, international relations, social work, law (international law, humanitarian law), economics and social policy	10	41
2.	<b>Relevant professional experience</b> <ul style="list-style-type: none"><li>• Minimum 4 years of relevant professional experience in the social impact sector, driving large scale youth volunteering and civic engagement programmes. (10)</li><li>• Experience in working on technology solutions design, development, and technology transfer to partner organisation. (15)</li><li>• Field experience working directly with youth, especially (10)</li><li>• A cover letter with details of technical knowledge and skills acquired and experience of their applications aligned to the skills and experience in the ToR (10)</li></ul>	45	
	<b>Sub-Total</b>	<b>55</b>	<b>41</b>
3.	<b>Interview</b>	20	n/a
	<b>Total</b>	<b>75</b>	<b>56</b>

**Note:** Applicants scoring 41 marks (out of 55) will be called for interview. Qualifying score in technical evaluation is 56 out of 75 marks.

## 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) with details of technical knowledge and skills acquired and experience of their applications aligned to the skills and experience in the ToR **(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 03 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,

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