

## TERMS OF REFERENCE

**Individual Contractor: Behaviour Change Communication for Urban Sanitation (full-time) – Open to Indian Nationals only**

**Duty Station:** New Delhi

**Contract duration:** 11.5 Months (Full time)

**Closing date:** 13<sup>th</sup> 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 6<sup>th</sup> 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 center 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.

SBM-U emerged as the largest urban sanitation behaviour change program in the world and has been able to accelerate India's progress in ensuring availability and sustainable management of water and sanitation for all. Mass media campaigns, intensive interpersonal communication and outreach programs, stringent monitoring of IEC (Information, Education and Communication) fund spend, multiple stakeholder involvement (including by celebrity brand ambassadors and influencers) have been pillars of this vast behaviour change strategy. Core to this process, has been the ownership that communities have taken when it comes to leading and sustaining change on the ground, with over 20 crore citizens engaged in 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.

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 Behaviour Change Communication Framework for SBM-U 2.0. For this purpose, a competent and skilled Social and Behaviour Change (SBC) professional is required.

The larger objective of this work, according to the SBM-U 2.0 guidelines is "to ensure awareness creation along with large scale citizen outreach to intensify 'Jan Andolan' and institutionalize swachh behaviour and related set of actions, towards achieving the vision of "Garbage Free" cities." The contractor will support in achieving this objective, and fulfilling these key tasks:

- I. Developing IEC strategies and plans, collaterals, content and tools and managing Social Media outreach;
- II. Design and drive national level SBC campaigns regarding various components of SBM Urban;
- III. Promotion of national level initiatives such as Swachh Survekshan, ODF+/ODF++/ Water+ and Garbage Free certifications, etc;
- IV. Organisation 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 driving the designing and implementing of SBC interventions for urban sanitation programmes.

## **2. PURPOSE OF ASSIGNMENT**

This project requires the engagement of a qualified SBC professional with expertise and experience in developing and implementing SBC strategies, plans, campaigns and materials, who will support the implementation of such interventions for urban sanitation and hygiene in India, in the context of COVID-19.

### 3. OBJECTIVE/S

Recruit a consultant, who will support the development and rollout of the SBC framework under the SBM-U 2.0. The consultant will be required to support in strategy development and implementation, data monitoring and analysis, as well as knowledge management and communication.

### 4. MAJOR TASKS TO BE ACCOMPLISHED

1. Operationalizing 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. Design and drive the implementation of national SBC campaigns on SBM-U 2.0 (in collaboration with MoHUA).
3. 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.
4. Build capacities for SBC towards achieving the goals of SBM-U 2.0 (urban sanitation, hygiene and 'garbage free cities'). Coordinate with capacity building teams to ensure that SBC capacity building is integrated in all capacity building content and its operationalization.
5. Develop and facilitate state level SBC workshops, including putting together lists of stakeholders, moderating discussions, with the aim of accelerate operationalization of SBM-U 2.0. Mobilize state teams to proactively engage on SBC, and plan and operationalize strategies and campaigns.
6. Provide monitoring and quality assurance support for SBC activities including implementation and monitoring frameworks. Providing need-based support to states/districts in developing monitoring framework for better reporting of SBC interventions. Support in monitoring IEC activities at state level and its reflection in the MIS.
7. Assist in expansion of partnerships (NGOs, CSOs) to increase communication outreach for SBM-U 2.0. Coordinate with different line Ministries like MoHUA, MoJS, MWCD, MoE, MoPR and MHFW and development partners for communication products developed for SBM-U, rural WASH, and urban WASH in institutions and other convergent programmes.
8. Support knowledge management initiative, 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.

### 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	Estimated travel required
1 – 11 months	As listed above	<ul style="list-style-type: none"><li>• SBC campaigns designed and implemented</li><li>• SBC capacities built</li><li>• Stakeholders mobilized to accelerate SBC framework implementation</li><li>• Monitoring and quality assurance of SBC initiatives supported</li><li>• Knowledge management and evidence generation for SBC supported</li></ul>	Monthly report will be requested with progress updates against major tasks	Five trips, of five days each, in total

<b>0.5 months</b>	As above	<ul style="list-style-type: none"> <li>• As above</li> <li>• Final report</li> </ul>	Monthly report will be requested with progress updates against major tasks	
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## 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 Communication/ Advertisement/ Marketing/ Development Studies/ Social Sciences or similar is mandatory
- 10-12 years of experience working in the field of Communication/ Media planning/ BCC/ SBCC/ Advertisement/ Marketing is essential
- 3-5 years of experience working in the area of urban WASH is essential, and experience in public health or WASH domains, with demonstrated familiarity in the field.
- Knowledge and experience in developing urban WASH / public health campaigns and IEC materials is expected.
- Experience with the UN/development agencies, or with the Government in driving Communication for Development and Social and Behaviour Change initiatives is expected.
- 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 ground floor
- 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) <b>CV and cover letter</b> demonstrate requisite experience and reflect minimum requirements (as listed in description) and whether they have preferred qualifications, as well	30	25
	(2) <b>Writing sample</b> 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 behaviour change communication 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
	<b>Total technical score (A)</b>	<b>80</b>	<b>65</b>
Stage-III	Financial <b>(B)</b>	<b>20</b>	

**Only candidate 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 and will be made on monthly basis.

### **HOW TO APPLY:**

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

- i. A Cover letter highlighting the most relevant experience and share at least one detailed example of previous experience in leading urban WASH behaviour change communication campaigns 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 behaviour change communication 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:**

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