

Terms of Reference (ToR) for Subject Matter Specialist (SMS) - Communication

1. PROJECT BACKGROUND:

The Government of Himachal Pradesh (GoHP) is implementing the Integrated Development Project for Source Sustainability and Climate Resilient Rainfed Agriculture (IDP) in the selected Gram Panchayats of the State, with financing from the World Bank. IDP carries forward the ideas and learnings of H.P. Mid Himalayan Watershed Development Project (HPMWDP). This project started in the year 2005 and completed on 31st March 2017. HPMWDP exhibited increase in real income by 20.70%, increase in biomass production by 46.25%, increase in yield of Wheat, Maize & Milk by 25.92%, 28.94% and 10.72% respectively. Under Institutional strengthening a total of 3,098 Self Help Groups (SHGs), 6,977, Users Groups and 5,967 Common Interest Groups (CIG) were established. Further details about the project are available at: <http://www.hpidp.org>

The Project will invest in measures in upstream catchment areas to improve sustainable land and watershed management to promote the sustainability of perennial water sources. It will also support continued diversification and commercialization of agricultural value chains in downstream areas by supporting production and value addition including promoting efficient water use thereby increasing the productivity of water in agriculture. It will adopt a spatial approach by (i) applying a landscape approach to individual high-risk micro-watersheds within select river basins in Himachal Pradesh; and (ii) overlaying this with a cluster approach to target value chain investments in specific locations to leverage economies of scale and network externalities. In parallel, the project will develop and demonstrate the application of an analytical evidence base to inform strategic policy choices viz. the trade-offs between alternative water uses and will pilot a new institutional arrangement for addressing complex multi-sectoral concepts such as sustainable landscape management that involves several sectors and multiple Government departments.

2. Project Development Objective [PDO]

The PDO is to improve upstream watershed management and increase agricultural water productivity in selected Gram Panchayats in Himachal Pradesh.

<i>Objective</i>	<i>Indicators</i>
To improve upstream watershed management in selected Gram Panchayats (GPs) in Himachal Pradesh	Land area under sustainable landscape management practices Area managed for improved soil Number of reforms recommended by the institutional assessments that are implemented
To increase agricultural water productivity in selected Gram Panchayats (GPs) in Himachal Pradesh	Share of participating farmers adopting climate smart agriculture practices Share of participating farmers adopting climate smart practices that are female New farm area brought under higher efficiency irrigation through project support in targeted GPs

	Share of participating farmers who give a rating of “Satisfied” or above on process and realized benefits of project interventions
	Share of participating female farmers who give a rating of “Satisfied” or above on process and realized benefits of project interventions

3. COMPONENTS

Component 1: Sustainable Land and Water Resource Management

This component promotes participatory and sustainable land and water management through financing the planning and implementation of upstream investments in selected micro-catchments. Site-specific Gram Panchayat resource management plans (GP-RMPs) will be prepared within each micro-catchment to specify detailed activities by location and GP. In parallel to the GP-RMPs, a network of hydrological monitoring stations will be established within the watershed to monitor the quality and quantity of water on a continuous basis, to assess the potential impact of project interventions, whilst laying the foundation for future water budgeting, and hydrological modelling to identify the highest priority sites for future activities. Hydrological watershed modelling in conjunction with landscape analysis can help identify the most critical sites to prioritize investments to ensure the greatest impact for source sustainability and water quality. The main implementers and beneficiaries will be Himachal Pradesh Forest Department (HPFD) staff and relevant community organizations such as sub-groups of the GP user groups set up (or strengthened, where appropriate) under the project. This support will lead to improved forest cover (and hence carbon capture), increased water and sediment regulation, reduced erosion, and improved community participation (including women, youth, and disadvantaged groups) in and benefits from sustainable land and water management that are expected to serve as a model for other states through the Lighthouse India approach (see Component 3).

Component 2: Improved Agricultural Productivity and Value Addition

This component would support interventions in downstream areas where the primary (existing or potential) water use is for irrigation in agriculture. It would seek to augment the use of irrigation as a principle strategy for shifting from low-value cereal production to climate resilient crop varieties, higher-value fruit and vegetable production but would do so with a focus on increasing climate resilience and water productivity to maximize the financial returns for water use. The project will seek to leverage additional support from other government programs and projects, particularly that of the agriculture, horticulture, and animal husbandry departments. Key interventions include infrastructure to increase high-productivity water utilization (drip and sprinkler irrigation) – essential elements of CSA – plus the necessary primary and secondary distribution systems. This component will also support the identification and development of agricultural value chains. In addition to improving local livelihoods, the proposed activities will reduce pressure on forests and contribute to increased carbon sequestration and reduced erosion.

Component 3: Institutional Capacity Building for Integrated Watershed Management

The long-term objective of this component is two-fold: firstly, to support a more comprehensive and holistic approach to managing the state's water resources while recognizing competing uses both within HP and downstream in other states, in particular Punjab; secondly to facilitate better alignment of institutional mandates for Integrated Watershed Management (IWM) and strengthen the HPFD's institutional structure and capacity for improved service delivery. In the short term, this component will focus on building the institutional capacity of the HPFD as the key government institution responsible for managing roughly two-thirds of the state's land area and identifying possible future reforms through a comprehensive IWM institutional assessment. It will also produce and share knowledge on these critical topics through a Lighthouse India approach.

Component 4: Project Management

The objective of project management component is to facilitate overall coordination, implementation, and management of the project at State Project Management Unit (SPMU), District Project Management Unit (DPMU) and Assistant Project Management Unit (APMU) levels.

The project implementation relies on a management and governance structure from the State down to the Gram Panchayat level, with clear-cut roles and responsibilities for staff members at each level. All staff positions will be filled during the pendency of the project with qualified people. This component will support the strengthening of the institutional capacity and knowledge management of the project implementing entity SPMU for the implementation and management of the project. This would include the establishment of the SPMU and 10 DPOs, and 10 APOs for supervision of project activities etc. The implementation arrangements will cover the details regarding financial management, disbursement and procurement, which are covered in subsequent chapters.

4. SCOPE OF ASSIGNMENT

Information, Education and Communication (IEC) subcomponent of the project supports the broad IEC strategy of the project. It envisages involvement of multiple stakeholders-the target community, community groups, GP, Gram Sabha, people's representatives, line departments, local organizations etc. Under this sub-component information & education material for awareness about the project, access to information, terms of participation and overall transparency among all the stakeholders will be developed.

Specific tasks among others will include the following:

- Develop a project-wide strategy for effective communication of project information to all stakeholders
- Manage the publication of project communication materials, viz., newsletter, case studies, success stories, etc., with inputs from various members of the project team in the field and at the HQ, ensuring adherence to the highest quality standards
- Collaborate with and monitor the production of IEC materials by third parties engaged under the project
- Produce draft content (e.g., press release) for media, including print and social media

- Organize initiatives and plan events or press conferences, as requested by the CPD
- Liaise with media and handle requests for information, interviews, statements, etc.
- Manage social media on behalf of the project, to ensure that complete, correct and timely information is always communicated and available to the public
- Foster relationships with key persons within the Project and line departments
- Collaborate with marketing professionals for advertisements or publication of articles
- Scout for and compile human interest stories of project impact on the ground, and use these for wider positive publicity
- Monitor public opinion with respect to the Project; in the event that there is any misinformation or rumors, to immediately bring it to the attention of the CPD and take necessary steps to prevent its spread
- Evaluation of the outreach and effectiveness of communication campaigns
- Any other duty assigned by the Chief Project Director and Executive Director, within the overall purview of communication and outreach.

5. QUALIFICATIONS AND EXPERIENCE

- A university degree or professional qualification in Journalism/Mass Communication/Social Sciences, or other relevant fields from a recognized university.

Working Experience : Minimum three years' experience relevant to the scope, seniority and complexity of the assignment.

Competencies

- Demonstrable knowledge and experience in managing IEC campaigns including development of Communication Strategy in any public sector project.
- Good communication and writing skills are necessary
- Proficiency in use of computers and smart phones, including the use of internet based applications, Microsoft Office and other programs/applications useful for desk-top publishing, editing and dissemination.
- Must possess initiative and the ability to work independently as well as in teams
- Strong sense of integrity
- Knowledge of local language and customs of the state of H.P.

Desired Professional Work Experience

- Experience in managing IEC and communication activities in public/reputed private sector agency/NGOs, PSUs etc.
- Experience in Communication management in externally aided projects (EAPs), such as those financed by the World Bank.

6. LANGUAGE

Fluency in English and Hindi languages.

7. DUTYSTATION

The services of Subject Matter Specialist (SMS) may be taken anywhere in the Project area with headquarter at Solan.

8. DURATION

The assignment will be initially for a period of one year. The contract may be renewed from time to time, if the performance of the appointee is satisfactory and depending upon the requirement in the Project.

9. REPORTING

Subject Matter Specialist shall be reporting to the Chief Project Director and Executive Director or any authorized officer of IDP.