

Institute of Environmental Studies and Wetland Management
Dept. of Environment, Govt. of West Bengal
DD-24, Sector – I, Salt Lake City,
Kolkata – 700 064

**TERMS OF REFERENCE FOR ENGAGEMENT OF “COMMUNICATION
CONSULTANT” UNDER ICZMP (PHASE-II), WEST BENGAL.**

No. 341-IESWM/3P-171/18-19(500L₁)

Date: 28/12/2018

A. Background :

The World Bank assisted ‘Integrated Coastal Zone Management Project’, Phase-II focuses on integrated approach to coastal zone management, which includes protection of coastal areas from natural calamities and hazards, conservation and protection of natural resources, prevention of coastal pollutions, livelihood generation and security of coastal population, all towards a sustainable development of the coastal zone. Various government agencies as PEAs are involved in the process and the combined project initiatives of all are included in this mission.

ICZM Project (Phase II) in West Bengal will have pilot investments in Purba Medinipur, South 24 Parganas and North 24 Parganas districts. Project includes construction of Riverbank Protection works, setting up of Electric Crematoriums, Sanitation, Drinking Water distribution Network, Sewerage, Cyclone and Rain Shelters, afforestation of the coastal areas, Sea Ranching of Horse shoe crab, Research and Capacity building activities for long term support system, training, livelihood and EPA activities for coastal population through Joint Forest Management Committees & Self Help Groups to improve their earning capacity and living standard.

B. Objective :

The purpose of the assignment will be to maintain close liaison with PEAs, SICOM and generate a strategy on communication based upon detailed project objectives, to prepare the formats, tools and materials of information and knowledge, to organize dissemination of information, to gather field feedback for recording and monitoring,

for taking corrective steps on any shortcomings or deviation, to submit periodic reports and to help in reaching the goals of ICZMP.

C. Scope of Work and Responsibilities :

- a) To prepare the short write-ups highlighting the achievement of ICZM Project in different activities undertaken.
- b) To prepare communication materials.
- c) To design and prepare posters, booklets etc. highlighting policies of sustainable development, environment conservation and also achievement and success stories of ICZM project.
- d) Preparing Communication reports as per needs. The reports should be continuously updated taking into account the ongoing activities and their impact on targeted audience and ICZM Project's vision and objectives. The report/plan should take into consideration the available budget and time required for the implementation.
- e) Designing the questionnaire and survey formats for collection of relevant data to assess the impact of the project and subsequent collection of data and responses to Survey/questionnaire for preparation of communication material. The material should be based on the need and themes of ICZM. It should be precise and specific.
- f) Guiding and planning various communication events like – Seminars, Workshops and other forms of events. The events should be focused and specific to the needs of IESWM.
- g) Guiding and planning various interactions with the community in the form of Meetings, small surveys, awareness stalls, etc. The interactions should be focused and specific to the needs of the IESWM.
- h) Developing a mechanism for assessing the impact of various communication activities. Updating and upgrading various plans, analysis, needs on the basis of said assessment and feedback.

- i) The consultant will be required to study extensively various reports like monthly Progress reports, tour reports, World Bank review reports, various communications send by PEAs, newspaper reports etc. for preparation of communication material.
- j) Assist the Project Director, Integrated Coastal Zone Management Project, West Bengal in any other works in addition to above, as and when assigned by Project Director or the officers under her/his supervision in connection with ICZM Project.
- k) To maintain close liaison with other State Govt. Departments, SICOM, World Bank etc.

D. Other Details :

- a) Period of Contract **upto 6 (six) months**
- b) Logistic support, except vehicle will be provided by IESWM.
- c) Expenses for travel, food, lodging etc. during field visits will be reimbursed by IESWM as per its own rules.
- d) Field visits will be required as per instruction of the Project Director.
- e) Remuneration **Rs. 2,500/- per day, for around 20 days a month** payable at the end of the calendar month.

E. Eligibility & Experience :

- a) Master Degree from a reputed University in Communication / Mass Communication/Journalism/Media Science/Public Relations/Media Studies.
- b) Have Minimum of three years post qualification experience in similar assignment.
- c) Possess excellent communication skill
- d) Be Proficient in English and Bengali for report writing and verbal communication.

The knowledge of local condition and geography of coastal West Bengal will be preferred.

:: 4 ::

- e) Exposure in video, sound and image editing software along with video shooting will be preferred.
- f) Be proficient in Computer usage with knowledge of Microsoft Office especially MS Word, MS-Excel, Power Point etc.
- g) Age limit as on **30.06.2018 is 62 years.**

F. Selection

The selection of the applicant will be based on the qualification, experience, exposure and merit of the applicant, followed by interview on the criteria given and the best suited candidate will be engaged.

G. General Instructions

- 1) Interested and qualified candidates may submit their applications either by email or in neatly handwritten or typed out in A4 size paper with a recent passport size photograph pasted on it. Photo should appear in the email format also.
- 2) The envelope containing the application should bear the advertisement number and clearly marked "**Application for Communication Consultant**".
- 3) Applicants will have to produce proof of details in original as furnished in the application, during interview or as required.
- 4) No TA/DA is permissible for attending the interview.
- 5) It may be noted that if in any stage, it is found that an attempt has been made by the applicant to willfully conceal/misrepresent the fact(s), his/her candidature will be summarily rejected or the engagement will be terminated, as the case may be.
- 6) Applications received after due date, unsigned applications, applications without the name of the consultancy mentioned, or incomplete in any respect, will not be considered.

Applications may be sent to the below-mentioned address, on or before **25.01.2019 upto 5.00 PM.**

**The Project Director
ICZM Project, Phase-II**

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