



Ref No: 232(8)/ICZMP/11-1A/2016-17

Date: 06 July 2018

Notice for Engagement of Communication Consultant (Junior)

State Project Management Unit- ICZM Project, Department of Environment, Govt. of West Bengal is implementing the World Bank assisted ICZM Project in the coastal blocks of Purba Medinipur and South 24 Parganas. The main intervention areas of the pilot investments are Digha – Sankarpur and Sagar Island.

Development of IEC (Information Education Communication) materials and subsequent dissemination of information on the ICZM approaches to its intended stakeholders are one of core component of ICZMP. In this backdrop State Project Management Unit invites applications for hiring an Individual Communication Consultant (Junior) for assisting the project in development of communication materials, organizing seminars/workshops/events, meetings with coastal community etc. The engagement of the Communication Consultant (Junior) is purely contractual and temporary in nature.

Eligibility criteria, job role and responsibilities, remuneration, period of engagement etc are provided in the attached Term of Reference.

Persons working in Government / Public Sector Undertakings /Autonomous Organizations should submit the applications through proper channel. Candidates will have to produce the proof of details furnished in their applications, in original, during interview and when required. It may be noted that if, at any stage, it is discovered that an attempt has been made by the applicant to wilfully conceal misrepresent the facts, his / her candidature will be summarily rejected or his / her employment will be terminated.

The applications may be made online (visit career section of ICZMP's website: www.iczmpwb.org) or through email to the State Project Management Unit (email id: iczmpwb@gmail.com).

Applicants are also required to submit CV with scanned copy of recent passport size photograph.

The last date of submission for application is **20.07.2018**.

Project Director
Integrated Coastal Zone Management Project – West Bengal
State Project Management Unit
C/O Institute of Environmental Science & Wetland Management
DD-24, Sector-I, Salt Lake City, Kolkata-700 064
Phone No. : (033) 2334 0531 / 0239 Fax No. : 91-33-2358 0967,
E-mail: iczmpwb@gmail.com Website: www.iczmpwb.org

Sd/-

Additional Project Director, ICZMP West Bengal

Integrated Coastal Zone Management Project
State Project Management Unit, West Bengal
Institute of Environmental Studies and Wetland Management
Dept. of Environment, Govt. of West Bengal
DD-24, Sector – I, Salt Lake City, Kolkata - 700064

Terms of Reference for Engagement of Communication Consultant (Junior)

A. Background :

The State Project Management Unit (SPMU), West Bengal is presently implementing World Bank funded 'Integrated Coastal Zone Management Project' which is piloted in three states including West Bengal. The project 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 in West Bengal has pilot investments in Digha-Shankarpur region in Purba Medinipur District and Sagar Island along with few blocks of South 24 Parganas district. Projects include creation of coastal facilities like Electrification, Beach Amenities, Sanitation, Drainage, Sewerage, Cyclone and Rain Shelters, afforestation of the coastal areas, Research and Capacity building activities for long term support system, training, livelihood and EPA activities for coastal population through Self Help Groups to improve their earning capacity and living standard.

Infrastructures are being constructed or are being planned for construction in the coastal districts of West Bengal, involving Beach Beautification, Hawker Rehabilitation, Drainage Work, Augmentation of Sewer System, Construction of STP etc. in Digha, Construction of Multipurpose Cyclone Shelters in various blocks of South 24 Parganas, Development of Eco Tourism facilities in Sagar Island etc. At present the works are being executed by various Pilot Executing Agencies (PEA) like, Public Health Engineering Directorate, Digha Shankarpur Development Authority (DSDA), Sundarban Infrastructure Development Corpn. Ltd. (SIDCL), Department of Disaster Management (DoDM), etc.

SPMU is state level project management unit which assist PEAs in implementing and monitoring above project components with respect to their progress, financial achievements and other aspects.

Development and supporting the implementation of communications strategy including action plans to enhance public information and outreach of ICZM Project West Bengal is one of the important functions that needs to be focused in a structured and visible manner. In order to achieve the objectives of ICZMP, SPMU is seeking the services of Communication Consultant

B. Objective:

The purpose of the assignment will be to 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 recoding and monitoring, for taking corrective steps on any shortcomings or deviations, to submit periodic reports and to help SPMU, West Bengal in reaching the goals of ICZMP.

C. Scope of Work & Responsibilities:

- a) To prepare the short write-ups highlighting the achievement of ICZM Project in different activities undertaken.
- b) To prepare communication material like different kind of brochures, two page description, 10 page detailed description with photographs, facts, beneficiary details, anecdotes and other related information
- 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 the needs of SPMU. 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 Project. 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 SPMU.
- 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 SPMU.
- 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.

D. Other Details :

- a) Period of Contract: upto 31.12.2018
- b) Logistic support, except vehicle, will be provided in the office of the SPMU.
- c) Expenses for travel, food, lodging etc. during field visits will be reimbursed by SPMU as per its own rules.
- d) Field visits will be required as per instructions of the Project Director.
- e) Remuneration: Rs. 1,500/- per day, for around 20 days a month payable at the end of the calendar month.

E. Eligibility & Experience:

- a. Master's Degree from a reputed University in Communication/ Mass Communication/ Journalism/Media Science/Public Relations/ Media Studies.
- b. Have a minimum of 3 years post qualification experience in similar assignments.
- c. Possess excellent communication skills

- d. Be proficient in English and Bengali for report writing and verbal communications. The knowledge of local condition and geography of coastal West Bengal will be given preference.
- 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 MSWord, MS-Excel, Power Point etc.
- g. Age limit as on 31.12.2017 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

- a) Interested and qualified applicants may submit their applications either by online mode (visit career section of www.iczmpwb.org) or email (iczmpwb@gmail.com). Photo of the applicant should appear in the email/online mode format also.
- b) Applicants will have to produce proof of details in original as furnished in the application, during interview or as required.
- c) Outstation applicants whose address of communication is outside Kolkata, shall be reimbursed to and fro 3rd AC railway fare on production of documentary evidence of at least one side of journey. Taxi fare and other local conveyance expenses shall not be reimbursed
- d) It may be noted that if in any stage, it is discovered 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.
- e) Last Date to submit application: **20.07.2018**
The Project Director,
Integrated Coastal Zone Management Project, West Bengal
Institute of Environmental Studies and Wetland Management
DD-24, Sector – I, Salt Lake City, Kolkata – 700064
Phone Nos: (033) 2334 0239/0531;
E-mail: iczmpwb@gmail.com .Website: www.iczmpwb.org.