

Terms of Reference (TOR)

IEC & need based activities under Swachh Bharat Mission in Prakalp Dhanbad.

A. Background

Swachh Bharat Mission was launched on 2nd October 2014 as a massive mass movement that seeks to create a Clean India by 2019. The mission aims to make India an open defecation free country in Five Years. The Swachh Bharat Mission consists of two sub-missions – the Swachh Bharat Mission (Gramin) (SBM-G), which will be implemented in rural areas. The guidelines for the SBM-G were released by the Ministry of Drinking Water and Sanitation. SBM-G seeks to eliminate open defecation in rural areas by 2019 through improving access to sanitation. It also seeks to generate awareness to motivate communities to adopt sustainable sanitation practices, and encourage the use of appropriate technologies for sanitation. The mission is to be executed on war-footing with the involvement of every Gram Panchayat, besides roping in large sections of the rural population. The objectives of the SBM-G are: (i) improving the quality of life in rural areas through promoting cleanliness and eliminating open defecation by 2019, (ii) motivating communities and Panchayati Raj institutions to adopt sustainable sanitation practices, (iii) encouraging appropriate technologies for sustainable sanitation, and (iv) developing community managed solid and liquid waste management systems.

B. Rationale of the project

Dhanbad district has made successful efforts in the creation of individual and public toilets and working on saturation mode covering all public places and gram panchayats of the district under Swachh Bharat Mission. The administration has also constituted a team who have been working relentlessly in order to achieve the objectives of this program. Drinking water & Sanitation Department is the nodal agency looking after the smooth implementation of the program. Various other departments and Dhanbad Municipal Corporation is working in synchronization with DW&SD to ensure motivation and skill upgradation of Panchayat members, line departments, village water and sanitation committee and citizens of the district.

The work further needs active and participatory planning and strategies on:

- Bringing behavioral change among the community to use the both individual and community toilets
- Scaling up of the initiatives across the district
- Replication of the best practices with the district
- Creation of ripple effect in neighbouring and other localities



- Triggering of communities leading to open defecation free environment
- Identification of individuals defecating in open and motivating them to use toilets
- Supporting ULB's to maintain hygiene in localities and public places.

C. Scope of work

1. The agency will do the need assessment of ODF under SBM (G) in different Block of Dhanbad District.
2. Design innovative campaign strategies, IEC plan and training for the promotion of ODF
3. The agency will identify critical gaps in implementation of the programme, assess the roles of ground level functionaries, committees, leaders and what needs to be done based on grassroots situations
4. Identification and mapping of households and individuals defecating in open
5. The agency will also engage in awareness and capacity building of functionaries and stakeholders

D. Eligibility Criteria

Following are the required qualifications and expertise.

- Proven track record and experience of working in Jharkhand state
- Sound understanding and experience of working on Swachh Bharat Mission
- Sound understanding of the socio-political context and experience of working in the in Jharkhand of professionals
- Demonstrable experience and understanding of SBM and working with community, community mobilization, participatory approaches etc

E. Duration

The contract will be initially for a period of 3 months

F. Deliverables

1. Weekly report of activities undertaken and status of Swach Bharat Mission
2. Need assessment report of ODF in Dhanbad District
3. Campaign strategies for the promotion of Swachh Bharat Mission in in Dhanbad district.



4. IEC plan on SBM (G) in Dhanbad District.
5. Final detailed study report on the implementation of Swachh Bharat Mission in Dhanbad district.

G. Terms of Payment

On Monthly Basis as Fixed by District water & Sanitation Committee.

H. Steps for Evaluation of proposal

The following steps will be undertaken in conducting the process and selecting the winning agency

1. District administration will constitute the review panel for proposal responses.
2. Based on the evaluation of the proposal agencies will be shortlisted.
3. Shortlisted agencies will be called upon for presentation of their plan to the Review committee
4. Selection of agency will be based on the proposal submitted and presentation of plan to the committee

I. Requirements of EOI

I.1 Technical Proposal

I. A statement on organization capabilities including:

- Background summary of the agency outlining areas of expertise;
- List of past and current clients; and any direct experience the agency has working on similar assignment
- Information indicating that proposed personnel will be available for the tasks required to implement the proposed tasks.

II. Experts/Professional who will be assigned the tasks and how they will manage. A CV of these professionals must be enclosed.

III. A proposed timetable outlining the specific steps to be undertaken

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