

Draft **Terms of Reference**

Consulting Services for 'Design and implementation of Multimedia Communication Plan (MCP) and Content Creation for Outreach Facility'

I. Background:

Assam's population is growing at an exponential rate and is expected to increase to 34 million by 2021¹. A vast majority (86%) still lives in rural areas². Catering to the demands of a rising population as well as meeting its developmental goals is going to be a major challenge for the state, especially in terms of managing the pressure on its forests and natural resources to meet those needs. It is also important to note that Assam is a primarily rural state, with 53% of its population engaged in agriculture³. Production of all crop types has been increasing⁴, and the majority of the rising population is bound to stay within the sector. This means that the pressure on forest areas to make way for more agricultural land is set to continuously increase. This also sets the stage for increasing instances of man-animal conflicts as people breach natural habitats to meet their needs. Further, the global issue of climate change is a major threat to Assam's rich and complex ecosystems. Forest communities that depend directly on forests will be especially vulnerable.

This interrelated web of challenges being faced by the state needs urgent solutions. The Forest Department, being the custodian of the forests, operates at the juncture where people and natural resources interact. The department needs to address these challenges, while also increasing its own capacity to do so. In order to support the Forest Department of Assam in its endeavor to effectively manage its forest and biodiversity, the French Development Agency – Agence Française de Développement (AFD) and the State Government of Assam co-funded "Assam Project on Forest and Biodiversity Conservation (APFBC)". The phase – I of the project was implemented between February 2012 and May 2019. Phase II of the project has commenced in August 2019.

II. Project Description:

Forest Department in Assam is composed of three primary wings that manage the forest divisions – Territorial (33), Social Forestry (14) and Wildlife (8). The Forest department also has a Research, Education and Working Plan (REWP) wing that is responsible for working plan preparation & forest resources inventory and assessment.

The Assam Project on Forest and Biodiversity Conservation Society, a Special Purpose Vehicle created by the Government of Assam and registered under the Society Registration Act is mandated with overall execution, management and coordination of the project activities through a Project Management Unit (PMU) established to implement the project. Project implementation sites - Forest Divisions and other entities – would be considered Field Implementation Units (FIUs). The PMU will be supported by technical assistance from a Project Management and Monitoring Consultant.

The overall vision of the project is that it "contributes through the Forest Department to the conservation of nature for a healthier ecosystem and happier communities". This overarching vision/ goal shall be reached through the following three main specific objectives:

- Developing participatory Sustainable Forest and Biodiversity management under changing climatic conditions.

¹<http://censusindia.gov.in/Census Data 2001/Projected Population/Projected Population.pdf>

²<http://censusindia.gov.in/2011census/censusinfodashboard/stock/profiles/en/IND018 Assam.pdf>

³<https://hfw.assam.gov.in/documents-detail/population-and-women-empowerment-policy-of-assam>

⁴<http://planningcommission.gov.in/plans/stateplan/present/assam.pdf>

- Improving the livelihoods for Forest neighbouring communities through gender and social inclusive (collective and individual) supports.
- Strengthening the Forest department to better fulfill its missions.

The project is divided into four major components. Brief description of each component is presented below:

1. *Component 1: Conservation of Ecosystems:* the key focus of Phase II is conservation of forests and wildlife. The component is divided into two sub-components to ensure each receives due attention:

a. *Sustainable Forest Management:* activities will include

- State-wide forest resource mapping will be conducted to form a database of the state's natural resources and conservation needs.
- 12,500 ha of plantations,
- Setting up Climate Change and REDD+ processes and
- Improvement of infrastructure needed by frontline staff

b. *Biodiversity Conservation:* addresses the critical conservation needs of the rich biodiversity of the state through activities as

- Improvement of Protected Area management,
- Conservation efforts for a few key species (especially those that have not received enough attention so far),
- Outreach efforts to spread public awareness and
- Supporting the Assam State Biodiversity Board in making its Biodiversity Management Committees stronger.

This component will also contain a number of technological interventions aimed at enhancing the department's conservation efforts and effectiveness.

2. *Component 2: Community Engagement* aims to

- Further strengthen the 136 existing communities from Phase I as well as support 125 new communities through training and supporting JFMC/EDCs for joint forest management and linking them with alternate livelihood options.
- Build market linkages to ensure that the livelihood interventions are successful and sustainable.
- Converge with existing government schemes to ensure forest fringe communities reduce their dependence on forest resources
- Form Self Help Groups and Joint Liability Groups to allow beneficiaries to function independently and reap benefits from the activities initiated under the project even after the project is over.

3. *Component 3: Institutional Strengthening* addresses Forest Department's most urgent institutional gaps, ensuring that it is equipped to deal with the complex challenges it faces.

Activities are as under:

- Conduct of a comprehensive HR study including strengthening of the legal cell, procurement cell and research and education cell

- b. Digitizing deptts.'s work by strengthening the Forest Management Information System (FMIS),
 - c. Improving the human resource module of the FMIS,
 - d. Supporting the Forest Schools by addressing their infrastructural requirements.
 - e. Project management of Phase II.
4. *Component 4 (Transverse Component): Climate, Gender and Social Inclusion*

Throughout the project activities, Climate, Gender and Social Inclusion will be recurring and cross-cutting themes for all activities. This is reflected in the Project's Environmental and Social Commitment, which will be fulfilled through the Environmental and Social Management System and the Gender Action Plan. The project is committed to ensuring fair gender representation as well as inclusion of vulnerable sections of all stakeholders, especially in case of its beneficiary communities. This translates to a participative approach wherever applicable, such as for microplanning with the community; and an inclusive approach inviting a broad representation of community members, such as in case of livelihood trainings. Considering the wide ambit of project activities which would interact with forests, biodiversity and other large infrastructural undertakings (equipment, vehicles, buildings, etc.), the Project shall closely monitor its activities to ensure alignment with its climate, gender and social inclusion commitments.

III. Objectives of the Assignment:

The key objective of this assignment is to design and implement an informed, targeted advocacy, outreach & communication plan and conduct a state-wide intensive Information, Education & Communication (IEC) Campaign in a phased manner. The broad objectives are :

- Highlight APFBCS's conservation work and increase awareness among all stakeholders.
- Uniform dissemination of information.
- Create an increased stakeholder connect especially with the core target audience-JFMC/EDCs.
- Establish a two-way communication process where their feedback shall also be registered.
- Create a knowledge repository (capture best practices and success stories that can be replicated further).
- Build momentum on gender inclusion, women empowerment, climate change, environmental safeguards through stories, short videos/clips, web updates, and others.
- Branding and promotion of 'Banashristi'.

IV. Scope of the Assignment:

The Consultant is required to deliver on a diverse set of activities such as design and create communication materials as well as manage the communication channels as per the requirement of the project. The consultant will support the Project Management Unit (PMU) - APFBCS in implementing its outreach activities and establishing connect with the target audiences. The indicative scope of work is as follows:

1. Conduct a communication needs assessment to identify and define the channels to be utilized during the process including electronic media, print media, mass media, digital media and social media.

2. Design and implement communication/ IEC campaigns across different channels (print media, social media, mass media) to create awareness raise awareness and sensitize the mass on topics such as: 'lesser known' flora and fauna species, efforts to conserve them, impacting developments under the project, gender equality and social inclusion and so on.
3. Develop and pre-test appropriate messages, tools and materials which will include:
 - Design key messages to inform, educate and engage the community in the project area regarding the conservation and livelihood activities to be undertaken.
 - Undertake pre-testing of the communication messages and toolsets across all targeted communities to assess the efficacy of the messages and toolsets, and wherever required refine/adapt the message content to finalize the messages and their methods of delivery. Accordingly, create customized communication materials to carry these messages to all sections of the society specially the JFMCs/ EDCs.
4. Create and design content for information dissemination and awareness creation across platforms (print media, social media, electronic, digital media) :
 - The consultant shall, design and produce communication materials such as IEC materials, newspaper advertisement, short films, training videos, promotional materials for events, social media posts, coffee table book, etc. for the specific communication channel(s).
 - The consultant shall be involved in production and post-production activities for developing short films and training videos. The consultant shall be responsible for conceptualizing, scripting, outdoor shoots, dubbing adaptations and so forth for developing the audio- visuals.
 - Design and create content for the outreach facilities under the purview of APFBCS.
 - The consultant shall provide three design options for all IEC materials and communication materials for print and social media. APFBC may select either one of the design options if found suitable or ask the consultant to modify the designs as per requirement.
5. Media Management and Public Relation :
 - The Media Consultant shall pursue media opportunities in leading newspaper dailies (both English and vernacular language newspaper), television and radio channels (both private and government-owned channels) to generate mass awareness about the project.
 - The Media Consultant shall book slots for quarter/half-page ads, press releases, editorials etc. in leading newspaper dailies (both English and vernacular language newspaper).
 - The Media Consultant shall book slots on leading television and radio channels (both private and government-owned channels) to run short advertisement videos, broadcast panel discussions, Q&A sessions with senior leadership, radio jingles, among others.
6. Social Media Management:

The Media Consultant shall be responsible for maintaining and monitoring the activities on the social media handles.

 - Design creative posts/audio-visuals and regularly update on the social media handle.
 - Scrutinize and monitor the comments received on the posts. Any negative comment to be flagged immediately.
 - Use required measures to gain traction and visibility in posts.

7. Documenting best practices (success stories, case studies, audio-visuals medium) to record learning and replicate the best practices. Developing documentaries on the best practices.
8. Design and develop outreach toolkits such as flip charts in thematic areas, display banners, outdoor media designs, standees, audio-visual tools adapted for mobile display, t-shirts, caps and others.
9. Conceptualizing and developing a communication and branding strategy for 'Banashristi'- a brand for products developed by JFMC/EDCs to promote conservation-friendly livelihoods and income-generating activities in coordination with PMMC – APFBCS.
10. The consultant shall conduct evaluation and analysis for social media activities, events, as well as field-level surveys for direct communication activities. The indicative parameters for the assessment are:
 - Social Media
 - Number of followers/ subscribers.
 - Total number of likes, views, shares, retweets.
 - Events/ trainings
 - Total footfall.
 - Total number of participants and volunteers.
 - Media coverage of the event.
 - Field level survey
 - Total number of respondents aware of the activity.
 - Total number of respondents who are supportive of the program.
 - Total number of respondents who have carried forward the information that was communicated.
 - Total number of respondents who have worked on the information/ activity which was communicated.

V. Key Tasks to be carried out:

1. Conduct communication needs assessment.
2. Develop a community-centric communication plan.
3. Develop and pre-test appropriate messages, tools and materials.
4. Implementation of the approved communication plan.
5. Conduct impact assessment of the communication plan.

VI. Deliverables and Timeline:

The expected deliverables and timeline for the assignment are:

Sl.	Deliverables	Quantity	Timeline
1.	Inception Report	-	Within 1 month from signing the contract
2.	Communication Needs Assessment Report	-	Within 3 months from signing the contract
3.	Communication Plan	-	Within 4 months from signing the contract

Sl.	Deliverables	Quantity	Timeline
4.	Creation of social media handles for APFBCS	-	Within 1 month from signing the contract
5.	Draft IEC creatives/ materials	As required.	Within 5 months from the signing of the contract
6.	Pre-testing of appropriate messages, tools and materials	-	Within 6 months from signing the contract
7.	Branding Guidelines for Banashrishti, etc.	-	Within 6 months from signing the contract
8.	Final IEC creatives/materials	As required.	Within 7 months from the signing the contract
9.	Creatives for newspaper ads (full/ half/ quarter page)	Minimum 5 advertisements per quarter	TO*+5 days
10.	Brochures	Minimum 10 for each thematic area/ component	TO+15 days
11.	Social Media creative posts	Minimum 4 creative posts each week	TO+3 days
12.	Short films	Minimum 2 for each thematic area/ component	TO+90 days
13.	Training videos	Minimum 10 for each thematic area/ component	TO+45 days
14.	Documenting best practices	Minimum 2 best practices for each thematic area/ component per quarter	TO+ 45 days
15.	Coffee Table Book	Minimum 1 per year	TO+30 days
16.	Radio Jingle	As required	TO+15 days
17.	Impact assessment report	Social media: Analyse the reach for each post and submit a report with recommendations to increase the trend on monthly basis.	TO+7 days
		Events: Submit the report on the pre-defined indicators after each event.	TO+7 days
		Field level survey: Submit an assessment report every six months on the outreach activities conducted within that timeframe.	TO+45 days

* TO – Date of assigning the particular task.

VII. Year Wise Deliverable Target:

1. Year wise target of IEC creatives/ materials to be printed (in English, Assamese, Bengali, Bodo languages)

Items with Technical Specifications	Year 1	Year 2	Year 3 (6 months)
Leaflet/ Brochure: Size- A4, Paper for text- 130 GSM Glossy Art Paper, Both side multi color printing.	1,50,000	3,17,000	1,23,000
Poster: Full Demy Size, Paper for Text- 130 GSM Glossy Art Paper, single side Multicolor Offset Printing.	50,000	1,00,000	30,000
Flex Banner: Size- 1.8m x 1.2m, Both side stitching, Thickness of flex: 13 Ounce, single side multicolor printing.	6000	12,000	5,000

2. Advertisement in Assam's Newspaper to be published (in English, Assamese, Bengali, Bodo languages) including creative design and publications

Items with Technical Specifications	Year 1	Year 2	Year 3 (6 months)
Newspaper Quarter Page Ad	8	8	4
Newspaper Half Page Ad	8	8	4
Newspaper Full Page Ad	4	4	2

3. Manuals/ Documents to be printed

Type	No. of Pages (estimated)	Types	Total Nos. to be printed	Frequency
Manuals:- Size- A4, Paper for text - 110 GSM, Glossy Art Paper, Both side multicolour printing; Paper for cover – 250 GSM.	100 each	6	600	One time
Best Practices / Success Stories Booklet:- Size- A4, Paper for text - 130 GSM, Glossy Art Paper, Both side multicolour printing; Paper for cover – 300 GSM.	100	1	100	Per year
Coffee Table Booklet:- Size- A3, Paper for text - 170 GSM, Glossy Art Paper, Single side multicolour printing; Paper for cover (hard binding) – 300 GSM	100	1	100	One time

4. Electronic/ Digital Media materials to be developed

Type	Theme	Length	Units to be developed (nos.)	Tele/ broadcasting
Short films	<ul style="list-style-type: none"> • Conservation of ecosystem <ul style="list-style-type: none"> ▪ Sustainable Forest Management ▪ Biodiversity Conservation • Community Engagement • Institutional Strengthening • Climate, Gender and Social Inclusion 	30 secs – 2 mins	8	-
Training Videos	<ul style="list-style-type: none"> • Conservation of ecosystem <ul style="list-style-type: none"> ▪ Sustainable Forest Management ▪ Biodiversity Conservation • Community Engagement • Institutional Strengthening • Climate, Gender and Social Inclusion 	15 mins	40	-

Radio Jingle	<ul style="list-style-type: none"> • For important occasions/ events 	30 secs	10	6000 times
TV Spot	<ul style="list-style-type: none"> • TV advertisements • Awareness videos • Panel discussion • For important occasions/ events 	30 secs	10	5000 times (for TV advertisements)

5. Other activities

Type	Quantity
Street play/ folk songs	1500
Press meets	2
Social media	30 months
Documentary (30 mins duration)	2

Payments of reimbursebles will be made as per the communication plan.

VIII. Duration of the assignment:

The duration of the assignment is for 30 months. The duration may be extended depending on the need of the project with mutual agreement of the parties.

IX. Team composition:

The CVs of following Key Professionals will be evaluated (*the consultant should engage other Non-Key Experts/ support Staffs according to their own assessment for achieving the objectives of the assignment; however their details shall be included in the technical and financial proposal*):

Sl.	Name of the Position	No. of staff	Key qualification	Experience
1.	Communication Specialist cum Team Leader	1	Post Graduate Degree in Mass Communication/ Development Communication/ Media Studies/ Journalism or a related field from any recognized university	<ul style="list-style-type: none"> • Professional with minimum twelve years of relevant experience in a leading role of which at least seven years shall be in leading large scale multi-media communication projects preferably in government and development sector • Demonstrate extensive experience in managing communication projects in the field of forest and biodiversity conservation/ livelihoods promotion/ gender and social inclusion/health/ other development sectors desirable. • Preference will be given to professionals having experience in working for externally aided projects/ international donors.
2.	Creative Expert	1	Post Graduate Degree in Mass Communication/ Development Communication/ Media Studies/ Journalism from any recognized university	<ul style="list-style-type: none"> • Professional with minimum ten years of relevant experience in developing awareness generation materials (IEC materials) for development sector for multiple communication channels • Demonstrate experience in developing and managing print media materials such as IEC materials, brochures, documenting best practices, success stories in the development sector

				<ul style="list-style-type: none"> Preference will be given to professionals having experience in working for externally aided projects/ international donors
3.	Social Safeguards Expert	1	Post graduate degree in Social Work/ Sociology or a closely related field from any recognised university	<ul style="list-style-type: none"> Professional with minimum ten years of relevant experience in social sector, conducting needs assessment, designing M&E framework, capacity building, gender inclusion, women empowerment, livelihood promotion Strong reporting skills in English and having knowledge of local language Preference will be given to professionals having experience in working for externally aided projects/ international donors
4.	Expert- Social Media	1	Graduate Degree in any discipline from any recognized university with a certificate in digital marketing	Professional with minimum three years of relevant experience in designing and implementing social media strategies and creating content
5.	Graphic Designer and Animator	2	Graduate Degree/ Diploma in Graphic Designing/ multimedia/animation from any recognized institution	<ul style="list-style-type: none"> Professional with minimum five years of relevant experience in graphic designing and animation Preference will be given to candidates who have experience in working for the government project
6.	Content Creator	1	Post graduate degree/ diploma in Mass Communication/ Journalism from any recognised university	<ul style="list-style-type: none"> Professional with minimum seven years of relevant experience in content creation/ reporting/ writing Good command over languages – English and Assamese

X. Payment Terms:

Sl.	Deliverables	% of Payment*
1.	Inception Report	10%
2.	Submission of Communication Needs Assessment (CNA) Report	10%
3.	Submission of Communication Plan	10%
4.	Submission of sample IEC messages, tools, materials, (prior to testing) for approval by APFBCS	10%
5.	Pre-test IEC messages, tools, materials and submit report along with draft M&E systems & processes	-
6.	Finalize and submit final IEC messages, tools, materials etc. on the basis of pre-test for approval along with finalized M&E systems & processes	10%
7.	Submission of branding guidelines for 'Banashristi'	-
8.	Implementation and rollout of the approved communication plan for the first year satisfactorily and submit report	20%

9.	Implementation and rollout of the approved communication plan for the second year satisfactorily and submit report	20%
10.	Implementation and rollout of the approved communication plan for the third year satisfactorily and submit final report including soft copies in editable format of all the media tools.	10%

* Excluding reimbursables expenditures for implementation of communication plan.

XI. Data, Services and Facilities to be provided by the Client:

1. The consultant will be given all the available reports, access to all the project legal documents, correspondence, Environment & Social Management Plan (ESMS), Gender Action Plan (GAP) and any other information associated with the project if necessary.
2. Facilitate access to relevant available data that is required to fulfil the tasks outlined in the ToR.
3. Ensuring, where appropriate cooperation of concerned line departments/agencies for smooth conduct of the assignment.
