

**TERMS OF REFERENCE (TOR) FOR HIRING OF KNOWLEDGE MANAGEMENT
(KM) CONSULTANT IN WORLD BANK FUNDED UDWDP PHASE-II
(IDA credit No. 5369-IN)
Ref. No. 22 /UDWDP/2016-17**

BACKGROUND

The project development objective (PDO) is: to increase the efficiency of natural resource use and productivity of rain-fed agriculture by participating communities in selected micro watersheds of the State of Uttarakhand.

The objective encompasses three themes: (i) community participation in watershed development and management aimed at improving and sustaining the productive potential of natural resources and rain-fed agriculture while simultaneously enhancing incomes and livelihood options; (ii) strengthening administrative capacity of GPs to manage project financial resources, implement subprojects, deliver legally mandated services (in the context of natural resource management), and to sustain those services beyond the duration of the project; and, (iii) ensuring equitable participation by all groups - especially the landless and women who rely disproportionately on common-pool resources for fodder, fuel and other forest products.

PROJECT DESCRIPTION:

The focus of the project is on development and enhancing productivity of rainfed areas by adopting a participatory watershed management approach. The project will place special emphasis to enhancement of productivity therefore the areas of state which have maximum problems of erosion, poverty and lack of infrastructure facilities were chosen to select the target Gram Panchayats. Based on these criteria, about 509 GPs have been selected in eight district viz. Almora, Bageshwar, Pithoragarh, Dehradun, Pauri, Rudraprayag, Tehri Garhwal, and Uttarkashi.

PROJECT DURATION:

The project duration is for seven years.

PROJECT COMPONENTS

1. Social Mobilization and Participatory Watershed Planning

- Social Mobilization
- Preparation of GPWDP/MWS Plans

2. Watershed Treatment and Rain-fed Area Development

a. Watershed Treatment and Source Sustainability

- Watershed Treatment
- NRM Demonstrations

b. Rain-fed Agriculture Development

- Agriculture and Horticulture
- Animal Husbandry
- Fodder Production

3. Enhancing Livelihood Opportunities

- a. Agribusiness Support
- b. Support for Vulnerable Groups
- c. Consolidation of Gramya I Activities

4. Knowledge Management and Project Coordination

a. Knowledge Management

- Capacity Building of Stakeholders
- Centre of Excellence for Watershed Management
- Information Education and Communication
- Monitoring, Evaluation and Learning

b. Project Coordination

PROJECT AREA:

The project will be operational within the state of Uttarakhand. Total project area will cover about 2.638 lakh hectare of land spread in 8 districts and 18 development blocks. About 509 GP with a number of 55605 HH and approx 3 lakh populations will be benefited by the Project outcome.

NEED FOR CONSULTANCY SUPPORT

It is a community-owned and demand driven project. The project is managed, planned and implemented by the community and the GPs. Its success depends on the levels of interest and participation and commitment of all stakeholders. Being a process driven and people-led project, it becomes imperative to disseminate information about the project initiatives to the targeted local institutions (e.g. GPs, VPs, VGs, Water User Groups and FIGs), project partners (e.g. WMD staff, PNGOs, FNGOs, ABSOs), state level stakeholders (e.g. NGOs,

Universities and research institutions) and various government supported programmes (e.g. State and Govt. of India). The project has to be understood by all in its right perspective so that they may fulfill their respective roles and responsibilities to the fullest extent possible. Knowledge Management strategy would be required to disseminate Project information and educate all the stakeholders about the various project interventions. The KM strategy would also focus on process of creating, sharing, using and managing the knowledge and information of Watershed Management Directorate. It will be a multi-disciplinary approach to achieving organizational objectives by making the best use of knowledge.

Knowledge management efforts would typically focus on organizational objectives such as improved performance, innovation, the sharing of lessons learned, integration, and continuous improvement of the Project. These efforts overlap with organisational learning and may be distinguished from that by a greater focus on the management of knowledge as a strategic asset and a focus on encouraging the sharing of knowledge.

It will also help in evaluation of the Project impacts in relation to the various state, national and global goals and objectives with respect to poverty alleviation, equity and climate change.

Thus, to develop the KM strategy and tools for the project services of experienced and dedicated expert are sought.

SCOPE OF WORK

- Development of KM Strategy for the project.
- Demonstration of communication strategies and tools in selected areas.
- Documentation of projects process, impact learnings, etc.
- Development of brochures, reading materials and monographs on watershed management, methodology of the project concept of community-driven and process-led development, concept of ownership, and details of its contribution to the project among the stakeholders.
- Development of key messages on the following issues to be used in phased manner as time lined in project's operational manual.
 - ESMF – awareness about importance of IPM, its uses, ESMF guidelines, how to use ESMF in Project implementation.

- Ownership of project by communities and GPs, Govt. and NGOs as facilitators
- Awareness about Natural Resources Management and need for source rejuvenation.
- Transparency in planning and decision making.
- Providing information regarding income generation programmes for the farmers and vulnerable groups.
- Dissemination of information on advanced agriculture and horticulture practices and agribusiness strategy.
- Popularizing participatory monitoring and evaluation
- Creating a sense of ownership among the community, especially the women folk.
- Sensitizing the stakeholders regarding the post project sustainability.
- Empowering and promoting the community in maintenance of assets.
- Production of audio visual and audio programmes, slide presentation, documentary and other print material that may be required.
- Documentation of success stories/experiences.
- Content and design of posters, brochures, pamphlets and other print material.

ESSENTIAL QUALIFICATION AND PROFESSIONAL PROFILE

- Post Graduate degree/diploma/Course in Journalism/Sociology/Mass communication /Language (English)/Environmental Science. (*Provide related details and documents*)
- At least 2 years of professional experience in either of following aspect related Projects – Rural Development, Environment, Watershed, NRM, Policy issues, Communication and Journalism . (*Provide related details and documents*)
- Experience in analytical, inter-personal skills and documentation. (*Provide related details and documents*).
- Fluent in Hindi and local dialects of Uttarakhand; Working knowledge of English.
- Ability and willingness to travel to the project areas.

Preference:

- Experience of working in externally funded projects of related field in Uttarakhand. (*Provide related details and documents*).

JOB PROFILE

Job profile as outlined in the scope of work and deliverables

DELIVERABLES

The following outputs would be submitted to WMD:-

- A KM Strategy for Watershed Management, tools-technique including a creative theme.
- Preparation of quarterly, six monthly, annual report of the project also preparation of reports for the World Bank supervision missions.
- Documenting process, best practices and success stories.
- Develop reports which highlights convergence with various government programmes.
- Preparation of briefs/ reports on how this project is meeting the various state, national and global goals and objectives on climate change, equity, social inclusiveness, poverty alleviation and sustainable development goals.
- Development of KM materials and modules for all stakeholders for dissemination and capacity building purposes.

DURATION OF ASSIGNMENT

Initially the assignment would be for 1 year, which may be extended, subject to satisfactory performance and mutual consent of the project authorities and the individual consultant.

TERMS OF PAYMENT

Monthly, based on the satisfactory report from concerned authority.

ARBITRATION

In the event of any dispute between the consultant and WMD, the Govt. of Uttarakhand will be the arbitrator.

OWNERSHIP

Watershed Management Directorate of Uttarakhand will have ownership of all the documents and material developed. The consultant will have no right of claim to the products developed and shall not replicate them without prior consent of WMD.

REVIEW COMMITTEE TO MONITOR THE CONSULTANT PERFORMANCE

The consultant would report to Project Director, UDWDP-II, Watershed Management Directorate, Dehradun. A review committee constituted of members selected by WMD would monitor and review the performance, quality and impact of the activities undertaken by the Consultant. The members of the review committee will be as under:

- a) Project Director, UDWDP-II
- b) Finance Controller
- c) Joint Director, WMD, Dehradun
- d) Deputy Project Director, Planning
- e) Deputy Project Director, M&E

INPUTS TO BE PROVIDED BY THE WMD

The consultant would be provided all the necessary relevant documents and manuals etc. by WMD.