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(pdf format only)

Position: STATE CONSULTANT – SOCIAL BEHAVIOR CHANGE FOR WASH & CCES

Employing Agency (Employer): Inductus Limited

Duration of the contract: Initial period till 31st May 2025, (further extendable up to Dec-2027, based on fund availability & consultant's performance)

Remuneration: Gross compensation budgeted for the position is very attractive. Please note that the offer made to the selected candidate shall be commensurate with qualifications, experience, and salary history. Applicants to mention their current professional fee & expected professional fee on www.inductusjobs.com/un

No. of Vacancy: 1 (ONE)

Duty Station: Patna (Bihar)

Reporting Line:

1. Administrative Supervision- Inductus Limited
2. Technical & Operational: WASH & CCES Specialist
3. **Last Date for Application:** 15th January 2025 (Mid-Night)

TERMS OF REFERENCE (TOR)

1. ORGANIZATION BACKGROUND

A United Nations agency responsible for providing humanitarian and developmental aid to children worldwide. The organization works in over 190 countries and territories to save children's lives, defend their rights, and help them fulfil their potential, from early childhood through adolescence. The agency works with government and partners to ensure that every child in India has access to clean water and safe sanitation facilities, and practices good hygiene behaviours. Collaboration and convergence are a vital feature of the Agency's Country Programme in India, where WASH is positioned as cross-cutting support contributing towards results in all aspects of a child's survival, growth, and development. The WASH programme is also positioned to prevent malnutrition and preventable diseases, reduce neonatal mortality, and improve education outcomes.

The UN Agency supports the Government of India's flagship programmes, including the Swachh Bharat Mission, the Jal Jeevan Mission and WASH in Schools (including preschools called

'Anganwadi's). The agency also supports WASH in health care facilities and district-wide WASH interventions, supporting planning and implementation and incorporating behavior change into state and national guidelines and costed plans. To support lagging states and districts, the UN agency works in 16 states and 192 districts, technically supports the Government, assists in alternative service delivery approaches, and mobilizes public institutions and partners, including the private sector, around WASH services. The agency has expanded its programme from rural to urban areas, where the urban poor are often left out of the sanitation equation.

2. RATIONALE

Government of Bihar has made significant progress in the area of drinking water supply and sanitation for inclusive development of the State. Har Ghar Nal Ka Jal, the State flagship programme with an aim to provide access to piped water supply to every household through FHTC has been reached more than 95.75% of households as of December 2024 as per JJM Dashboard. The focus is on engaging communities through formation of Ward Infrastructure Management Committees (WIMC) and entrusting them with commissioning and O&M of the pipe water supply schemes. Though the coverage is near to the saturation, operation, and maintenance of the PWSS is critical to ensure uninterrupted water supply and behavioral aspects plays a significant role for its effective functionality.

Government of Bihar (GoB) has also made a significant progress in the area of Sanitation under Swachh Bharat Mission (Gramin)/Lohiya Swachh Bihar Abhiyan (LSBA) with an aim to eliminate open defecation and ensure cleanliness and hygiene in the rural areas of the State. LSBA has strong focus on collective behavior change towards ODF communities. LSBA marked a paradigm shift in the implementation strategy, i.e. moving away from traditional department led implementation to community led planning, implementation, and operation & maintenance of sanitation services. It has achieved notable success in recent years with persistent efforts from the Government and development partners. The state is now working towards sustaining open defecation free status with relevant programming in areas of ODF Sustainability (ODFS) & ODF Plus. Continuous engagement with the communities for social behavioral change for sustaining the ODF status as well as adopting safe and hygienic environmental sanitation is need of the hour. Water and sanitation facilities have increased steadily across public institutions i.e. Schools, AWCs, and Healthcare facilities. However, effective operation and maintenance is critical to sustain the infrastructure to get the benefits out of it. behavioral change among the beneficiaries across these institutions plays a critical to ensure WASH sustainable services.

Bihar, one of India's most populous states, is highly vulnerable to climate change. Rising temperatures, changing precipitation patterns and increased frequency of floods and droughts threaten agriculture, water resources and human health. Bihar's flat topography, dense population and limited infrastructure exacerbate flood risks, particularly during monsoons. Climate change also impacts agricultural productivity, affecting livelihoods and food security. To address these

challenges, the Bihar government has launched initiatives focused on climate-resilient agriculture, disaster management and renewable energy. State's Jal-Jeevan-Hariyali Mission is an ambitious multi stakeholder program aimed at addressing issues of water conservation, ground water recharge, afforestation, agro reforms and alternate energy promotion, and making the State climate resilient. SBC interventions around climate change and environmental sustainability are critical to reach out to the communities on this important agenda.

As social and behavior change is recognized as a key area to achieve the goals set therein (SBM/LSBA, MGPNY, JJHM), it becomes critical to build the capacities of key stakeholders including the government on SBC. The WASH section has been supporting the respective departments in institutionalizing innovative tools and structures and build systems to strengthen the supply side of the schemes. However, there are still gaps in fulfilling the demand side by generating demand for the schemes coupled with optimal behavioural practices. As this area requires provision of intensive support to different departments such as RDD, PHED, PRD, Jeevika, Education, etc., it is required to continue to support these departments for application of SBC principles set in the Bihar context to achieve the desired results in the area of WASH & CCES as well as sustain the gains of these flagship programs for the larger benefit of women and children in the State of Bihar.

3. PURPOSE OF ASSIGNMENT

The purpose of the assignment is to strengthen SBC systems and structures within key departments by building the capacity of key functionaries on SBC, development of training and communication content and tools, institutionalizing innovative models such as Bottom up Communication Planning (BuCP), designing gender responsive SBC strategies and communication plans, campaign plans on thematic areas, supporting behaviour related outputs across all the four WASH outputs, SOPs, guidelines, building evidence base for advocacy by documenting success stories and support in developing and scaling up digital and ICT platforms (DCMS) for reaching communities with key messages and institute feedback mechanisms. A senior consultant with a good understanding of the core concepts in the above-mentioned areas is required as an extension of the SBC and WASH & CCES sectors to support the government intensively on a day-to-day basis.

4. OBJECTIVES

- To extend technical assistance to the key line departments (RDD, PHED, PRD, BEPC, SHSB, ICDS) on SBC across WASH & CCES programme areas with a focus on equity, inclusion and gender transformative approach.
- To facilitate development of SBC customized training modules and its roll out to build the capacity of various stakeholders on SBC across WASH programme areas.
- To develop or adaptation of communication tools/plan and implement it for WASH & CCES programmes.
- To develop knowledge products to scale up/replicate successful SBC delivery models for WASH flagship programs and /or CCES.
- Coordinate with concerned departments, partners, and other stakeholders to enable and finalize WASH sector preparedness for emergency response plan at state and district level.

- During emergencies, provide technical support to State and districts to assess damage and loss to WASH sector, particularly to prepare the recovery plan and to monitor and coordinate implementation of WASH response from Government and other stakeholders in camps and affected villages.

5. MAJOR TASKS TO BE ACCOMPLISHED

Technical assistance on social behavioral change interventions across the WASH Programming area i.e. safely managed sanitation, safe drinking water, institutional WASH (Schools, AWCs, HCFs), Menstrual Hygiene Management as well as Climate Change and Environmental Sustainability (CCES) in line with the agreed work plan. Specific tasks are as follows:

- Regular coordination with Rural Development Department which is the nodal for implementation of Swachh Bharat Mission / Lohiya Swachh Bihar Abhiyan with an aim to create ODF and ODF plus villages in the State with a focus on equity, inclusion and gender transformative approach.
- Design and development of communication strategies, tools, campaigns around WASH programming area for strengthening behavioral change interventions in the State.
- Support key line departments (RDD, PHED, PRD, BEPC, SHSB, ICDS, DOEFCC) on training and capacity building of state/district/field functionaries on SBC interventions of key State/National flagship programs on WASH & CCES.
- Support development of activity calendars / campaigns on special days related to WASH and CCES including World Water Day, Global Menstrual Hygiene Day, World Environment Day, Global Handwashing Day, World Toilet Day Swachhta Hi Seva, Swachhta Pakhwada etc. and facilitate implementation of these campaigns with necessary documentation.
- Support / facilitate development and implementation of costed annual communication plans for the key line departments and integrate with the AIP/PIP/AWP for necessary financial allocations by the government counterparts.
- Support / facilitate assessments, supportive supervision, monitoring of communication interventions with necessary documentation support to the key line departments.
- Support development of guidelines, training modules, IEC/SBC materials around WASH & CCES themes for the key line departments in line with the State/National flagship programs.
- Support development of message matrices and development of necessary IEC materials for Digital Communication Monitoring System (DCMS) for creating awareness among the communities on WASH & CCES issues.
- Support select district in development and implementation of communication plans around WASH & CCES themes.
- Support select Districts in training / capacity building / designing / implementation of communication interventions around WASH & CCES themes.
- Support documentation of case studies/success stories/human interest stories around WASH & CCES interventions areas in the State.

- Support knowledge management and evidence generation around WASH & CCES for strengthening social behavioral change interventions in the State.

6. END PRODUCT

Monthly deliverables covering reports from the followings:

- Monthly Progress Report on social behavioral change interventions across WASH & CCES programme area in the State.
- Situation analysis reports on current WASH and CCES behaviors, attitudes, practices in Bihar identifying gaps and opportunities for intervention.
- Comprehensive SBC strategy aligned with the programme goals and objectives outlining specific behavioral change objectives, target audiences, and communication channels with a focus on equity, inclusion and gender transformative approach.
- Create a range of SBC materials, such as posters, leaflets, radio spots, and videos, tailored to the target audience and addressing specific behavioral change objectives around WASH & CCES programme area.
- State costed annual communication plan for State / National flagship programs around WASH & CCES.
- District costed annual communication plan for State / National flagship programs around WASH & CCES.
- Training/capacity building plans, modules & manuals on social behavioral change interventions across WASH & CCES programming area.
- Training/capacity building of State/district/field functionaries and other key stakeholders on social behavioral change interventions across WASH & CCES programming area.
- Statewide plan for observation of special days including World Water Day, Global Handwashing Day, World Toilet Day, World Environment Day, Menstrual Hygiene Day and Swachhta Pakhwada.
- Report and documentation of observation of special days in the State.
- Develop a comprehensive monitoring and evaluation plan to track the effectiveness of SBC interventions, including indicators, data collection methods, and analysis procedures.
- Foster partnerships with government agencies, NGOs, and community-based organizations to leverage resources, expertise, and networks to support SBC efforts.
- Develop a knowledge management plan to document, disseminate, and share SBC lessons, successes, and challenges with stakeholders, including research papers, case studies, and best practices.

7. **DUTY STATION:** Patna (Bihar)

8. **SUPERVISOR :** WASH & CCES Specialist

9. OFFICIAL TRAVEL INVOLVED

- Maximum of 4-6 days travel in a month within State with prior Travel Authorization.
- Consultant will be required to travel to different districts in the State (2-3 Districts / month).

- DSA shall be payable as on actual number of nights spend out of duty station.
- In all 2-3 trips per month.
- 2-3 out of State trip of 3-4 days each may have to be undertaken.
- Maximum 10 days of out of State travel in the entire contract period

10. QUALIFICATION AND COMPETENCIES

- Master's degree in social science/public health/communication/psychology or any other related field.
- PhD in relevant fields preferred.
- At least 5 years of relevant work experience in Social Behavior Change (SBC) preferably in rural development, water, sanitation, and hygiene sector.
- Proven experience in designing implementing and evaluating SBC programs.
- Knowledge of behavioral theories and models.
- Excellent written and verbal communication skills.
- Experience with programme planning, implementation, and evaluation.
- Knowledge & understanding of WASH rights viz-a-viz Right to Education.
- Computer skills, including MS-Office (MS Word, Excel, Power Point etc.)
- Sensitivity and understanding on gender, equity, diversity issues in context of Bihar.