

Government of Assam
Assam Rural Infrastructure and Agricultural Services Society (ARIASS)
(An autonomous body under the Government of Assam,)
Proposed World Bank funded Assam Citizen Centered Service Delivery Project (ACCSDP)

Draft TERMS OF REFERENCE (TOR)
FOR HIRING OF A FIRM FOR CONDUCTING STATEWIDE INFORMATION AND
EDUCATION CAMPAIGN (IEC) ON ASSAM RIGHT TO PUBLIC SERVICES ACT, 2012

A. BACKGROUND AND PURPOSE

1. Affordable access to public services, especially for the poor people, is one of the key imperatives for inclusive growth. Government of Assam (GoA) has recognized the need to strengthen the delivery of citizen centric service, and had therefore enacted the Assam Right to Public Services Act, 2012 to ensure citizens' access to public services in timely, efficient and accountable manner. The Act enables the citizens of Assam to get notified public services within a stipulated timeframe and also fixes responsibilities on public servants to provide these services in a time-bound manner.
2. The Government of Assam, through the Government of India has applied for a credit of US\$39.2 million from the World Bank for implementation of the Assam Citizen-Centered Service Delivery Project (ACCSDP) and a Project Preparatory Facility (PPF) of US\$ 2 million has already been approved by the World Bank. The Project is to be implemented by the Assam Rural Infrastructure and Agricultural Services Society (ARIASS), an autonomous body of the GoA. The project aims to serve the citizens of Assam, especially the poor, primarily through effective RTPS Act implementation in the State; and takes an integrated approach to improve the institutional arrangements and processes for citizens' improved access to public services.
3. This inclusive project design approach is framed around four interrelated components: (i) strengthening RTPS implementation; (ii) improving service delivery processes in targeted departments; (iii) setting up one-stop-service centers to receive requests for RTPS services and electronically deliver select services to the citizens closer to their homes/homes; and (iv) promoting citizen engagement. The ARIASS has been mandated for project implementation and compliance with procurement, financial management and related processes of the World Bank. A Project Management Unit (PMU) within ARIASS will coordinate with all participating or recipient agencies/stakeholders and liaise with the Bank.
4. Citizens' awareness on their rights is a vital pre-requisite for effective civic engagement. However there is discernible evidence of an information-deficit with regard to RTPS implementation in Assam. Common people are largely unaware about the RTPS Act, the entitlements guaranteed under this law, the notified services under Act and also about the non-RTPS services and the process of accessing them. The ACCSDP project will therefore make targeted investment for conducting a statewide Information and Education Campaign (IEC) to promote awareness on the provisions of RTPS Act and about the ACCSDP; department-specific information on RTPS/non-RTPS services; how citizens could access these services; and in case of grievances, how to get those grievances redressed.

B. SCOPE OF WORK

1. Conduct a state-wide Information and Education Campaign (IEC) to enable provisioning of relevant, user-centered and actionable information to publicize the provisions of RTPS Act and the related entitlements for citizens and the procedures for accessing the RTPS services and also all other aspects of the ACCSDP. The selected consulting firm would design communication and public awareness strategies that are appropriate to the context of the ACCSDP including the RTPS user characteristics and other relevant factors. Implementation of the campaign strategy will utilize multiple channels/media to communicate the key messages in easy to understand format across mainstream (print and electronic) media, e.g. community media including radio; traditional art-forms such as music, folk dance, drama; visual & outdoor channels including notice boards at RTPS centers and other public places; on the on-line RTPS portal and messaging through mobile phones, technology-based voice communication channels etc.

2. Key steps in the accomplishment of this assignment would be to:

- a) Conduct a state-wide information requirements analysis (including the information needs of excluded groups/under-served areas); and accordingly develop a realistic IEC plan for building public awareness - on the RTPS and on all other aspects of the ACCSDP, including non-RTPS services, at the grassroots;
- b) Conceptualize and develop key messages to educate citizens - on the provisions of RTPS Act and the entitlements guaranteed under this law and the process of accessing them; and also on the other aspects of the ACCSDP. Develop *context responsive* formats and innovative communication tool-sets to disseminate these messages.
- c) Undertake pre-testing across all targeted communities to assess the efficacy of key messages and campaign tool-sets; and wherever required refine/adapt these communication collaterals
- d) Implement the state-wide IEC plan involving mass media campaign across multiple channels and media platforms. The campaign would also encourage enhanced media coverage on RTPS by providing journalists with background materials and arranging press events around newsworthy measures.
- e) Document activities highlighting progress, achievements and success stories of ACCSDP; and ensure their wider dissemination.
- f) Monitor and report the progress of IEC activities as per the schedule agreed to.

C. DELIVERABLES

- 1. The consultant would be required to list out the key deliverables of this multi-year assignment within their creative design proposal.**
2. This would have to be supplemented with creative design of IEC tools such as street plays, mobile information clips, television spots, radio spots, press advertisements and events, billboard, posters, flyer, and social media.

D. KEY REQUIREMENTS

- 1. Apart from the criteria mentioned in the TOR for the assignment, the [Consulting firm](#) must have:**
 - a) Experience of at least **5** years and minimum **3** projects of similar size and complexity preferably with public sector agencies in India,
 - b) In-house creative expertise on media, communication and advertising domains with experience in popularizing citizen-centered initiatives in local language, and
 - c) Ability to create and communicate key messages in local languages of Assam
- 2. It will ensure full-time provisioning of at least the following [key staff](#):**
 - a) A Senior Communications Expert as Project Manager (with minimum of **7** years experience)
 - b) A Creative Director with proven track record of managing successful communication/ marketing campaign
 - c) A team of Graphic Designers and Animators (with minimum of **5** years experience)
 - d) Broadcast Designers , Communicators and Editors (minimum of **5** years experience)
 - e) Communications Associates
 - f) Other Creative and support Staff, as required

E. TIMELINE

The assignment is intended to be initially for a period of one (1) year, which may be extended for a further period of two (2) years, depending on the need of the project and also based on the performance assessment of the consultants under the assignment during the first year.

F. SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT:

1. The State Project Director, ARIASS, would nominate and designated a PMU staff for day-to-day liaison on all aspects of this assignment;
2. ARIASS will facilitate provision of available information and relevant project related documentation to the Consultant, if required; and will also facilitate active engagement of all the participating departments at all levels of administration and other relevant stakeholders;
3. ARIASS will provide, where appropriate, administrative support to the Consulting firm in the conduct of this assignment.

G. REVIEW AND MONITORING OF THE ASSIGNMENT:

The State Project Director, ARIASS will constitute a review committee at the PMU, ARIASS, to monitor and review the progress of the assignment. A formal review will be conducted on monthly basis to track the progress under the assignment and resolve any issue. Representatives of all participating GoA departments/agencies will take part in the Monthly Progress Review.