

**GOVERNMENT OF ANDHRA PRADESH  
MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT DEPARTMENT  
GORANTLA, GUNTUR, ANDHRA PRADESH 522034**

**EXPRESSION OF INTEREST (EoI)**

**Notice Inviting Expression of Interest (EoI) from individual consultants for  
setting up State Capacity Building & Information Education Behaviour  
Change Communication Mission Management Unit (SCIMMU)**

**for**

**Municipal Administration & Urban Development (MA&UD) Department,  
Andhra Pradesh**

MA&UDDept, GoAPintends to setup **State Capacity Building & IEBC Mission Management Unit (SCIMMU)** for all 110 ULBs in Andhra Pradesh **to achieve the goals of Swachh Andhra** in line with Swachh Bharat Mission of the GoI.

**The objective is to enhance the institutional capacity of ULBs by identifying and guiding competent resource persons / agencies for;**

- (i) Designing Capacity Building Content for all target groups in ULBs
- (ii) Conduct Training for all the human resources on ground, supervisory and executive level as well as elected representatives in all 110 ULBs
- (iii) Design Mass Communication material for public awareness
- (iv) Design Interpersonal Communication activities and material for Behaviour Change Communication for community stakeholders
- (v) Roll out IEBC Campaigns, Activities as per annual calendar to reinforce the behaviour change goals continuously in all 110 ULBs

**The Individual Consultants will be in charge of;**

- a. Identify and shortlist competent Individuals and Institutional resources for the activities listed above
- b. Prepare a consultative annual calendar of CB & IEBC activities in all 100 ULBs and obtain the approval of the DMA at the beginning of every year
- c. Provide technical and handholding support to the individuals/Institutions
- d. Monitor & Evaluate Training effectiveness and impact
- e. Monitor & Evaluate effectiveness and impact of IEBC activities
- f. To co-ordinate with all the 110 ULBs and
- g. Prepare up-to-date reports and presentations to the DMA on a monthly basis on the training capacity building and IEBC activities being carried out state wide.
- h. Identify gaps and propose innovative and effective methods to address the same through Formal Change Requests

- i. The SCIMMU is expected to operate between 2016 and 2019.

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The MA&UD invites Expression of Interest (Eoi) from individuals who are having requisite experience and expertise in this field as detailed in the Eoi uploaded on the following website([www.cdma.ap.gov.in](http://www.cdma.ap.gov.in))  
Hard copy of the same can be obtained from the address given below.

The EOI may be submitted in a sealed envelope through Speed Post/Registered Post or delivered by hand superscripting “**State Capacity Building & IEBC Mission Management Unit (SCIMMU) - Eoi proposal**” on top of the envelope to the following address. The last date for submission of the Eois is 27/12/2016. By 17.00 hours.

**Address:**

The office of the C&DMA

Sri Krishna Enclave, Annapurna Nagar

5<sup>th</sup> Lane, 4/7 Inner Ring Road, Gorantla – 522034

Guntur, Andhra Pradesh

Email: [cdma\\_ap@cdma.gov.in](mailto:cdma_ap@cdma.gov.in)

Phone:

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**EXPRESSION OF INTEREST (EoI)**

**Expression of Interest (EoI) for setting up State Capacity Building &  
Information Education Behaviour Change Communication Mission  
Management Unit (SCIMMU)**

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**1. INTRODUCTION:**

Solid Waste Management is an activity in which volunteerism and public participation are the keys to success, it is not only the technology but public attitude and behaviour that are going to make the positive difference.

The MA&UD Government of AP has issued uniform guidelines in the form of a GO (G.O.279) for Work Outsourcing in MSWM to ensure better service delivery and compliance to SWM Rules 2016 and NGT guidelines.

The implementation of the above needs to be in synchronization with Comprehensive Capacity Building of the Service Providers which is further linked inseparably with Behaviour Change Communication for the citizens of 110 ULBs, through widespread IEC activities.

Traditionally IEC has been limited to awareness generation for a brief period through audio-visual materials, distribution of pamphlets, rallies, meetings etc, throughout the country. It is proven that the investment made in IEC has not given the desired results in changing the mindsets of people.

It is the key reason for Swachh Bharat Mission to earmark 5% for Capacity Building and 15% on Public Awareness & IEC activities of the total central allocation to ensure that the SBM goals are met.

For the first time in the country, MA&UD department, GoAP is envisaging a model for sustained and result oriented IEBC activities coupled with capacity building as they go hand-in-hand to ensure change management.

MA&UD has released a **GO.Rt.No.507** dt.**05.08.2016** to constitute a committee with the following members:

1. The Director of Municipal Administration
2. The Managing Director, Swachh Andhra Corporation
3. Mission Director, MEPMA

**The 3-member committee shall:**

- a) Identify 2 core team of consultants / agencies from among the experienced and competent consultants for State level Strategy Design, Provide Technical Support, coordinate with and handhold ULBs including Monitoring & Evaluation
- b) Identify Agency / Consortium of Agencies for Capacity Building
- c) Identify Agency / Consortium of Agencies for IEBC and
- d) Identify Regional agencies and build a social capital of Local Resource Persons / Institutions for Capacity Building & IEBC activities.

**2. SCOPE of SERVICES:**

- Onboarding of Lead Agencies for Capacity Building and IEBC
- Design, Development of Content for both Capacity building and IEBC
- Social capital building and Pipelining Individuals / Institutions for all outreach programs of the government of AP
- Onboarding of Regional Agencies for Implementation of CB & IEBC as per annual schedules
- Rolling out Training & Capacity Building Programs throughout the state
- Parallel roll-out of IEC Blitz and continuous community engagement
- Technology integration of stakeholders
- Building a resource pool by involving CSR and EPR
- Monitoring & Evaluation for Kaizen

### **3. DELIVERABLES:**

- Formulation of State level strategy for Capacity building programmes after analysing the training needs of all the responsibility levels at the ULB's including the public representatives.
- Design State Level Strategy for Information Education Communication and behaviour change communication activities.
- Bring-out course material for CB and IEBC activities for field level and online instructional programmes.
- Preparing Annual Schedule of training programmes for all the 110 ULBs.
- Preparing Annual Schedule of IEBC & BCC activities for all the 110 ULBs.
- Implementing and Monitoring CB, IEBC & BCC activities by strictly following the agreed schedule baseline uniformly.
- Designing relevant monitoring and evaluation tools for CB & IEBC activities
- Preparing and publishing the monthly reports.
- Updating stake holders on the status of the project on a regular basis.

### **4. PERSONNEL REQUIREMENT, TERMS OF REFERENCE AND ELIGIBILITY CRITERIA FOR THE EOlS:**

#### **1 Principal Consultant – Capacity Building & IEBC strategy**

##### **Code: PC-CBIEBC-01**

##### **Role and responsibilities:**

The Principal Consultant shall support the SCIMMU on the following matters:

- i. Situational Analysis and Gaps identification with respect to CB and IEBC at the state level
- ii. Capacity Needs Assessment for different target groups @ state level, regional level and ULB level to guide the agencies preparing capacity building plan & design
- iii. Supervise the design of CB modules, mass communication and interpersonal communication designs and activities for IEBC
- iv. Effective implementation of CB & IEBC programs by coordinating with the regional agencies
- v. Any other related activities as decided by the DMA

**Eligibility:**

- a. Post Graduate in Behavioural Sciences & MBA in HR and Technology Management
- b. 15 years' experience in Training and Development
- c. Skills in Competency Capacity building, IEBC in Solid Waste Management
- d. Conducted CB / IEBC programs in a minimum of 5 ULBs in at least 2 or 3 states or UTs
- e. Involved in any SWM related project at State level or SBM (U)
- f. Empanelled as a capacity building resource in any public institutions like ASCI, ESCI, RCUES, EPTRI, MCRHRD etc.

**1 Project Management & HRM Consultant****Code: PMHRMC-02****Role and responsibilities:****The Project Management & HRM Consultant shall support the SCIMMU-**

- Coordinating with the CB and IEBC agencies on the schedule and cost base-lines and obtain approvals from DMA
- Develop and strengthen M&E system for SCIMMU related CB and IEBC activities.
- Monitor the status of implementation of vis-à-vis approved timelines and key deliverables.
- Follow-up on agency(ies) deliverables and compile data
- Monitoring and evaluation and reporting to DMA
- Assist in conducting surveys and Analyzing the data to publish reports to the DMA
- Assisting SCIMMU to develop sophisticated ICT tools for social capital building and maintaining the data base of resources

**Eligibility:**

- a. MBA or PGDM Equivalent (HR & Finance)
- b. Certified PMP®
- c. Certifications in;  
Workforce Planning & Analytics / Talent Management /  
Performance Management / Statistics
- d. Relevant experience in Training Sector
- e. Skills in Analytics, OD, HRM, Quality, Management Accounting

## **5. DOCUMENTS TO BE SUBMITTED AS PART OF EOI**

1. Covering letter
2. Curriculum Vitae (CV) with all supporting certificates related to education, experience and demonstrating expertise

## **6. PROFESSIONAL FEE AND WORKING ARRANGEMENTS OF CONSULTANTS**

Towards rendering the services as per the terms of reference, financial terms of engagement are determined as follows:

### **a. Professional fee**

Each Consultant will be paid a professional fee of **Rs.85,000/- (Rupees Eighty Five Thousand only)** payable monthly.

### **b. Entitlements:**

Each Consultant is entitled for an all-inclusive allowance of **Rs.30,000/-** including offsite and onsite **(Rupees Thirty Thousand only)** payable monthly.

The responsibility of paying tax on total income and filing the Income Tax returns shall be of the Consultants.

### **WORKING ARRANGEMENT:**

The consultants will be required to report to DMA, on call for 3 days a week onsite between 10 am and 6 pm and 2 days offsite or as required by the DMA. In case of exigencies of work, consultants will be required to make their services available during other periods and holidays.

## **7. WORK-STATION PROVISIONS:** Consultants will be provided the following;

1. Workstation @ DMA's office @ Guntur, AP or Hyderabad
2. DTP operator (English & Telugu proficiency) and support staff
3. Laptop with 4G Internet dongle
4. Multi-functional laser Colour (Printer cum scanner)
5. Stationery articles
6. Mobile Sim card under CUG scheme

*\* All movable assets and property of the MA&UD department will have to be surrendered by the consultants at the end of the project / termination of services.*



## **8. TERMS AND CONDITIONS**

### **Amendments to the Eol**

MA&UD may amend the Eol documents at any time prior to the deadline for submission of Eol, by issuing suitable corrigendum. Any corrigendum issued in this regard shall be uploaded on the following website: [cdma.ap.gov.in](http://cdma.ap.gov.in)

### **Language of Eol**

The Eol, and all correspondence and documents related to Eol exchanged by the individual should be in English.

### **MA&UD reserves the right to the following**

- i. Accept or reject any or all the proposals received in response to the Eol without assigning any reason whatsoever
- ii. Extend the time for submission of Eol
- iii. Modify the Eol document, by an amendment that would be published on the website

(i) **APPENDIX – COVERING LETTER FORMAT**

Date: \_\_ / \_\_ / 2016

To

**The C&DMA,**  
**Municipal Administration & Urban Development Department,**  
Sri Krishna Enclave, Annapurna Nagar  
5<sup>th</sup> Lane, 4/7 Inner Ring Road, Gorantla – 522034  
Guntur, Andhra Pradesh  
Email: [cdma\\_ap@cdma.gov.in](mailto:cdma_ap@cdma.gov.in)  
Phone:

**Subject:** State Capacity Building & IEBC Mission Management Unit (SCIMMU) –  
EOI proposal

Dear Sir,

Having examined the Eoi, the undersigned, offer to be short listed for "SCIMMU" in full conformity with the said Eoi. I have read the provisions of Eoi and confirm that these are acceptable to us.

I hereby declare that all the information and statement made in this proposal are true and accept that any misinterpretation contained in it may lead to my disqualification at any stage of short listing and even later.

I understand you are not bound to accept any proposal you receive. Also, at any stage, the shortlisting process may be terminated without assigning any reason and without any liability to individuals, whatsoever, it may be.

Signature

Date:

Place:

Postal Address:

Telephone Number:

Mobile:

Email Id: