TERMS OF REFERENCE –

SENIOR MISSION EXECUTIVE – IEC/BCC

1. Context:

Ministry of Rural Development (MoRD), Government of India, is implementing a placement linked skill development program called the DDU-GKY i.e. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (erstwhile Aajeevika Skills Program). DDU-GKY aims at alleviation of rural poverty through skill development and regular job placement for poor rural youth in the age group of 15-35 years.

DDU-GKY is unique in its design under the National Rural Livelihood Mission (NRLM). It gives priority to disadvantaged groups such as the SC/ST/women/minorities and people with disability (PWD); it focuses on market-led training programs to ensure employability of youth and it emphasizes on partnership with private sector, NGOs, CBOs (Community Based Organization) and others for skilling and placement delivery.

DDU-GKY is implemented through a 3 tier structure with MORD at the apex as the policy making, facilitation and coordination agency; the State Skill Missions (SSMs) or State Rural Livelihood Missions as the state level nodal implementation support agencies and Project Implementation Agencies (PIA) who serve as the skill and placement providers under the program. The DDU-GKY envisages a central role for SRLMs/SSMs in driving the program delivery, its quality and outcomes.

Central to any Organisation is the training delivery across the stakeholders to build training capacity of the ecosystem to enhance the effectiveness. Setting up standards and ensuring adherence of standards across all clusters
and other stakeholders and their effective implementation is yet another imperative of DDU-GKY.

To address the above stated requirements the DDU-GKY requires the services of **Senior Mission Executive- IEC/BCC**

### 2. OBJECTIVES OF THE ASSIGNMENT

The **Senior Mission Executive** will be primarily responsible for supporting DDUGKY program in devising communication strategies, fulfilling pre- and post-communication research, facilitating and/or creating multi-media communication content and all other activities that will help to establish DDUGKY as an inspirational brand amongst its various stakeholders including Private companies, corporates, skill training and placement agencies, government, political parties, donor agencies and centrally the rural youth who are the target of the programme.

S/he will work towards attainment of the results envisaged under the program to the required standards of quality and as per the approved policy.

### 3. SCOPE OF WORK

The consultant to support following activities:

The **Senior Mission Executive** will play a key role in ensuring that DDUGKY is recognized as a benchmark programme in the skilling sector and maintains high reputation/visibility amongst its partners and stakeholders. Apart from this, below are some of detailed works:

- Lead the Branding and BCC strategy for the program in Rural Skills Division, MoRD at National level as well as building capacities of state teams to ensure strong and effective communication and outreach.
- Handle the Social Media Page of the Program i.e., Collection of Success Story from States and further posting over the Social Media Pages viz- Twitter, Facebook etc on a regular interval.
• Identify communication and process gaps during mobilization at training centres, skill training partner and state level and hand-hold them by providing strategic directions and proposing policy changes by conducting pilot interventions.

• Promote DDUGKY amongst various stakeholders by conducting events, seminars, Workshops and campaigns resulting in acceptance of this Skill Development program by rural youth.

• Supervise a communication team and/or communication agency for content creation, design and management in all of DDUGKY communication channels including digital, print, multi-media and social media.

• Supervise production of all types of communication materials such as brochures, newsletters, presentations, briefing notes for senior officers, media releases and others.

• Plan and manage research interventions including recruiting of research professionals/teams to investigate and report on the efficiency and efficacy of various programmatic actions.

• Enable the teams at HQ and states to prepare periodic knowledge works, communication and marketing materials including collation of Best Practices.

• Develop IEC strategies with regard to programme level communication and Annual IEC/BCC Media Plan. Felicitate DDUGKY States to prepare the Annual Media Plan.

• Creation of campaign, communication and documentation system of DDU-GKY programme through various medium like – printed materials, hoardings, short video films in TV and You Tube, conferences, advertisements, etc.

• Collaborate with the M & E team to collect and disseminate survey, assessment related information.

• Aggregate IEC initiatives of various functions and prepare consolidated budget for IEC activities
4. **Skills and Competencies**

- Very strong planning, system development and organizational skills, including results orientation.
- Demonstrated ability and experience of coordinating with a variety of government officers, professionals, communities and other stakeholders.
- Ability to function effectively as a team leader and team member interchangeably.
- Gender sensitivity.
- High level of integrity and honesty.
- Ability to understand and consistently apply organizational policies and procedures in work.
- Excellent oral and written communications skills.
- Ability to undertake field visits.
- Ability to work under pressure and tight deadlines.

5. **MINIMUM ELIGIBILITY CRITERIA**

The successful candidate will have the following qualifications:

**Essential:**

1. Masters in Mass Communication, journalism/Communication design from a reputed Institute. Experience in skilling sector would be an asset.

2. Minimum 5 years’ experience in Branding/IEC/Advertising/Advocacy in central ministries, social sector organisation/ Autonomous bodies, large program at National Level

**Desirable:**

3. Must be articulate and analytical with high social skills and ability to empathize with diverse sets of people.

4. Must be comfortable coordinating with pan-India teams and should be able to highlight past experiences showcasing multi-state coordination.

5. Experience in Handling Social Media Pages, Content creation etc.
6. Advance degree, diploma, certificate in Mass Communication/Journalism subjects

SCHEDULE & LOCATION

The term of contract shall be initially valid for one year and is extendable further years on mutual agreement and requirement of the project. The expert shall be based at Rural Skills Division, New Delhi and may involve travel to all over the country based on need.

6. SCHEDULE & LOCATION

The Senior Mission Executive, shall be appointed Full- Time (on contract) for a period of one year. The tenure is extendable on performance of the candidate and/or need of the programme. The role shall be based out DDU-GKY office in Delhi and may be required to travel to other offices in States as required.

7. REPORTING

The Senior Mission Executive shall report to:

**JS – Skills, DDU-GKY**
7th Floor, NDCC-II Building
Jai Singh Road,
New Delhi-110001
Or to any other person assigned by JS (Skills).

8. Remuneration

Remuneration for the role will be between Rs 65,000- per month as per qualification and experience.

Please apply by sending your latest CV to nrlm.advt@gmail.com. The last date of submission of CVs is 31st December 2018.

Please note that the applications not furnished in the prescribed format are liable to be rejected.
Application form
National Rural Livelihood Mission

Position Applied For: ____________________________________________________________

1. Name: ____________________________________________________________________

2. Father’s Name: _____________________________________________________________

3. Date Of Birth: __________________________________________________________________

4. Permanent Address: ____________________________________________________________

5. Address For Correspondence: __________________________________________________

6. E-Mail: ______________________________________________________________________

7. Tel/Mobile No. : __________________________________________________________________

8. Educational Qualification:

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Total Experience in years

## 10. Language

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## 9. Computer Proficiency:

## 10. Any Other Relevant Information that Applicant may like to add:

## 11. References:

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Date: ____________________

Name: ____________________

Place: ____________________

Signature: ____________________