Rajasthan Gramin Ajeevika Vikas Parishad
(III floor, B Block, Udyog Bhawan, Jaipur, Phone – 2227011, 4259914, Fax – 2227723)
F. 31(I)RD/RGAVP/SRC/Work Allocation/2016/2795 Jaipur, Date: 18/07/2017

Invitation of Expression of Interest for hiring of Consultant IEC

Rajasthan Grameen Ajeevika Vikas Parishad (RGAVP) proposes to hire the service of consultant IEC for one year. Eligibility criteria and other details for Consultant is given on our website www.rgavp.org and SPPP portal http://sppp.rajasthan.gov.in. (UBN No.- RGA1718SSOB00050 ) latest CV with required qualifications and relevant experience to perform this activity should be submitted by the interested candidates in a sealed envelope clearly superscripted as “Expression of Interest for Consultant IEC” at office address mentioned above during office hours or by email rajeevika@rajasthan.gov.in latest by July 31st, 2017, 6.00 pm.

State Project Manager
(Admin)
Invitation of Expression of Interest for hiring of Consultant IEC

1. Context
Rajasthan Grameen Aajeevika Vikas Parishad (RGAVP) is a registered society of Govt. of Rajasthan for implementation of Self Help Groups (SHG) based livelihoods programme in rural areas of Rajasthan. At present, RGAVP is implementing Rajasthan Rural Livelihoods Project (RRLP) funded by World Bank, National Rural Livelihood Mission (NRLM) & National Rural Livelihood Project (NRLP) funded by MoRD, GoI and MPoWReR funded by IFAD.

The objectives of RGAVP are to support the development of livelihood opportunities for rural poor, especially women and marginalized group through promotion of Community Institutions -Self Help Groups, Village Organizations, Federations, Producer Groups etc; in access to finance through community investment fund, SHG-Bank linkages, Insurance etc and facilitating Livelihoods support services. For other details please refer to our website www.rgavp.org.

2. Eligibility criteria for the Consultant

- Post Graduate or equivalent in Social work/ Masters in Rural Development/ Development Studies/ Development Management from reputed institute recognized of India or abroad.
- Minimum 2 years of work experience.
- Preference will be given to the candidates having experience in IEC related work.
- Must be computer literate – able to use MS office application and internet.
- Must be proficient in English and Hindi.
- Experience of working in RGAVP would be an added advantage.

The consultant would be empanelled based on an interview/other methods conducted by RGAVP as per its procurement guidelines.

3. Further information can be obtained at the above given address during office hours.

4. Terms of Reference (ToR) are given at the official website www.rgavp.org and SPPP portal http://sppp.rajasthan.gov.in. Expression of Interest (i.e. latest CV with required qualifications and relevant experience to perform the services) should be submitted by
the interested candidates in a sealed envelope clearly superscripted as “Expression of Interest for Consultant IEC” or by email at rajevika@rajasthan.gov.in latest by 31st July 2017, 6.00 pm.

5. The submission can also be made during office hours on all working days to the undersigned.

Chief Operating Manager
RGAVP

Mailing address:
Chief Operating Manager
Rajasthan Grameen Aajeevika Vikas Parishad
3rd Floor, RFC Block, Udyog Bhawan
Tilak Marg, C scheme, Jaipur
Phone: (0141) 2227011, 4259914, Fax (0141) 2227723
Email: rajeevika@rajasthan.gov.in
## ToR for IEC Consultant

### Summary of the Assignment

<table>
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<tr>
<th>Name of the Assignment</th>
<th>Consultant – Information, Education &amp; Communication (IEC)</th>
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<td>Level of Posting</td>
<td>State Level</td>
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</table>
| Qualification and Experience | • Post Graduate or equivalent in Social work/Masters in Rural Development/Development Studies/Development Management/Master of Journalism & Mass Communication from reputed institute recognized in India or abroad.  
• Minimum 2 years of work experience.  
• Preference will be given to the candidates having experience in IEC related work. Candidates who have worked in RGAVP or any SRLM will be given preference. |
| Salary (Rs.)           | Upto Rs. 50,000 per Month                                |
| Duration               | 12 Months                                                |
| Job Description        | The role of the Consultant is to build Information, Education and Communication (IEC) material to generate awareness through dissemination of information leading to adequate programme literacy regarding entitlements and processes both for the beneficiaries as well as the implementers to ensure optimum results. Also to ensure wide publicity across the entire state and in various government departments. |

### Job Profile

- To establish and run a Knowledge management Centre.
- To prepare Monthly Newsletter and also e-newsletter which will contain the progress and initiatives; this has to be disseminated till the SHG, VO and CLF level and also has to be distributed in other government departments.
- To make facebook page and update it regularly, and also publicise work on other social media.
- To prepare and display website content.
- To prepare Documents and various Booklets, Brochures and Reports and other IEC material as required showcasing the achievements of the field.
To prepare a book of at least 50 case studies on quarterly basis. For this the Consultant may be required to visit field and collect relevant information.

To prepare short video films on learnings, and build a mini library where printed copies of reports, documents, newsletter, brochures, case-studies and books related to rural development, video CDs etc. will be kept.

The Consultant will coordinate to identify a panel of content writers/experts through due procurement process. The panel can then be used for any other need-based work in the knowledge centre.

Any related work assigned by the Management.

Reporting

The incumbent will report to COM, RGAVP or any officer deputed by him.

Qualification and Experience

- Post Graduate or equivalent in Social work/Masters in Rural Development/Development Studies/Development Management/Master of Journalism & Mass Communication from reputed institute recognized of India or abroad.
- Minimum 2 years of work experience.
- Preference will be given to the candidates having experience in IEC related work. Candidates who have worked in RGAVP or any SRLM will be given preference.

Consultation Fee

Upto Rs. 50,000/- per month.
Taxes as applicable will have to be borne by the Consultant.
TA/DA would be as per RGAVP norms.

Terms and Conditions

The contract is for a period of 12 Months.