

Terms of reference (ToRs) for Consultant Communication

Indo-German Universal Health Coverage Programme

Terms of Reference – Consultant – Communication	Project number/ cost centre:
--------------------------------------------------------	-----------------------------------------

Contents

- 0. List of abbreviations 2**
- 1. Context..... 3**
- 2. Tasks to be performed by the contractor 3**
- 3. Personnel concept 4**
- 4. Costing requirements 5**
 - Assignment of personnel..... 5
- 5. Inputs of GIZ or other actors 5**
- 6. Requirements on the format of the bid 6**

0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of reference
IGUHC	Indo-German Universal Health Coverage Programme
NHA	National Health Authority
SHA	State Health Agency
PM-JAY	Pradhan Mantri – Jan Arogya Yojana
RSBY	Rashtriya Swasthya Bima Yojana
MoHFW	Ministry of Health and Family Welfare
IT	Informational technology
TPA	Third Party Administrators
CV	Curriculum Vitae

1. Context

About GIZ

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise owned by the Government of Germany. GIZ in India has a team of over 300 staff. To address India's need for sustainable and inclusive growth, GIZ in collaboration with government institutions and other stakeholders focusses on the following areas of work:

- Sustainable Economic Development
- Renewable Energy and Energy Efficiency
- Environment and Climate Change

Project Background

The Indo-German Universal Health Coverage Programme (IGUHC) of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (Germany's enterprise for international cooperation) provides technical cooperation to the National Health Authority and the Ministry of Health & Family Welfare (MoHFW) to Ayushman Bharat Pradhan Mantri – Jan Aarogya Yojana (PM-JAY), which is the successor scheme of Rashtriya Swasthya Bima Yojana (RSBY), India's national health insurance scheme for the poor. PM-JAY will be one of the world's largest publicly funded health protection programmes, providing health insurance cover of Rs. 5 lakh/ family/ year for hospitalisation to more than 10.74 crore poor families across India.

National Health Authority (NHA) has been set up centrally to manage PM-JAY and at the state level it is being implemented by State Health Agency (SHAs), set up for this purpose. In order to enhance the capacities of the state implementing agencies to manage PM-JAY, MoHFW/NHA in partnership with GIZ, has initiated the 'Professional Programme for Health Protection'. The Programme will select, train and mentor consultants to be placed at the National Health Authority as well as the state governments to support the implementation of PM-JAY.

The team working at NHA and the SHA is comprised of experts from IT, finance, management, communications, research, social sciences and medical sciences. Based on the request of the State Government and agreement with the MoHFW/NHA, GIZ will provide services of such professionals to the NHA and the SHAs for an initial period of 12 months.

2. Tasks to be performed by the contractor

PM-JAY is a scheme covering 10.74 crore families belonging to the marginalized and vulnerable section of the population. The success of the scheme depends on the awareness of the beneficiaries about the benefits of the scheme and the utilization of these benefits by them. The other stakeholders of the scheme, such as insurance companies, TPAs, etc. must be aware of their roles and responsibilities in the implementation of the scheme. Thus, special emphasis has been laid by states on IEC measures to disseminate awareness about the scheme in the target group.

Consultant Communication will be responsible for planning and executing internal and external communication strategies as per PM-JAY guidelines. S/he shall support the SHA in all IEC, training and public relations related aspects of and any other health insurance scheme planned by the NHA and/or SHA. This includes but is not limited to following specific tasks and responsibilities:-

Specific tasks:

- To make himself/herself thoroughly familiar with the PM-JAY processes and guidelines. To acquire an in-depth understanding of the IEC guidelines of the scheme and role of various stakeholders.
- Develop a sound communication strategy for various phases of the scheme, for mass media and IEC to reach out to the intended beneficiaries effectively.
- To assist SHA in devising a suitable training and orientation work plan for field functionaries and various stakeholders.
- To coordinate with functionaries of the SHA and the NHA for supporting the IEC activities in the States
- Participate in developing and evaluating feasibility, efficiency and quality of IEC materials and developing the IEC material as per the guidelines of the NHA
- Assist in conducting awareness raising campaigns, events, information dissemination workshops, etc. for target groups
- Undertake field visits to monitor, coordinate and supervise the ongoing IEC activities in the districts and suggest corrective measures.
- If required by the SHA, to provide assistance in communication and IEC related implementation of any other government programme.

Documentation

- Draft case studies and relevant project documents and suggest recommendations on varied issues (as and when required)
- Maintain documentation management system (hard copy and on network)
- Preparation of reports etc. as per the need of the NHA and GIZ.

Period of assignment: From June 2019 until July 2020 for 12 months for a period of 180 days

3. Personnel concept

Qualifications of the Consultant Communication:

- Education/training (2.1.1): Postgraduate degree/diploma in mass communication, journalism, public relations, social work or an equivalent degree from a recognized institute/university.
- Language (2.1.2): Excellent oral and written communication skills in English and Hindi
- General professional experience (2.1.3): 5-8 years of post-qualification work experience in IEC/communication of a large government health insurance programme

or a government health programme, governmental public relations department, CSR department of a private organization, foundation or NGO.

- Specific professional experience (2.1.4): Proven skills in the development of communication strategies. Planning, execution and monitoring of large-scale IEC plans for government projects

Other Competencies

- Knowledge of software such as adobe illustrator/ indesign/ coreldraw, or any other similar softwares.
- Experience with communication/ creative agencies/ vendors will be added advantage.
- Experience of managing social media platforms will be essential
- Knowledge about PM-JAY/RSBY and other government funded health insurance programmes in India.
- Working knowledge of the standard communication frameworks, guidelines, regulations and techniques.
- Ability to think creatively and intuitively.
- Knowledge of and experience with media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, visual and online media.
- Excellent computer proficiency and knowledge of commonly used software packages like MS Word, Excel, Power Point etc.
- Knowledge of design and production processes for print and interactive media
- Ability to communicate with people outside the organization, representing the organization to, the public, government, and other external sources.
- Ability to create new ideas, relationships, systems, or products, including creative contributions
- A knack for current affairs, social media, latest developments and updates.
- Excellent expression in English and the local language of the respective state is mandatory as well as the ability to reproduce complex facts and results in a simple, clear and comprehensive manner.
- Demonstrated ability to work in a multi-disciplinary team

4. Costing requirements

Assignment of personnel

Consultant – Communication: On-site assignment for 180 expert days for maximum of 12 months from the date of signing the contract

Place of duty – SHA Rajasthan

5. Inputs of GIZ or other actors

GIZ and/or other actors are expected to make the following available:

- Trainings and support for the consultant
- Travel Costs whenever the consultant is asked to travel for workshops/ trainings / monitoring of the scheme
- Consultant will be expected to use his/her own laptop in case the support agency doesn't provide a desktop to the consultant

6. Requirements on the format of the bid

CV of the candidate must give details of the Qualifications along with grades, detailed current job description and also highlighting any previous experience with health insurance – public / private. CV must be legible (font size 11 or larger) and clearly formulated. CV must be drawn up in English language. The CV shall not exceed 4 pages.

Resume - Please send your resume / detailed CV and cover letter to the email id – iguhc@giz.de

Subject line - Please mention in the subject line: **Consultant Communication – <Name> – Rajasthan**

NOTE: Only Shortlisted candidates will be contacted for the further screening process.