



MEGHALAYA BASIN DEVELOPMENT AUTHORITY
(MBDA)



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Dated Shillong the 9th March 2018

Notice Inviting "Expression of Interest"

for

Individual Media Advisor/Consultant for 'Communications for Development' initiatives

The Meghalaya Basin Development Authority (MBDA), requires an Individual media consultant to work on a variety of initiatives related to the overall area of '*communications for development*' primarily within MBDA.

Scope of Work

The consultant shall be expected to work on conceptualising, operationalising, and strengthening new and existing initiatives under the Meghalaya Basin Development Authority (MBDA) related to using media-based communications for furthering development goals for the state. Spearheading initiatives for outreach and communications to rural entrepreneurs and community partners, along with their capacity building related to media and communications, is one integral component of this role. Producing or supervising production of high quality, media-based knowledge and communications products for outreach to a variety of government / civil society / general public / press & media, would be a second component of this role. Providing strategic inputs to project management units under MBDA for more effective integration of media-based communications and social mobilization strategies into overall project strategies, would be a third key component of this role.

Individuals meeting the following eligibility criteria are invited to apply:

- Minimum 10-12 years of progressive experience in the area of 'communications for development', for example in inclusive development, rural development, enterprise & entrepreneurship development, either in the public sector with government entities or with prominent multilateral organisations, NGOs etc.;
- Demonstrated media-based technical expertise, including film, photography, multimedia campaigns etc;
- Demonstrated ability to plan and execute training and capacity building in various kinds of media, for a variety of rural and urban stakeholders.

The details regarding eligibility criteria, scope of work, application procedures, selection methodology and other terms and conditions may kindly be seen and downloaded from the website www.mbda.gov.in /or <https://meghbasin.wordpress.com/>

Last date for submission of EOI is 19th March,2018 till 17:00 Hrs. IST at the following address:

Meghalaya Basin Development Authority (MBDA)
c/o Meghalaya State Housing Financing & Cooperative Society Campus
Upper Nongrim Hills (behind Bethany Hospital)
Shillong – 793003, Meghalaya

Signature of MBDA Authority

II. Organizational Background

II. A. Meghalaya Basin Development Authority

The Meghalaya Basin Development Authority (MBDA) was established in 2012 to develop a state wide institutional ecosystem for environmentally sustainable, economically inclusive development with a focus on micro and small scale enterprises. Through its different initiatives, MBDA targets significant social change along the entire development value chain: it motivates citizens to take initiative, provides knowledge inputs to stakeholders, invests in community-led development projects, enables entrepreneurs' engagement with markets, and helps build the physical and social infrastructure required for market development in the state. More broadly, MBDA also focuses on ensuring a paradigm shift in public service delivery by facilitating a citizen-centric, demand-based approach to governance in Meghalaya. Thus, it has reconceptualised citizens as "*development partners*" not "*beneficiaries*", catalysed people's aspirations, and created the spirit of enterprise in the state's citizens through a variety of knowledge, communications, and institutional platforms.

While MBDA is headquartered in Shillong, there is a District Basin Development Unit (DBDU) set up in each of the state's 11 districts to implement and oversee MBDA related interventions, support district administration in developing district-level plans, and facilitate district-level convergence across departments. Additionally, there are 39 Enterprise Facilitation Centres (EFCs) under MBDA, one in each Block. These EFCs are a key innovation under MBDA. They are the frontlines of engagement and service delivery with rural partners and entrepreneurs: registering entrepreneurs, recording their demands, communicating with block and district administration and directly with MBDA in order to respond to these demands, coordinating training and capacity building etc.

Finally, 3 key institutions under MBDA are headquartered in Shillong to address key areas of work under MBDA, - natural resource management, entrepreneurship development, and good governance. These are Meghalaya Institute of Natural Resources (MINR), Meghalaya Institute of Entrepreneurship (MIE), and Meghalaya Institute of Governance (MIG) respectively. These 3 institutions provide extensive knowledge backstopping, market linkages, governance support and natural resource management partnerships to communities through EFCs, BDUs, and government officials from other departments that are working with MBDA on convergence projects.

A number of projects and initiatives are being carried under the aegis of MBDA at present. These include multiple Externally Aided Projects (EAPs), of which the one currently in full fledged operations is called Meghalaya Livelihoods & Access to Markets Project (Megha-LAMP). This is a project that is co-funded by the Government of Meghalaya (GoM) and by the International Fund for Agricultural Development (IFAD) and which was launched state wide in 2015, with MBDA as the nodal implementation agency. A number of other EAPs, all focused on different aspects of sustainable development, are upcoming at a similar or larger scale.

A key objective for MBDA is to strongly facilitate convergence across government departments in order to enable a state wide, comprehensive, cross-sector approach to inclusive, sustainable development. This objective is taken forward through constant inter-department communication at the state, district and block levels, and via "Missions". These Missions are sector specific, target and deadline driven projects that involve extensive collaboration between government departments, and MBDA and its associated institutions.

Each of the areas of work under MBDA requires identifying and managing partnerships with a range of institutions, organisations and people – communities and individual citizens in Meghalaya, government departments / agencies, multilateral agencies, NGOs and civil society actors, media, research institutions etc. Thus MBDA also functions as a state hub for building a strong civil society in Meghalaya and for developing an ecosystem of development partners for the state government.

II. B. Knowledge Services Division

The MBDA approach is noteworthy in its projects and initiatives being highly knowledge-driven. Thus communicating the knowledge under its various initiatives, projects and institutions to relevant stakeholders is a crucial contributor to the effectiveness of MBDA's work.

For example, interventions under MBDA are planned and implemented in a *convergent* manner, which means that government line departments, various institutions under MBDA and community partners themselves, all participate in and contribute resources toward the activity. This requires effective communication between all these different stakeholders, and communication of concepts such as ecological sustainability, natural resource management, enterprise development, and MBDA's objectives and approach.

In 2015, a full-fledged Knowledge Services Division (KSD) was set up within MBDA to manage the knowledge related programmatic activities and deliverables within the different projects under MBDA (including EAPs such as Megha-LAMP), plan and operationalize research surveys / case studies / community engagement / outreach and advocacy activities in MBDA's key areas of operations, liaise with state and national media, and develop media products (including mass media programming, original content for publications, and digital platforms) for communicating with key stakeholders – communities and community partners in Meghalaya, government departments and agencies in Meghalaya, and the general public at the state, regional and national level.

Given the breadth of activities and institutions under MBDA, it is important for the KSD to engage effectively with internal stakeholders as well as external stakeholders, in order to ensure communications and information/knowledge flow within the MBDA organisational structure. The KSD is under the direct supervision of MBDA senior management (namely the CEO and Deputy CEO of MBDA, and/or nodal authorities appointed by them), and operates out of the MBDA central office. However, as part of its direct scope of work, the KSD continuously collaborates with MINR, MIE, MIG and various other knowledge and programmatic units within MBDA in order to support knowledge services and stakeholder communities across all its programmes.

Currently, a new Centre is being set up within MBDA to specifically focus on the media-related communications and stakeholder engagement work currently being done in part under the Knowledge Services Division and in part under the Meghalaya Institute for Governance.

Through the Centre, MBDA would further its objectives related to the documentation / dissemination / promotion of traditional indigenous knowledge in Meghalaya via partnerships with the communities that are the repository of this knowledge, capacity building of rural community partners in media / communication / documentation skills, and mobilisation of a grassroots knowledge and media network throughout the state. Through these activities, the Centre would strongly contribute to MBDA's vision of facilitating a knowledge-driven, participatory-governance based, demand-led state economy with an empowered, entrepreneurial rural population.

A key role for the media consultant engaged by MBDA would be to help further conceptualize and operationalize this Centre as a key platform for consolidating the major communications and media activities under MBDA

II. C. Meghalaya Institute for Governance (MIG)

Good governance and re-engineering the current top-down systems of governance are a critical area of work for MBDA and the initiatives under it. Thus an independent institution called the Meghalaya Institute for Governance (MIG) was set up to take forward the governance related objectives under MBDA: furthering knowledge / research / extensive grassroots and high level stakeholder engagement in the state around issues of governance, citizen participation, public administration and public policy. The Meghalaya Institute of Governance (MIG) is one of the three institutional pillars of MBDA along with Meghalaya Institute of Entrepreneurship (MIE) and Meghalaya Institute of Natural Resources (MINR).

A wide variety of activities are carried out under MIG, with many activities focusing on strengthening platforms for knowledge sharing and dialogue between government entities, civil society organisations, and individual

citizens. These activities typically revolve around a core talking point, key environmental or social issue that is critical to tackle, or round table discussions to understand the problems affecting stakeholders who are active in different sectors associated with governance and sustainable development. A thrust area for MIG is systematic engagement with the traditional authorities and institutions in Meghalaya, and efforts to create dialogue between traditional systems of governance and the state government, from the state to the local levels.

Objectives of Meghalaya Institute of Governance

- To serve as the apex level institute for development of democratic governance within the state and for ensuring impact across the different strata of the society, and in both rural and urban communities;
- To work with government departments and other stakeholders to analyse key issues in governance, identify solutions, help develop action plans, and support implementation of these plans;
- To act as a think tank and help translate government's goals, objectives and policy priorities and reform agenda into tangible reforms actions with focus on principles and practices of good governance;
- To create a repository of best practices, methodologies and tools in governance reforms including successful e-governance applications;
- To support change management and management development programmes in government to effectively carry forward governance reforms and to develop a reform communication strategy;
- To undertake capacity building of stakeholders (Government and non-Government) including local governance institutions and community based organizations;
- To conduct awareness building programme on the importance of good governance as the cornerstone of peace and progress in the society;
- To provide support for conflict resolutions for the community institutions.

II. D. Meghalaya Institute of Entrepreneurship (MIE)

Meghalaya has redefined entrepreneurship by choosing to view every individual of the state who produces anything for the market as an entrepreneur. To bring about such a paradigm shift the Meghalaya Institute of Entrepreneurship (MIE) is positioned to be the Nodal institution in the State for facilitating rapid economic transformation through entrepreneurship education and promotion of micro enterprises involving the youth, women and other critical target groups in the State. The Institute aims to be among the very best in the world in the area of entrepreneurship development and model entrepreneurial services, through creativity and innovation, application of skills and technological inputs for harnessing rich potential of sub sectors, with focus on agriculture, horticulture, floriculture, pisciculture, aromatic and medicinal plantations, animal husbandry and other locally viable, remunerative, and income generation activities.

Apart from developing its own resource base, the institute will also actively leverage upon the infrastructure and institutional support available with local and national institutes like the Indian Institute of Entrepreneurship (IIE), State Polytechnics/Industrial Training Institutes, SIRD, NIRD, IIMs, Entrepreneurship Development Institute of India (EDI), National Research Institutes etc for conducting its activities. Once fully developed, the Institute may also cater to the demands from other States having similar kinds of entrepreneurship development programmes.

Objectives of Meghalaya Institute of Entrepreneurship (MIE)

- To create awareness among various target groups on entrepreneurial opportunities.
- To help and assist unemployed youth- educated and uneducated, urban and rural; in acquiring skills for both wage and self-employment.
- To organise vocational training for skill up-gradation, including establishment of vocational training centres.
- To encourage and assist in setting up enterprises by individuals focusing on first generation entrepreneurs through appropriate trainings.
- To encourage and promote research and special studies on various aspects of entrepreneurship and small and medium enterprises.
- To spread entrepreneurial education at school and college level.

- To serve as an apex regional level resource institute for accelerating the process of entrepreneurship development.
- To support and affiliate institutions/organisations in carrying out training and other entrepreneurship development related activities.
- To provide regional/national/international for a for interaction and exchange of experiences helpful for policy formulation in entrepreneurship development at various levels.

III. Scope of Work

To help in strengthening and scaling up its communications and media work under Knowledge Services and the Meghalaya Institute of Governance, MBDA seeks to work with an individual consultant from a media background. The broad scope of work for the consultant is detailed as follows:

1. Conceptualize, operationalize, supervise and ensure successful delivery of media-based products as required for effective communications and outreach to MBDA stakeholders, including rural entrepreneurs / community partners / general public / government officials / policymakers / media and civil society;
2. Provide strategic and operational support with design and setup of the upcoming Meghalaya Media & Communications Centre under MBDA;
 - Support with setting up the Centre may include but not be limited to the following:
 - Designing the programmatic / infrastructure requirements
 - Developing roles for and hiring new personnel
 - Training / capacity building of new and existing personnel
 - Mobilization / capacity building of associated community partners / volunteers
 - Identifying / Developing programmatic / funding partnerships
3. Identify and liaise with high impact media and communications partnerships for MBDA, particularly in order to help promote grassroots entrepreneurs, community-led initiatives and thrust sectors in the state;
4. Provide strategic and operational support with liaising with news channels / media platforms / conferences etc. through which to disseminate information about Meghalaya and MBDA's work;
5. Provide mentoring / training / capacity building in the area of media and communications for existing personnel in MBDA, particularly within Knowledge Services Division and Meghalaya Institute for Governance;
6. Provide operational / production support to media units within the Knowledge Services Division to facilitate production of high quality media and knowledge products for communications to various stakeholders;
7. Develop / Strengthen / Scale a state wide grassroots media & communications network via mobilization, innovative capacity building measures, technical training & support etc;
8. Developing and leading media-focused workshops for a variety of grassroots and other stakeholders as necessary for various projects under MBDA.

Period of Engagement

The engagement would be for a period of 1 (one) year w.e.f. the date of commencement / joining and may be extended on existing terms and conditions with mutual consent.

IV. Qualification and Shortlisting Criteria

1. Minimum 10-12 years of progressive experience in the area of 'communications for development', for example in inclusive development, rural development, enterprise & entrepreneurship development, either in the public sector with government entities or with prominent multilateral organisations, NGOs etc.;
2. In-depth understanding of how to leverage media-based communications initiatives for social mobilization and participation by rural communities and other key development stakeholders;
3. Demonstrated media-based technical expertise, including film, photography, multimedia campaigns etc;
4. Demonstrated ability to plan and execute training and capacity building in various kinds of photography, film and media, for rural community members, urban youth, and various other stakeholder groups.
5. Prior work experience and/or social sector related engagement in Meghalaya specifically is not a minimum eligibility criterion but would be considered an advantage.

Selection Process :

For Selection of the Candidate,

- 80% weightage will be given to suitability of the candidate based on above parameters and
- 20% weightage will be given to the remuneration sought by the candidate.

Deployment:

- The Selected Candidate will require to give atleast minimum 10 days a month for the media advisory work focusing on branding Meghalaya and to foster increased business and entrepreneurship opportunities for the State as a whole and young people in particular.
- The Selected Candidate need to work based out of Shillong as well as Delhi as per the requirement to promote the Meghalaya brand.
- The Selected candidate would be paid a monthly retainership fee.

Cost relating to official travel etc. will be borne by MBDA. Rate of per diem for travel outside Shillong shall be admissible to Category I staff at MBDA.

V. Submission of Application

The Respondent shall submit the proposal, giving details as indicated below in hard and soft copy (in CD) in PDF format (in sealed cover as indicated in the EOI), in clearly sealed and marked envelope with following identification:

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The Respondent shall submit the proposal, giving details as indicated below in hard and soft copy (in CD) in PDF format (in sealed cover as indicated in the EOI), in clearly sealed and marked envelope with following identification:

“Application for Expression of Interest (EOI) For Individual Media Advisor/ Consultant, Meghalaya Basin Development Authority

- i) Name, Address and Contact Details of the Individual Applicant
- ii) Statement of purpose in not more than 1000 words, clearly identifying:
 - Relevant qualifications and prior experience denoting suitability for the role;
 - **2 specific ideas / activities that the applicant would develop and lead if offered this role at MBDA;**
- iii) Curriculum Vitae, listing most recent engagements and work experience first and thence in descending order;
- iv) Sample of media products / outputs developed independently by the applicant for a prior work / research / freelance assignment;
- v) Awards or other recognition / distinction given particularly for development related communications work as given by Government entities or notable Private Sector / Civil Society entities;
- vi) Letters of recommendation from prior clients / notable persons within public / private sector as related to work within the areas of communications & media for development.

Last date for submission of EOI is **19th**, March 2018 till 17:00 Hrs. IST **at the following address:**

Meghalaya Basin Development Authority (MBDA)
c/o Meghalaya State Housing Financing & Cooperative Society Campus
Upper Nongrim Hills (behind Bethany Hospital)
Shillong – 793003, Meghalaya

VI. Other Terms and Conditions

- The EOI shall remain valid for a period of not less than three months after the deadline stipulated for submission. EOI, with a shorter validity period, is liable to be rejected as non-responsive.
- The EOI should be submitted under the personal signature of the individual applicant for the role.



Signature of MBDA Authority