



MEGHALAYA BASIN DEVELOPMENT AUTHORITY (MBDA)

C/o Meghalaya State Housing Financing Cooperative Society, Upper Nongrim Hills,
Behind Bethany Hospital, Shillong, East Khasi Hills District, Meghalaya – 793003

(Reg No. SR/MBDA – 4/11 OF 2011)

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REQUEST FOR PROPOSAL (RFP)

MBDA(HR)/794/2022/509

Dated Shillong, the 29th August, 2024

The Meghalaya Basin Development Authority (MBDA) is hiring Individual Consultant – Public Communication on behalf of the Office of Development Commissioner for the Meghalaya Government Innovation Lab (GIL). GIL seeks to engage a communication expert who will be instrumental in materializing and implementing a strategic public communications strategy framework that aligns with the state's goals to improve the human development indicators through a community-led development approach, being pioneered by the office of the Development Commissioner.

For detailed information regarding the scope of work, deliverables, and other relevant details, please visit the MBDA website at **www.mbda.gov.in**.

Date of Issue of RFP: **29th August 2024**

Last date and time of submission: **14th September 2024 upto 05:00 PM**

Sd/

Shri Sampath Kumar, IAS

**Development Commissioner to the Government of Meghalaya &
Chief Executive Officer, MBDA**

Terms of Reference (TOR) for engagement of Individual Consultant for Public Communications under Government Innovation Lab (GIL), Office of Development Commissioner, Government of Meghalaya

Introduction:

The Meghalaya Government Innovation Lab (GIL), housed within the Planning, IP&SD Department, is an initiative notified by the Government of Meghalaya in 2023 to support existing government departments and agencies in addressing critical development challenges. GIL embodies the principles of the State Capability Enhancement Project (SCEP)¹², which is dedicated to enhancing state capacity by solving problems and achieving transformative outcomes in improving human development indicators.

The SCEP approach is founded on five core pillars: 1) strengthening the citizen-state relationship, 2) fostering local leadership through problem-solving, 3) effectively utilizing data and technology, 4) building political support, and 5) addressing systemic challenges. Building on these pillars, GIL aims to develop and implement a comprehensive public communications strategy framework document, aimed at ensuring effective, credible, and timely delivery of information regarding key development issues, priority development missions and all such information aimed at empowering the last mile population in becoming active participants in the state's human development process. This strategy aims to bridge the information gap, enhance transparency, raise awareness, and foster public engagement in the government's initiatives.

To achieve this, the Meghalaya Government Innovation Lab seeks to engage a communication expert who will be instrumental in materializing and implementing a strategic public communications strategy framework that aligns with the state's goals to improve the human development indicators through a community-led development approach, being pioneered by the office of the Development Commissioner.

Scope of Work:

The consultant will collaborate with the Development Commissioner, Development Manager-Research & Communication unit and Development Managers of the GIL team to strengthen the public communication content and implementation efforts in the Khasi, Garo and Jaintia Hills region through the aforementioned framework.

The primary responsibilities include:

1. Public Communication Strategy Development

- Assist in drafting an accessible, actionable, relevant, timely, and implementable public communication strategy aligned with the state's goals and priorities.

¹ **Applying competencies- State Capability Enhancement Project (SCEP):**

<https://www.taylorfrancis.com/chapters/edit/10.4324/9781003178859-36/applying-competencies-sampath-kumar-aroon-manoharan-jayashardha-chandrakalatharan>

² **Meghalaya's State Capability Enhancement Project (SCEP):** <https://statecapability.org/>

- Work with subject matter experts and stakeholders to refine the Public Communication Framework for existing projects under the Meghalaya Government Innovation Lab (GIL) and ensure its alignment with SCEP's core pillars.
 - Ensure the implementation of the framework up to three months after its approval, ensuring that it is executed in spirit and purpose.
- 2. Advisory and Mentorship:**
- Provide information, advice, and guidance to the Communications Unit to prompt actions that enhance communication with key audiences on relevant issues under GIL.
 - Work with the team in drafting relevant materials for various audiences, purposes, and media.
 - Develop strategies to strengthen communication efforts in the Khasi, Jaintia and Garo Hills region.
- 3. Review and Analysis**
- Review and analyze the existing government public communications and provide a comprehensive report with recommendations for improvement.
 - Conduct research and gather information on public communications, including relevant policies, procedures, and guidelines, to support the fulfillment of SCEP objectives.
- 4. Public and Media Engagement**
- Develop media engagement and public engagement plans as needed, for all priority missions under the Meghalaya Government Innovation Lab, as and when needed.
 - Plan training sessions and capacity-building efforts for the team and stakeholders to enhance their communication capabilities. (As and when needed)
- 5. Ongoing Support and Implementation**
- Provide ongoing advice and suggest effective communication strategies to the Development Commissioner and/or his team as needed throughout the engagement period.
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Deliverables:

The consultant is expected to deliver the following:

1. **Comprehensive Report:** A detailed report on the review and analysis of the current government communication strategies, including recommendations for improvement.
2. **Public Communication Strategy Document:** A detailed strategy document outlining the public communication framework and its implementation plan, pertaining to projects being implemented or facilitated by the Meghalaya Government Innovation Lab.
3. **Ongoing support** to the SCEP Communications Unit, with documented progress and impact.
4. **Engagement Plans:** Media and public engagement plans tailored to the priority missions of the State.

The scope of deliverables are subject to variations based on the above-mentioned ToR.

Appointment:

- The duration of the assignment is expected to be for a period of six (06) months which may be extended on existing terms and conditions with mutual consent.
 - The Consultant will report to the Development Commissioner, Meghalaya State Capability Enhancement Project, SCEP), Government of Meghalaya, and will work in consultation with the Development Manager – Research & Communication, and Development Managers-GIL.
 - Regular updates and reports will be provided to ensure alignment with project goals and timely execution of responsibilities. The Development Managers in consultation with the Development Commissioner, will provide monthly reports to the Human Resources Unit-MBDA on the assignments completed by the Consultant, against the actions assigned, along with the output and expected/attained outcomes.
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Desired Qualification and Experience:

- Graduate or Post Graduate in Mass Communication & Journalism or related disciplines;
- A minimum of ten (10) years of professional experience in implementing a strategic public communications strategy framework and also in the area of communications for development sector.
- In-depth understanding of how to leverage media-based communications initiatives for social mobilization and participation by rural communities and other key development stakeholders;
- 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 photography, film and media, for rural community members, urban youth, and various other stakeholder groups.
- 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 be required to work full-time in Shillong and commit to at least 20 days of service per month.
- The selected candidate would be paid a monthly remuneration/professional fee as may be mutually agreed.

Submission of Offer:

1. Offer for the position should include the following:
 - A detailed resume indicating the relevant work experience with supporting documents;
 - A write-up on candidate's suitability for the assignment;
 - Financial Proposal
2. The offer should reach HR Unit, MBDA electronically via hr1.mbda@gov.in with the subject line – '**Application for Individual Consultant – Public Communication**)' latest by **14th September 2024 upto 5:00PM.**
3. For more information about the organization please visit our website <https://www.mbda.gov.in>

Sd/

Shri Sampath Kumar, IAS
Development Commissioner to the Government of Meghalaya &
Chief Executive Officer, MBDA