

**National Agricultural Higher Education Project (NAHEP)**  
**Indian Council of Agricultural Research (ICAR)**  
**Terms of Reference (TOR) for Consultant (Media & Publicity)**

**1. BACKGROUND**

The Govt. of India (GOI) has received financing in the amount of US\$ 82.5 million from the International Bank for Reconstruction and Development (IBRD) for funding the National Agricultural Higher Education Project (NAHEP) of the Indian Council of Agricultural Research (ICAR). The total cost of the project is estimated at US \$ 165 million. It is proposed to apply part of the proceeds for eligible payments towards Consultancy Services for Environment Specialist to be hired for providing support to the Project Implementation Unit (PIU) of the NAHEP, ICAR.

NAHEP will support the education development of Agricultural Universities (AUs) including State Agricultural Universities, Central Agricultural Universities and Central Universities with Agriculture faculty, Deemed-to-be Universities and ICAR. Objective of the NAHEP is to further improve policy, quality assurance through accreditation, common academic regulations and governance, effective curricula delivery systems, improvement of faculty competence, student development, attracting talented students, IT support and up-gradation of infrastructure and facilities in enabling the system to catch up nationally and internationally.

This programme is envisaged to ensure accountability and to bring about reforms through planning, execution, monitoring and evaluation of education related activities in AUs and to enhance their visibility. The NAHEP has three major Components:

**Component 1:** Support to Agricultural Universities.

This component has three sub-components:

Sub-component 1A: Investments toward 21<sup>st</sup> Century Agricultural Universities

Sub-component 1B: Investments in Centres for Advanced Agricultural Science and Technology

Sub-component 1C: ICAR innovation grants to AUs

**Component 2:** Investments in ICAR for Leadership in Agricultural Higher Education. This component will have the following sub-component:

Sub-component 2A: Investments in ICAR to support excellence in AUs

**Component 3:** Project Implementation Unit: The objective of this component is to administer, supervise, monitor and evaluate overall project implementation. Whole activities of the project would be managed by a central Project Implementation Unit (PIU) which is established at the Education Division of ICAR. The Project Implementation Unit

(PIU) is headed by the National Director (ND), who is responsible for the coordination and facilitation of implementation of the entire project under the direction and supervision of the PMC. The PIU includes a Project Director, and three National Coordinators (NCs), one for each Component. The PIU also comprises of expertise in Administration, Finance, Procurement, M&E, Management Information Systems (MIS), Learning and Capacity Building (L&CB) and Social/ Environmental aspects.

The overall project also proposes to monitor carefully and report on the impact of project interventions on vulnerable groups, on a regular and timely basis so that corrective actions can be taken. Accordingly, an Equity Action Plan (EAP)/ Indigenous Peoples Policy Framework (IPPF) has been prepared to address the issues of gender equality and social inclusion, with special attention to the needs of SC/ST students and faculty members. The emphasis on participating agricultural universities will have a positive impact on equity.

To meet the objectives, and to ensure effective implementation of the project with the wide media coverage and publicity in all aspects, NAHEP will be hiring the services of a Media Consultant to be a part of the Project Implementation Unit (PIU) to provide support in meeting the project's agenda.

## **2. CONCISE STATEMENT OF OBJECTIVES**

To provide required support and assistance for the media coverage, campaigns and publicity of the project activities and miscellaneous events like workshops/trainings, seminars etc. in the project.

## **3. OUTLINE OF THE TASKS TO BE CARRIED OUT**

The Consultant will be positioned at PIU, NAHEP office and is expected to handle the overall implementation of media coverage and publicity across the implementing units of the sub-projects at PIU and AUs/SAUs level. This would include support in advertisement campaigns, social media usage, facilitating PR activities, drafting press releases, news, and magazine articles etc. related to the sub-projects under NAHEP. The consultant shall also develop and manage project branding, increase media engagement and communications with social media, email, mobile or local marketing campaigns to meet the project's objectives.

### **Key Tasks and Responsibilities:**

The key tasks and responsibilities of the consultant shall include:

1. Analysing media and public coverage.
2. Drafting press releases to highlight positive achievements of the project.
3. Creating advertisement campaigns with the use of video, blogs, forums and other features commonly seen on social networking sites.
4. Assisting the project in managing online presence on blogs and popular social networking sites.
5. Planning publicity strategies and campaigns.
6. Dealing with enquiries from the public, the press, and related organisations.
7. Providing the NAHEP officials with information about new promotional opportunities and current PR campaigns progress.
8. Implementing content development strategy to website and blogs.
9. Coordinating content platforms such as website landing pages and blog.
10. Media consultants for smaller companies may perform a wider array of duties from preparing promotional material to contacting key individuals. They may also offer training to NAHEP officials on how to promote a public image and handle media relations.
11. Developing advertising strategies to meet project's objectives.
12. Review and approve the distribution of promotional materials to improve the project's image.
13. Any other issue related to project publicity & media coverage that emerges during the implementation of the project.

### **4. OUTCOMES**

The Media & Publicity Consultant will have the overall responsibility to ensure that adequate amount of advertising/publicity & media coverage is being satisfactorily implemented in the project through its various activities and by its various partners. The consultant should also emphasize on improving NAHEP website's Google ranking by adding new keywords, analyzing and optimizing web pages, handling all aspects of planned publicity campaigns, advertising strategies and PR activities.

He/she will develop a reporting format to capture progress and compliance on identified parameters and using the same, would provide a monthly report to the National Coordinator, M&E identified as the Nodal Officer for this task.

## **5. DURATION OF THE ASSIGNMENT:**

This assignment covers the entire project duration i.e., till 31 March 2022. However, the National Director, reserves the right to terminate the contract if the services are not satisfactory.

## **6. REPORTING REQUIREMENT**

The Media & Publicity Consultant will report to the designated National Coordinator, M&E at the PIU as the Nodal Officer. He/she will work under the guidance/supervision of the Nodal Officer, submit monthly reports for the works undertaken, quarterly reports summarizing the activities undertaken in the quarter and final report at the end of the assignment.

## **7. PROCEDURE FOR REVIEW OF PROGRESS AND FINAL REPORT**

- (i) The quarterly reports, inputs for annual reports etc. received from the Consultant will be reviewed by the nodal officer i.e. National Coordinator, M&E.
- (ii) The Consultant will attend the staff / review meetings called at PIU from time to time to monitor the progress of the media coverage & publicity/advertising.

## **8. DATA SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT**

- (i) The client will provide adequate office space for his/her sitting arrangement. However, he/she may also be allowed to work from his own place to enable him/ her to perform his/ her services as per the requirement/objective of the assignment.
- (ii) Facilitating visit to specific locations/AUs and meeting the concerned officers as per the requirement of the project activities.

## **9. QUALIFICATIONS AND EXPERIENCE**

**Educational Qualifications:** A Bachelor's degree in any discipline with Post Graduate degree/PG diploma in marketing/journalism/mass communication/media arts/public relations/advertising or other related discipline. Proficiency in English, Hindi and Computer usage is essential.

**Experience:**

- (i) A minimum of five years of professional experience in advertising strategies and marketing, publicity campaigns/media coverage in the projects preferably related to agriculture, education, research, construction / infrastructure etc.
- (ii) Should have both field and programme management experience.
- (iii) Experience of working in a World Bank funded project on centre/state level shall be an added advantage.

**Age Limit:** The candidate should not be more than 50 years of age.

**Note:** The candidate should have strong analytical skills, dexterity in interpersonal communication, strong technical competency in the field of media publicity with demonstrated ability to contribute to project management and engagement with senior technical specialists. Because consultants are independent workers, they must have a solid foundation of connections and client relationships, familiarity With Media Channels & press media.

*\* The project strives to have a workforce which reflects gender balance and women candidates are encouraged to apply.*

**10. Annexure: Details of terms and conditions for the consultancy:**

1	The period of this contract will be for one year from the date of award of the contract. The contract can be further extended for another year after satisfactory performance.
2	Payment will be on a lump sum monthly basis @ Rs.60000. TDS will be deducted as per IT rules.
3	The consultant shall be posted at PIU-NAHEP, New Delhi but may also have to travel across the country for exigencies of the project work and shall be reimbursed as per the organization applicable rules mentioned below at S.No.5
4	A total of eight (08) number of casual leave will be applicable in one year. No other leave will be admissible. The consultant working in the PIU shall be permitted to work from home for a maximum period of 30 days in a calendar year with the prior approval of National Director, NAHEP. In case of absence from headquarters for official assignments, He/She should remain accessible for communication on e-mail, telephone and post with their concerned reporting officer, National Director and US (NAHEP). However, in case of exigencies he/she can be called at any time to report back to PIU immediately.
5	<p>List of applicable reimbursable expenses :</p> <p><b>In respect of travel outside Delhi</b></p> <p>Daily allowance will be paid to the Consultant as mentioned in note 3 for the number of days of tour. Number of days for DA will include the days spent on the assignment at the AUs including travelling days.</p> <p>NAHEP will try to arrange for the accommodation of the consultant at subsidized rates at ICAR/SAU guest houses located in different parts of the country. Payment towards the subsidized rates of accommodation has to be made by the Consultant. Consultant can claim reimbursement for the same from NAHEP subject to production of actual receipts. A daily allowance @ Rs.1000/- per day for A-1/A (Tier-1) class cities and @ Rs.500/- per day for other class of cities will be admissible in addition to the guest house charges. Economy airfare from Air India will be allowed with prior approval of the National Director, NAHEP.</p>