

TERMS OF REFERENCE

For

Selection of Consultant

**“Development of Behavior Change
Communication Strategy”**

PUNJAB RURAL MUNICIPAL SERVICES COMPANY

[A company incorporated under Companies Act 2017]

1. BACKGROUND

Pakistan's low human capital accumulation is a fundamental development challenge. A key contributing factor is the high rates of stunting and malnutrition among Pakistani children. The absence of significant investments in the treatment of drinking water and safe management of fecal waste is an important reason for the persistently high rates of stunting in rural areas. The lack of attention to quality of sanitation infrastructure and virtually no attention to fecal waste management has resulted in an unprecedented concentration of untreated fecal waste near human settlements and the consequent contamination of water and soil.

2. This contamination, coupled with poor hygiene practices and the use of inadequately treated water for drinking purposes, has exacerbated the incidence of diarrhea and environmental enteropathy in young children. The latter causes malabsorption and maldigestion of nutrients, undermining the impact of improved diets and leading to a host of growth and developmental issues that are manifested in child stunting. This challenge is especially acute in rural areas where households abstract groundwater from shallow depths for drinking purposes. In addition to the direct pumping of contaminated groundwater, the poor quality of well construction leads to bacteriological contamination of drinking water even in cases where the underlying groundwater is clean.

3. The province of Punjab is home to over half of Pakistan's population and characterized by stark socioeconomic divides between north and south and rural and urban areas. Almost 98 percent of rural households in Punjab have access to an improved water source but continuous and treated piped water supply is rare and most households rely on groundwater pumping that is vulnerable to contamination. Most rural households in Punjab thus rely on groundwater as their main source of water, either through public supply or private investment. Access to improved sanitation is still low across rural Punjab and fecal waste is generally not safely disposed. There is almost no public investment in the treatment of fecal waste.

4. Taking cognizance of above issues, the Government of Punjab has established "Punjab Rural Municipal Services Company" (hereinafter referred to as "PRMSC" or "the Company") as a Company under section 42 of the Companies Act, 2017) by the Government of Punjab. The Company has been placed under the Punjab Local Government and Community Development (LG&CD) Department, Government of Punjab.

5. PRMSC is a government owned not for profit-company that shall implement Multi-village water supply scheme & 100% solid waste through recycling, composting and management of residual waste, in rural settlements of the Punjab Province, which hold 73 % the province's population living in 23,000 revenue villages, and are in dire need for investments to improve WASH. The goal of the company is to ensure that villages are converted into a better & hygienic living place and continuously having better life standard and improved civic amenities through improvement and management of sanitation condition, clean drinking water, solid waste management. In this regard, the Company will also focus on behavior change and capacity building for the sustainability of the improved WASH services in rural settlements of Punjab.

6. The Government of Punjab through Government of Islamic Republic of Pakistan has received financing from the World Bank for supplementing the above initiative in the form of the project titled "Punjab Rural Sustainable Water Supply and Sanitation Project" with an aim to

provide equitable and sustainable access to safely managed water and sanitation and reduce child stunting in 2000 revenue villages of Punjab located in 16 tehsils of 16 different districts of the province. The Project consists of following major components:

- (a) Water Supply and Sanitation Infrastructure Development
- (b) Behavior Change and Capacity Development
- (c) Service Delivery Improvement
- (d) Project Management and Monitoring

2. OBJECTIVES OF BEHAVIORAL CHANGE AND CAPACITY DEVELOPMENT

BCC components have to types of objectives to be achieved. Both of them have been explained in detail in the following paragraphs. PRMSC in order to achieve these objectives, will award two separate contracts: (i) devise the overall strategy and develop the basic material for achieving the overall objectives of the program and: (ii) implementation partners for implementing the strategy devised by the consultants using the material developed for the purpose. These TOR covers the scope of BCC Strategy. The overall objectives of the BCC program that are required to be achieved are mentioned as under;

a) Information and knowledge of the common people of the villages to be enhanced regarding the following

- Safe and healthy hygiene behavior such as hand washing with soap at critical times, and improved personal hygiene;
- Safe sanitation through use of hygienic latrines at homes, schools, mosques, offices, public places, streets, towns, colonies and an end to defecation and urinating in open areas
- Use of safe water for drinking and cooking as well as safe handling (collection, transportation, storage) of drinking water and treatment of contaminated water
- Conservation of water by sensitizing them about scarcity of water
- Community participation for sustainability of the interventions
- Monitoring by introducing ICT based system while taking the community on board
- Solid waste management interventions by educating the community
- Community participation in tariffs collection
- Role of village councils in O&M model of the projects
- Community participation at all stages of the project planning, execution and monitoring
- Reuse of treated effluent for the irrigation

- Elimination of gender discrimination
- Women and girls participation
- Environmental management through compliance of environmental safeguards
- Social protection through social safeguards
- Conservation and protection of water in the natural environment, especially groundwater, as a strategy for increasing resilience to periods of drought, which are projected to increase due to climate change
- Water sanitation and hygiene
- Ability to sustain safely managed water and sanitation to prevent fecal–oral transmission through the five pathways: field, flies, fingers, fluid, and food
- Maternal and child health and infant care and feeding practices
- Animal waste management
- Solid waste management
- Use of treated wastewater
- Follow-up communication and feedback through MIS
- Separation of organic, recyclable, and residual waste at household level; collect and compost organic waste using village sanitation workers; collect and transport residual waste to a secure village collection site
- Prevention of disposing of waste in water bodies
- Proper handling of animal waste
 - ❖ Separation of areas where animals are kept from areas where infants crawl/play
 - ❖ Protocols for hand washing after handling animals as well as the cleaning of shoes and the protection of clothes;
 - ❖ Equipping households with scoopers for waste removal;
 - ❖ Tarp sheets to cover animal waste stored outside for drying.
 - ❖ Communal management of animal waste to produce manure for agricultural use

b) training will be imparted for the capacity building of Informal village organizations, village-level institutions that have a defined role in water and sanitation service, tehsil councils etc.

Through this project, the capacity of the players will be developed for:

- Contemplation of the objectives and systems development;
- Collection of revenue from the beneficiaries;
- Coordination with the relevant stakeholders;
- Understanding the issues of civic amenities in the villages;
- Levying of fees and tariffs;
- Safety of infrastructure build under the project;
- Resolution of conflicts between the community and the project interventions;
- Conversion of rural settlements into model villages;
- Strengthening village Councils in performance of its functions;
- Participating in the operationalization of infrastructure developed under the project;
- Compliance of environment and social safeguards;
- animal waste and solid waste management;
- day-to-day monitoring and management of septic tanks, wastewater treatment facilities;
- segregation of solid waste at the household level;
- Operation of household composting units for solid waste management;
- Observing protocols for reporting issues and requesting support from the service provider/utility;
- regular community outreach and social awareness activities on waste management; and
- Data entry in MIS and Grievance Redress Mechanism;
- Training of village organizations to promote and monitor SWM practices by households.

3. SCOPE OF WORK

a) Formative research to guide advocacy and communication activities

- Review of published literature and reports on regional and global good practices related to WASH and waste management behavior change; national/provincial government and non-government sector reports and reviews of recent campaigns of a similar nature; assessments of typical barriers to and motivators for behavior change in rural WASH contexts in Pakistan (or South Asia).
- Review of various public messaging campaigns undertaken for WASH and COVID-19 in Punjab along with any available preliminary assessments of their efficacy.
- Scoping and reconnaissance work, including field visits to a sample of project villages (including communities, Basic Health Units, and public schools) to undertake Focus Group Discussions (FGD) and Key Informant Interviews (KII). The firm may propose other reconnaissance and survey activities. Names and locations of project villages will be provided to the successful firm.

- Consultations with stakeholders from government, donors, NGOs/CSOs, development agencies and other institutions that have experience or a stake in WASH behavior change in Punjab/Pakistan

b) Development of an effective communication and training strategy for behavioral change

The consultancy partners will be required to develop two types of detailed strategies; firstly, the strategy to change the overall behavior of the common people of the target villages to achieve the objectives mentioned in the part 2 (a) of the document, and secondly the strategy to impart training for the capacity building of Informal village organizations, village-level institutions to achieve the objectives mentioned in part 2 (b) of the document.

- Detailed descriptions, rationale, frequency, target audience, etc. involving the use of different tools and techniques including
 - ✓ seminar-style orientation and sensitization sessions,
 - ✓ awareness walks,
 - ✓ festivals/melas,
 - ✓ media campaigns,
 - ✓ training workshops
 - ✓ door to door campaigns

c) Preparation of material in soft form for behavioral change campaign and training;

Consultancy partners will have to develop material in soft form that could be used by the implementation partners eventually. This material includes a number of things related to print, electronic, and social media. Given below is merely a gist of the thing that will have to be produced for attaining the requisite goals. The consultancy partners will be at liberty to add or amend this tool list in accordance with the research conducted for the targeted villages.

- ✓ Booklets
- ✓ flyers
- ✓ banners
- ✓ Brochures
- ✓ Infographics
- ✓ Story books
- ✓ handbooks
- ✓ pan flexes
- ✓ Media commercials
- ✓ Media messages
- ✓ documentaries
- ✓ Songs/slogans
- ✓ Training modules

d) Monitoring and Evaluation strategy which focuses on tracking activities, outputs, and outcomes from the BCC program, in addition to identifying bottlenecks.

The consultancy partner is expected to develop such a system that will be helpful in tracking the overall implementation of the BCC strategy. This system will enable the client to objectively figure out the progress of the program in physical and financial terms at any stage during the whole life of the implementation of the program.

4. QUALIFICATION CRITERIA

- Demonstrated post-registration experience of 10 years in developing and implementing Public Information Campaigns for development sector projects to support community outreach and mobilization.
- Prior experience of working on development issues and design and implementation of communications, beneficiary outreach/community mobilization campaigns for multi-sectoral development projects,
- Proven capacity to produce a series of strong visual-based IEC print and electronic material for beneficiaries and information-based material for stakeholders, including innovative use of ICTs such as SMS and real-time IVR communication through mobile phones
- Experience of handling social media campaigns,
- Expertise in media management, media linkages and PR
- Experience of website design, development and maintenance
- In-house capacity in creative concept development, art direction, multimedia. digital design and latest audio-visual equipment
- Availability of appropriate skills and staff, in areas covered under these ToRs

5. KEY STAFF

The quality of staff, expertise and their numbers, shall be the key factors in evaluation of the consultant's proposal. The firm may propose inputs required to complete the assignment within the contractual time. The Consultancy firm must be specialized and have capacity to carry out the required services of the proposed works. However, an indicative staff requirements with level of expertise, is given hereunder:

(a)

Sr. #	Description of Personnel	Job Descriptions
1	Team Leader	(i) Lead overall operations and planning of the activities (ii) Spearhead the team in designing the Strategy (iii) Maintain updated plans/timelines (iv) Coordinate with stakeholders to obtain their support for smooth implementation of activities (v) Review progress and performance of staff (vi) Ensure deliverables and timelines are met as per plan (vii) Ensure compliance to terms of reference as per the agreement
2	Media Specialist	(i) Plan to evaluate media habits of the community

		(ii) (iii) (iv) (v) (vi) (vii)	Facilitate formative research Conceptualize & design Media Tools, material packages for Information, Deviation & Communication of the Community Assist in drafting BCC Strategy Assist development of content for BCC Tools/materials/packages Design IEC Material/Tools/Packages Design material/package for training & capacity building
3	Social Research Scientist	(i) (ii) (iii) (iv) (v)	Plan, develop & design formative research Data collection for formative research Evaluation & Analysis of data Assist the team in drafting BCC Strategy Assist in designing material/package for training & capacity building
4	Behavioural Sociologist/Psychologist	(i) (ii) (iii) (iv) (v) (vi)	Assist in formative research to evaluate the Media habits of the community Analyse the outcomes of formative research Conceptualize the media tools to support BCC Strategy Assist the team in drafting BCC Strategy Assist in designing IEC Material/Tools/Packages Assist in designing material/package for training & capacity building
5	Content Writer	(i) (ii) (iii) (iv)	Conceptualize the effective and efficient concepts for Behaviour Change of the community based on results/outcomes of Formative Research of Media habits of the community Write the content for Media Tools/material/package Write dialogues for TV, Radio, Street Theatres Write content for newspapers advertisement & supplements
6	Graphic Designer	(i) (ii) (iii) (iv)	Conceptualize the effective and efficient designs for BCC tools/materials for targeting Behaviour Change of the community based on results/outcomes of Formative Research of Media habits of the community Design newspapers advertisement & supplements Design banners, flyers, info-graphics, IEC Material, Training Material, Design Banners, standees leaflets, hoardings/billboards
7	Research Associates	(i) (ii) (iii) (iv)	Assist in planning, designing & execution of Formative research Data Collection and assist in data analysis of the formative research Design banners, flyers, info-graphics, IEC Material, Training Material, Assist in drafting BCC Strategy Assist in writing contents, designing & development of Material/Tools/Packages for IEC and training & capacity building

(b)

Sr. #	Description of Personnel	Qualification	Quantity	Person-months
1	Team Leader	Master's Degree or above in Journalism, Media Management, Public Relations or relevant discipline.	1	06

		Minimum (20) twenty years relevant work experience in communication/media communication & behavioural sciences.		
2	Media Specialist	Master's Degree or above in Journalism, Media Management, Public Relations or relevant discipline. Minimum (10) ten years relevant work experience in communication/media communication & behavioural sciences.	1	05
3	Social Research Scientist	Master's Degree or above in Sociology/anthropology or relevant discipline. Minimum (10) ten years relevant work experience in communication/media communication & behavioural sciences.	1	04
4	Behavioural Sociologist/Psychologist	Master's Degree or above in Sociology/anthropology/ Psychology or relevant discipline. Minimum (10) ten years relevant work experience in communication/media communication & behavioural sciences.	1	04
5	Content Writer	Master's Degree or above in Sociology/anthropology or relevant discipline. Minimum (10) ten years relevant work experience in content writing for communication/media/ behavioural change focused strategy.	1	04
6	Graphic Designer	Bachelor's Degree or above in graphic arts, design, communications, or related field or relevant discipline. Minimum (07) seven years relevant work experience in communication/media communication & behavioural sciences	1	04
7	Research Associates	Bachelor's Degree or above in Sociology/anthropology or relevant discipline. Minimum (07) seven years relevant work experience in communication/media communication & behavioural sciences.	4	24
Indicative time allocation of Key Staff:				51

5. DURATION OF THE CONTRACT

The total estimated duration of the contract shall be six months

6. FACILITIES TO BE ARRANGED BY THE CONSULTANT

The Consultant has a mandatory obligation to have dedicated self-office space at Lahore. Office equipment/vehicles, such as vehicles, office furniture, communications equipment, photocopying equipment, fax machines, and computers and printers, including relevant

software, shall also be the responsibility of the consultant. All documents, equipment, software purchased for project, facilities related to the works are, and shall remain the property of the Client after completion of assignment for which registration and licensing should be named to the client.

7. KEY DELIVERABLES

Sr. No	Deliverables	Timeline
1	Inception Report	Three weeks from the date of inception
2	Formative research & audience surveys of communication and advocacy activities	By end of third (3rd) month from date of contract signing
3	Development of an effective communication and training strategy for behavioral change	By end of fourth (4th) month from date of contract signing
4	Provision of material in soft form for behavioral change campaign and training	By end of fifth (5th) month from date of contract signing
5	Monitoring and Evaluation strategy which focuses on tracking activities, outputs, and outcomes from the BCC program, in addition to identifying bottlenecks.	By end of sixth (6th) month from date of contract signing

Selection Method:

The firm will be selected through Consultant Qualification Selection (“CQS”) in accordance with the procedures set out in the World Bank Procurement Regulations for Borrowers, 2016 (revised November 2017 and August 2018).