

BBBP-18/1/2021-BBBP
Government of India
Ministry of Women and Child Development
(Beti Bachao Beti Padhao Division)

*1st Floor, Jeevan Tara Building,
Sansad Marg, New Delhi
Dated 1st July 2021*

Vacancy Circular

Engagement of Consultants for the Programme Management Unit Ministry of Women and Child Development.

Beti Bachao Beti Padhao is a flagship scheme of Government of India, launched by the Hon'ble Prime Minister on 22nd January, 2015 in Panipat, Haryana to arrest the declining Child Sex Ratio and related issues of empowerment of Women over a lifecycle continuum. It's a tri-ministerial, convergent initiative of Ministries of Women and Child Development, Health and Family Welfare and Human Resource Development.

2. Initially the scheme was being implemented in select 161 districts (100 districts phase-I + 61 districts Phase II). Now, the scheme has been expanded for Pan India implementation covering all 640 districts (as per census 2011). A Programme Management Unit (PMU) is being set-up as a Technical Secretariat to provide programmatic support to the implementation of Beti Bachao Beti Padhao Scheme in all the districts and other schemes of the Umbrella Scheme of the Ministry and to facilitate work related to monitoring and evaluation, documentation, media, awareness Generation, media advocacy and mass communication.

3. For the above purpose, the Ministry seeks to engage a team of Consultants with expertise in the specific technical areas to provide technical and management support in the implementation of the project. Details of the positions are as follows:

S.NO.	Name of the Positions	No. of Positions	Terms of Reference
i.	Senior Consultant (Programme Implementation)	03	Annex-I
ii.	Senior Consultant (Media, Advocacy and Communication)	01	Annex-II

4. Application from eligible candidates for the aforesaid positions is invited in the enclosed Pro-forma (**Annexure- III**) along with self attested copies of the certificates/mark sheet of essential qualification and experience. The application may be addressed to the Deputy Director (**BBBP**), **Ministry of Women and Child Development, 1st Floor, Jeevan Tara Building, Sansad Marg, New Delhi 110001**. The last date of submitting duly filled in application form along with relevant documents is 15th JULY, 2021, 05:00 PM

5. Applications received incomplete or after the due date will not be considered. Only shortlisted candidates will be intimated accordingly. The MWCD reserves the right to reject any or all applications without assigning any reason.

Sd/-
(Rachana Bolimera)
Deputy Director (BBBP)

Name of Position: Senior Consultant- Programme Implementation: 03 Positions

Remuneration: The Senior Consultant would be entitled to a consolidated monthly remuneration up to Rs. 80,000/- (inclusive of Transport Allowance of Rs. 5000/- month) depending on the qualifications and experience of the candidate. The position is for an initial contract of one year and is subject to renewal on an annual basis on the basis of performance and requirement of BBBP Section.

Role & Responsibilities

- i. Support to BBBP districts in preparation of District specific Action Plan as per the scheme components and guidelines.
- ii. Coordinate with the States/UTs/Districts for programme execution and getting progress report as per the format.
- iii. Supervise and Review work plans, activity reports, implement programme activities according to the technical and financial norms.
- iv. Coordination with Partner Ministries for progress update as per their indicators/interventions.
- v. Follow ups with districts for timely submission of programme reports (monthly/quarterly).
- vi. Coordinate collation and consolidation of monthly/quarterly progress report (as per the programme design along with success stories).
- vii. Coordinate with NIPPCD for organising training programme and assist the districts to carry forward these trainings at block and village level.
- viii. Conduct monitoring visits to State/Districts and ensure utilization of funds as allocated.
- ix. Develop state and district specific resource directory for smooth coordination and implementation of the programme.
- x. Track the implementation plan as per the action plan, budget and monitorable targets on a regular basis, identify bottlenecks and suggest measures for improvement.
- xi. Any other work assigned by senior officers/reporting authority.

Required Qualifications, Experience and Skills

- i. Master's Degree in Economics/Governance/Social Science/ Social work/ Gender Studies or any other related field.
- ii. More than 7 years of working experience on gender issues at National/State level/district level
- iii. Age should not exceed 55 years
- iv. Proven experience on programme implementation, monitoring and documentation.
- v. Knowledge of MS office, Excel and Power point
- vi. Ability to meet time line and deliver the assigned work
- vii. Knowledge of government programme and procedures (noting & drafting) would be an advantage
- viii. Ability and Willingness to extensively travel to states/districts
- ix. Ability to work individually as well as in Team

Name of Position: Senior Consultant- Media, Advocacy and Communication: 01 Position

Remuneration: The Senior Consultant would be entitled to a consolidated monthly remuneration up to Rs. 80,000/- (inclusive of Transport Allowance of Rs. 5000/- month) depending on the qualifications and experience of the candidate. The position is for an initial contract of one year and is subject to renewal on an annual basis on the basis of performance and requirement of BBBP Section.

Responsibilities

- i. To provide programmatic support to the Beti Bachao Beti Padhao programme of MWCD.
- ii. Support in drafting communication plans and strategies for projects and events.
- iii. Co-ordinate with NFDC, DAVP, Song & Drama Division under Ministry of Information & Broadcasting, All India Radio and Doordarshan for effective awareness generation about the programme.
- iv. Handle end to end execution of national level media campaign using 360 degree approach including Print Media, Electronic/ Broadcast Media, Social Media- Through internet websites, Song and Drama, Mobile Exhibition Vans and the like for awareness generation about Beti Bachao Beti Padhao programme.
- v. Support in developing effective media strategy for maximum impact in alignment with the theme of the programme.
- vi. Ensure citizen engagement through portals like MyGov and also organize contests through the same.
- vii. Provide technical assistance to agencies commissioned to produce print, audio and audio-visual material.
- viii. Provide both administrative and managerial support to the programme.
- ix. Assist in execution of national level media campaign including for awareness generation about BBBP programme
- x. Collaborate and network with PIB, Media persons/organizations in order to share/disseminate BBBP related information
- xi. Content creation for IEC material including brochures, FAQs, posters, newsletters etc.
- xii. Develop Matrix for regular monitoring of IEC activities.
- xiii. Organize and coordinate national level workshops, conferences, exhibitions and events.
- xiv. Develop innovative tools for campaigns and awareness generation activities.
- xv. Strong Knowledge of Software Packages like- Adobe Photoshop, Coral Draw, In-design, Movie Maker etc.
- xvi. Knowledge of making short films/documentaries, designing of IEC material like Brochure, Leaflet, Pamphlet etc.
- xvii. Advise on the appropriate mix of materials to be developed as per the specific request for the communication campaigns and creating prototypes / artworks for the same
- xviii. Ability to meet the deadline.
- xix. Any other task as may be assigned from time to time.

Required Qualifications, Experience and Skills:

- i. Master's degree in Journalism/ Mass Communication/ Public Relations/ Advertising/ Media Studies/ or related field.
- ii. More than 7 years of relevant experience in communications or development, preferably with the ministries/ state governments.
- iii. Age should not exceed 55 years as on date.
- iv. Understanding and sensitization on women's issues.
- v. Fluency in English and Hindi languages. Knowledge of regional languages would be an added advantage.
- vi. Excellent report writing skills.
- vii. Ability to prioritize work and handle multiple tasks; keen attention to detail.
- viii. Conversant in social media platforms and social networking tools.
- ix. Ability to work independently and in interdisciplinary and multicultural teams.
- x. Excellent interpersonal skills.
- xi. Ability and willingness to travel extensively to States/ Districts
- xii. Desirable for those having knowledge of Software Packages like- Adobe Photoshop, Coral Draw, In- design, Movie Maker etc.
- xiii. Ability to work individually as well as in Team.

Format for Application Form

Recent Photograph	
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Recent Photograph

1. Name of Position applying for:
2. Name of the candidate:
3. Father/ Spouse/ Guardian's Name:
4. Address:
 - a) Permanent:
 - b) Present:
 - c) (i) Telephone/Mobile:
(ii) Email:
5. Date of Birth and Nationality:
6. Educational Qualifications: (from graduation to professional qualification)

Sl. No.	Name of Degree	Board/ Institution/ University	Year of Passing	% of marks obtained
(1)	(2)	(3)	(4)	(5)

7. One relevant Degree that needs to be considered as qualifying educational qualification in reference to the position applied for:

Name of Degree	Board/ Institution/ University	Year of Passing	% of marks obtained
(1)	(2)	(3)	(4)

(Note: 1.Candidate is required to mention one of the degrees from amongst mentioned under Educational Qualifications, that he/she wants to be considered as qualifying degree in reference to the position being applied for in the application.

2. Marks must be provided in % form in column 3. If marks obtained are in the form of CGPA/GPA etc. then either proper conversion formula of the concerned university/institution must be given or marks must be mentioned as converted into percentage form. Marks given in CGPA/GPA form in application will be rejected).

8. Other Trainings [Indicate significant training since degrees under Sl. No. 6– Education]

9. Work experience/Employment Record [Starting with present position, list in reverse order every employment held since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held]:

S. No	From (Date)	To (Date)	Duration (Years. Months)	Employer / Organisation	Designation	Description of Duties
(1)	(2)	(3)	(4)	(5)	(6)	(7)

Note: (i). Exact dates of employment has to be filled in clearly in Columns 2 & 3. (ii) Duration in a particular employment has to be given in Years. Months e.g. If a candidate has worked for 2 years and 6 months in an organisation it has to be filled as 2.6 in column 4 and if it is 2 years and 11 months then it has to be filled as 2.11 in column 4.

10. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

S. No.	Language	Read	Write	Speak

11. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned [Among the assignments in which the incumbent has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under scope of work for the position]

- Name of assignment or project:
- Location:
- Year:
- Client
- Main project features: Positions held:
- Activities Performed:

12. Brief description about your suitability for the applied position (Max 200 words)

13. Certification : *

I, the undersigned, certify that to the best of my knowledge and belief, this Application Form correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, at any stage.

Date:

[Signature of applicant]

*Application with certification as above not duly signed by the candidate will be rejected at the outset.

Note:

1. Candidates must attach:-

- a. Self Attested Certificates/Mark Sheets in support of the educational qualifications.
- b. Self Attested Experience Certificate from respective Employer clearly indicating the date of joining and date of relieving. For the current employment, a copy of employment indicating the date of joining.

2. Applications with insufficient information/without copies of certificates are liable to be rejected.