

# TEZPUR UNIVERSITY, NAPAAM - 784 028, ASSAM

Notification dated 20 October 2020

## Recruitment of 01 (One) State Project Specialist (IEC) to be engaged under Jal Jeevan Mission (JJM), Assam.

### 1.0 Background

Ministry of Jal Shakti was formed in June 2019 with two Departments: a) Department of Water Resources, River Development and Ganga Rejuvenation and b) Department of Drinking Water and Sanitation (DDWS). Jal Jeevan Mission JJM has been launched by Ministry of Jal Shakti, Government of India. JJM the flagship scheme of the Government seeks not only to provide functional household tap connections for all but also to promote the holistic management of local water resources. Under JJM Water conservation, reuse measures are made mandatory to the scheme design. As per DDWS as on 31<sup>st</sup> March 2019, only 18.33 percent of rural households in the country, have piped Water Supply (PWS) . It has been planned to provide around 14.60 crore rural households with functional household tap connection (FHTC) through Jal Jeevan Mission (JJM) by 2024. In Assam, 34 percent of habitations are fully covered with piped water supply and around 2.3 percent of total households have individual household pipe water supply connection. The goal is that every home gets drinking water in adequate quantity i.e. 55 liters per capita per day (lpcd) on a regular and long-term basis.

Various schemes and sub-missions under erstwhile NRDWP viz. Rural Water Supply and sanitation Project for low income states (RWSSP-LIS), National Water Quality Sub-Mission (NWQSM), Japanese Encephalitis-Acute Encephalitis Syndrome (JE-AES), Swajal, Water Quality Monitoring and Surveillance (WQM&S) and all support activities under NRDWP has been subsumed into JJM. The JJM emphasizes on community participation and making it as a movement - a Jan Aandolan. As per JJM guideline at grassroots level local communities especially women are to be encouraged to participate and take ownership of water resource management , water supply and grey water management and its reuse. The Implementation Support Agencies (ISA) like NGO, SHGs, CBOs, Voluntary Organizations, Trusts,

Foundations will play critical role as partner of Government in mobilizing and engaging communities to plan, design, implement, manage, operate and maintain village water supply infrastructure.

To achieve the objective of providing improved and sustainable drinking water services in rural communities through JJM, it is important to focus on water distribution networks, water quality management, sources sustainability, sustainable service delivery (including operation and maintenance), building professional capacity and strengthening decentralized governance.

In the above context, SMMU, the Mission Directorate , JJM , PHED, Assam will require a robust and structured approach so that all the activities of the Mission get the support and guidance to achieve the targets . In this regard State Project Specialist (IEC) can play a vital role by providing his/her profound knowledge in information, education and communication (IEC).

## **2.0 Objectives of the Assignment:**

The primary objectives of this position are to provide support to the SMMU, Mission Directorate JJM, Assam for the successful implementation of various IEC activities of the Mission. Further, they are expected to play a key role for co- ordination between DMMU and the SWMU related to IEC activities of Jal Jeevan Mission, Assam.

- i) Planning - Annual/Half yearly/Quarterly/Monthly IEC activities for state, district and blocks
- ii) Organizing-IEC activities for its successful implementation at the field level
- iii) Co-ordinating-with Districts/Divisions, Sub-divisions/Blocks for all the IEC activities.
- iv) Leading SMMU IEC activities, and to provide guidance to DMMU/Divisions/sub-divisions etc.
- v) Controlling all IEC activities of SMMU,DMMU/ Divisions/sub-divisions etc.

### 3.0 Scope of work

The State project Specialist- IEC shall:

- i) Support preparation of Annual Action plan in the IEC for JJM, Assam
- ii) Prepare strategy to Implement the IEC activities as per the plans
- iii) Contribute to detailing out of the Annual Action plan for implementation at district and downstream.
- iv) Conducting relevant need assessments/Social Forecasting and formulate lessons learned to be integrated into broader Mission improvement plan.
- v) Provide assistance to District teams and GPs/GPWSCs in generating demand and creating awareness among the stakeholders on implementation of the schemes.
- vi) Support conducting workshops and exposure visits at various levels.
- vii) Timely submission of all relevant project progress reports

### 4.0 Job description

- All matters related to IEC activities under Jal Jeevan Mission (JJM) and Swachh Bharat Mission (Gramin) (SBM G) Programme
- Preparation of Annual IEC plan & guide the districts to prepare and disseminate available IEC materials for WASH/SBM G JJM to all blocks
- Drive positive behavioral changes among stakeholders with respect to judicious use of water, safe Handling and storage, ownership of water supply system, etc.;
- Create awareness and motivate people to take up affirmative action for protection of drinking water sources and against misuse of water.
- Create awareness and motivate people to conserve water resources;
- Have effective communication strategy involving all stakeholders, inculcate a sense of responsibility to manage,
- Operate and maintain their water supply systems to ensure service delivery,

- Encourage community contribution towards capital cost to instill 'sense of ownership,
- Encourage and promote water tariff/user charges in community,
- Recognize performance of various stakeholders.
- Documentation of success stories/best practices/institutional arrangements etc.
- Assist in organizing review meetings , seminars, workshops on communication for WASH education;
- Prepare final reports including a detailed IEC plan to reach all sections of the community
- To advice District implanting agencies on IEC aspects of JJM & SBM G implementation
- Prepare quarterly progress reports for discussions and review with district and block functionaries & take necessary steps as and when required under the guidance of Executive Engineer/Member Secretary
- The Annual IEC Action plans to be developed under the guidance of DWSC for the district and should also be outlined in the relevant sections of the District Swachhata plan.
- Ensure use of social media to showcase work being done by the district under SBMG including hygiene promotion.
- Monitor IEC implementation in all GPs
- Ensure interpersonal communication in all villages through swachhgrahis, BRCC, CRCC and other field functionaries.
- Regular felicitation of local champions and leveraging local celebrities
- Collaboration with other institutions/line departments and local groups, faith -based leaders and natural leaders to enhance the outreach of WASH messages at all levels.
- Ensure & design area specific key IEC Messages for **ODF Plus** with focus on Waste segregation at source, plastic Waste Management, Greywater management, Bio-degradable Waste Management, Faecal Sludge Management, Retrofitting, Menstrual Waste Management, Hygiene promotion etc.
- Support in behavioural change for ODF Plus.
- Document best practices/case studies every year at least 2 nos. from district showcasing outcome of IEC activities/ campaign etc.

- Will be in constant touch with the state unit of SBM-G & JJM for smooth implementation of programme.
- Coordinate with MIS consultant and ensure entry of IEC activities in IMIS for both SBM G phase I & JJM.

**5.0 Number of Position : 1 (one)**

**6.0 Duty Station :**

The selected state project specialist-IEC will be stationed at the SMMU, Mission Directorate, Jal Jeevan Mission, Assam, Hengrabari, Guwahati-36.

**7.0 Remuneration**

The Proposed remuneration for the state project specialist - IEC will be **Rs. 1 Lakh per Month** (Inclusive of all incentives and perks).

**8.0 Eligibility Criteria**

- i) **Education:**
  - a) Master's degree in Mass Communication/Social work, OR
  - b) Master's degree in Sociology/ Rural Development/Extension studies with a diploma in Mass communication from a recognized university/institution.
- ii) **Experience:** minimum 7 years experience in relevant field.
- iii) **Computer skills:** Diploma/Certificate of computer Application with minimum 6 months duration.
- iv) **Age:** Minimum 21 years and maximum 45 years as on 01-10-2020.

Knowledge in Local Language (Assamese/Bodo/Bengali along with Hindi/English) is desirable.

**9.0 Reporting**

The State Project Specialist- IEC will report to the Mission Director, Jal Jeevan Mission, Assam.

## **10.0 Selection Mode**

Since it is a state level specialist post, selection may be done through a personal interview by a panel of experts through online platform.

## **11.0 Terms of Contract**

- a. He/she will remain in service of the contractual post as state Project Specialist - IEC for a period of 11 months from the date of joining subject to the terms and conditions contained herewith.
- b. He/she has to join within 15 days from the date of issue of the offer letter failing which the offer will stand cancelled automatically.
- c. He/she will perform duties as per the job specified by the Appointing authority/Controlling officer (Ref.4.0). He/she will remain duty bound and maintain official norms.
- d. His/her service (s) will stand automatically terminated at the expiry of the contract period, without any necessity on the part of the office to serve any notice-pay to the contractual employee and without any liability on the part of the office to pay any retrenchment or other compensation or any other amounts to him/her.
- e. Any such action either directly or indirectly on the part of contractual employee for the change of posting will be treated as disqualification for the post and the Appointing authority/Controlling officer will have the right to terminate his/her engagement without any notice for such action.
- f. He/she will be entitled to a leave on a pro-rata basis of 1.5 days per month. Period of leave to be taken should be agreed with the controlling officer. Leave not availed during the month shall lapse after the month is over. Any unauthorized absence may affect deduction in their compensation package at a suitable rate.
- g. Sick leave : In case of illness, he / she is obliged to inform the Mission Director, JJM, Assam immediately. If the illness lasts for more than 3 days, a medical certificate must be produced. No more than six sickness days will be recognized during a calendar year, further days would be considered to be part of the annual leave from the 1<sup>st</sup> day onwards if entitlement exists, or as unpaid leave if no such entitlement exists.
- h. Travel and subsistence : where for the purposes of the programme the party may be required to travel outside H.Q, all related travel and subsistence costs will be repaid to her on actual cost basis on

presentation of official bills and receipts, subject to the travel rules of the organizations. It is explicitly made clear that the appointment is purely on a contractual basis and he/she would not be entitled to any claim, interest or further benefits in terms of regularization or consideration of further appointment/ engagement to the said post or any other post in the department.

- i. It is further explicitly made clear that notwithstanding anything contained herein above, his/ her contractual services may be terminated at any time by the Appointing authority without any notice, if he/she is found to be guilty of any insubordination, intemperance or other misconduct or of any breach.
- j. The selected candidate must stay at the location of the HQ i.e. Guwahati

#### **12.0 Application Requirement:**

- a) An application with all details needs to be filled online by clicking <https://forms.gle/3X8jjTA5La41mi2i6>
- b) Copies of Academic transcript (HSLC onwards) must be uploaded
- c) Work experience details need to be uploaded

#### **13.0 Selection Criteria:**

Applicants not producing any of the documents specified in Clause 12.0 above (Application Requirement) shall not be eligible for shortlisting. Applicants should produce original documents as and when required.

#### **14.0 Application submission deadline:**

Interested applicants should submit the online application along with all above mentioned documents as attachment latest by **06 November 2020**. For any further details, mails may be sent to [jaljeevantu@gmail.com](mailto:jaljeevantu@gmail.com)

**CANDIDATES WILL BE COMMUNICATED THROUGH E MAIL ONLY.**

sd/- Registrar  
Tezpur University