

Tamil Nadu Slum Clearance Board
Tamil Nadu Housing and Habitat Development Project
Terms of Reference
Communication Specialist

Introduction

1. The Government of Tamil Nadu (GoTN) is currently preparing the Tamil Nadu Housing and Habitat Development Project (the Project) to be financed by the World Bank. The objective of the project is to improve housing conditions of low-income households in Chennai. The proposed Project is expected to support the GoTN in both resolving the immediate issue of providing adequate housing for the at-risk population and improving the performance of the state's housing sector at three levels: (i) policy, (ii) institution, and (iii) program level. At the *policy* level, the Project would support the GoTN's vision to assume a role as an "enabler" of affordable housing markets, as opposed to 'provider' of housing solutions to EWS. The proposed Project would support establishing mechanisms to incentivize and enable greater private sector investment in the affordable housing market. At the *institutional* level, the Project would assist the GoTN to strengthen alignment of the institutional set-up and to enhance capacity that responds to the policy goals and efficient implementation. This would entail establishing formal coordination mechanisms between state and municipal-level agencies working on housing and urban development issues and strengthening of existing processes and procedures. At the *program* level, the Project would support the Government's commitment to move away from one-size-fits-all approach of providing free housing to EWS by introducing a new way of housing delivery model that: (i) diversifies housing products (e.g. products for different income segments (within EWS and LIG), (ii) promotes mixed uses, (iii) integrates incentives for maintenance of the units, (iv) improves community participation in the design and maintenance of buildings; (v) is responsive to gender issues, and (vi) incorporates environmental considerations in location, design and construction.
2. The project would support sustainable and resilient housing that would finance the provision of housing by the TNSCB for the EWS and LIG populations in Chennai, particularly those living in slums in high-risk disaster areas. Housing units would be built using disaster-resilient design and standards and in areas with relatively lower risk of disasters. In addition, the project will look at institutional reform and strengthening of Tamil Nadu's urban housing sector.
3. The project will support relocation of people affected during the severe flooding of 2015 that highlighted the extreme vulnerability of low-income households and their livelihood. The objective of the project is to improve housing conditions and access to basic services for eligible low-income households in the Chennai Metropolitan Region.

Activities of the Programme

The Tamil Nadu Housing and Habitat Development Project (TNHHDP) will aim to support GoTN's objectives to improve long-term sustainability, to achieve greater scale and reach in addressing housing needs and to improve institutional performance of housing sector through four inter-related technical components: (i) sustainable and resilient housing and habitat development investments; (ii) enabling private sector participation in affordable housing provision; (iii) technical assistance to improve housing policy and institutional capacity for Tamil Nadu's urban housing sector; and (iv) project management.

Objective of the Assignment

Support Institutionalization of stakeholder engagement which is an inclusive process conducted throughout the project life cycle.

Scope of Work

Scope of work will cover three stages: preparation, implementation, and monitoring through the project cycle. The details are as follows;

- a. Oversee the work of undertaking the communication needs assessment.
- b. Oversee the work of development of communication strategy to establish a systematic approach to stakeholder engagement. This includes identification of stakeholders, assess their interest and to enable stakeholders' views to be taken into account in project design and promotes participation of all the stakeholders in the project.
- c. Develop and standardise messages on each of the components for disseminating information to facilitate participation of beneficiaries that is required beyond the law.
- d. Map the stakeholders to develop appropriate IEC material for different stakeholder groups. Develop IEC material based on the needs assessment and ensure that, it reaches all the stakeholders through different communication channels.
- e. Oversee the work of production of user-friendly and high quality IEC material (such as handouts, posters, brochures, video documentary films and photo documentation, success story booklet etc.) in Tamil and English for communication of the project activities to the public and stakeholders, including overseeing the work of consultants / consulting firms, if required.
- f. Undertake pro-active media management on a day-to-day basis.
- g. Supporting consultations and interactions with stakeholders, especially civil society.
- h. Coordinate with the RTI Officer of TNSCB and be informed on the disclosed material.
- i. Develop formats and systems for citizen feedback to report back to the stakeholder and its documentation.
- j. Review the communication and information dissemination action plan prepared by the Consulting Firm as part of the Relocation Action Plan during the project preparation phase.
- k. Monitor the implementation of the communication and information dissemination action plan during the implementation phase of the project.
- l. Monthly progress reports containing list of activities planned for the reporting period, progress towards the implementation of communication and information dissemination plan.
- m. Document good practices as part of knowledge management and dissemination of project progress reports.
- n. Prepare monthly newsletters both in English and Tamil on project progress and forthcoming activities.
- o. Prepare regular press/media releases to ensure high visibility of the project;
- p. Prepare regular information e-bulletins on the project (Tamil and English versions) and ensure wide dissemination.
- q. Represent the project in meetings and deliver presentations on behalf of the project.
- r. Undertake any other activities as assigned by the Project Director from time to time.

Qualification

The Specialist must have a minimum of a Masters Degree in Mass Communication / Journalism/ Public Relations from a reputed University.

Experience

- a. Minimum 5 years of relevant professional experience in communication and media relations in reputed government or private either state or national.
- b. Relevant experience in World Bank / ADB financed projects or any other external aided projects will be an added advantage, and also experience in working with stakeholders (especially civil society organizations) and international organizations will be preferred.
- c. Ability to draft clearly and concisely, ideas and concepts in written and oral form; specific skills in writing press releases and articles/stories for print and electronic media.
- d. Excellent IT / computer skills including MS Office (Word, Excel, PowerPoint, page maker etc.)
- e. Experience of working on developing digital media outreach strategy / material.
- f. Excellent written and oral communication skills in English and Tamil.
- g. Ability to work efficiently and effectively in a multidisciplinary team.

Duty Headquarters

The duty headquarters of the Communication Specialist will be at Project Management Unit, located in Tamil Nadu Slum Clearance Board, Chennai. He/She will be required to travel within and outside the State for project purposes.

Duration:

Appointment to the post will be on contract basis initially for a period of one year and likely to be extended based on the performance. Engagement of Communication Specialist will be on a full time basis.

Reporting arrangements:

The Communications Specialist will report to the Project Director, TNHHDP.