

Hiring Services of Experts for Awareness Generation of Farmers and Capacity Building of Water User's Associations (WUAs) in Uttar Pradesh Water Sector Restructuring Project Phase-2.

1. Background-

The Government of Uttar Pradesh has received a Credit from the World Bank Group through Government of India for Uttar Pradesh Water Sector Restructuring Project Phase 2. The development objectives of Uttar Pradesh Water Sector Restructuring Project (UPWSRP) are:-

- Strengthen the institutional and policy framework for integrated water resources management for the entire state.
- Increase agricultural productivity and water productivity by supporting farmers in targeted irrigation areas.

The Sub-Component C2 of the Project envisages the strengthening and development of Water Users Associations and provides for a framework for training and mainstreaming PIM throughout the State in accordance with Uttar Pradesh Participatory Irrigation Management, Act 2009 through the capacity building of Water User Associations (WUAs) to monitor the current status of the irrigation system under their control, participate actively in discussions on system design and implement rehabilitation of minors with the UPID, carry out on farm development (OFD) works where required, manage themselves the local water distribution, assess water charges, manage finances, operate and maintain local infrastructure, resolve conflicts, encourage conjunctive use of surface and ground water for intensified and diversified agriculture production system and promote greater efficient water use. Since the implementation of PIM, Act 2009, 8858 WUAs at the outlet levels, 802 WUAs at the minor levels, and 28 WUAs at the distributary level have been formed in the UPWSRP-1 areas. The key project activities will be to scale up this in the Phase 2 areas and make existing and proposed WUAs functional. This will be done by focusing on three key areas (a) generation of awareness amongst communities of the PIM Act, (b) mobilization of communities for constituting WUAs, and (c) capacity building and training of WUAs. The generation of awareness on PIM will be through the use of a variety of media (e.g. pamphlets leaflets radio and TV and workshops and leaflets, etc) and will be for the entire State (except UPWSRP-1 areas where WUAs are already functioning). For awareness generation on PIM among farmers and training of Water User Associations. DeenDayalUpadhyaya State Institute of Rural Development (SIRD) has been chosen as implementing agency under the project.

The awareness generation is to be implemented by the DeenDayalUpadhyaya State Institute of Rural Development (SIRD) in around 5000 villages in 16 districts (Amethi, Auraiya, Barabanki, Etah, Etawah, Fatehpur, Farrukhabad, Firozabad, Kasganj, Kannauj, Kanpur, Kanpur Dehat, Kaushambhi, Lalitpur, Mainpuri, Raebareli) of phase 2 areas of UPWSRP and around 48000 villages that lie in the canal command of rest of Uttar Pradesh.

For the capacity building and training of WUAs, emphasis will be made on governance (e.g. WUA roles and responsibilities, organizing meetings, liaising with users), technical matters (e.g. maintenance inspections, preparation of estimates, and measurement of works), financial management (e.g. maintaining financial records, preparation of annual budgets) and water

Management (e.g. recording of irrigated area, preparation and implementation of warbandi) in accordance with UPPIM Act 2009. This will be delivered in the Phase 1 and 2 areas through the SIRD which involves capacity building of 8858 outlets, 802 minors and 28 distributary level Water Users' Associations (WUAs) of phase 1 area and approximately 2000 Water Users' Associations proposed at Minor Level of phase 2 areas.

(List of irrigation divisions in phase-1 and phase-2 areas is given at annexure-1)

SIRD as an institution has rich experience in training of Panchayati Raj Institutions, Training of Trainers and Training Need Analysis. SIRD has 17 Regional Institute of Rural Development (RIRD) and 33 District Institute of Rural Development (DIRD) in the state of Uttar Pradesh. These institutes with their rich experience in training in the field of rural development shall serve as resource centres to carry out IEC and capacity building activities in phase 1 and 2 areas of UPWSRP-2.

In addition to its existing resources to conduct IEC and capacity building programmes, SIRD will require additional human resources, services which will be procured by SIRD.

2. Statement of Objectives

- To make aware and sensitize the farmers of phase 2 areas of UPWSRP and the rest of Uttar Pradesh about UP Participatory Irrigation Management Act 2009.
- To build capacity of Water Users' Associations in phase 1 and phase 2 areas of UPWSRP to enable them to execute their roles and responsibilities as envisaged in UP PIM Act 2009.

3. Outline of the task to be carried out by SIRD and schedule of completion of activities -

Table-1

Sl. No	Activity	Time Period
A.	Awareness Activities in Phase 2 Area	
1.	Preparatory work for SoochnaSamparkMela/Launching Workshop and others for phase 2 area	One month (1 st quarter of 2014)
2.	OrganisingSoochnaSamparkMela/Launching Workshop	One month (1 st quarter of 2014)
3.	Preparatory work for SinchaiRath/IEC VAN for phase 2 area i.e. TOT and development of material for video films	5 months (Within1 st and 2 nd quarter of 2014)
4.	Preparation of TOT training module and training material	One month (1 st quarter of 2014)

5.	Organising TOTs	One month (1 st quarter of 2014)
6.	Production of video films/ /pamphlets/leaflets/jingles for sinchairath	3 months (Within 1 st quarter of 2014)
7.	Moving of SinchaiRath in villages	6 months (Within 2 nd and 3 rd quarter of 2014)
B.	Awareness Activities in Rest of Uttar Pradesh	
1.	Organizing SoochnaSamparkMela	2 months (From July 2014 to September 2014)
2.	Organizing TOT	2 months (From July 2014 to September 2014)
3.	Moving of SinchaiRath in villages	2 years (From October 2014 to September 2016)
C.	Preparation Activities for Capacity Building of WUAs for Phase 1 and Phase 2 Areas	
1.	Preparation of TOT module and training material for capacity building of WUAs	2 months (1 st quarter of 2014)
2.	Conducting TOT	2 months (2 nd quarter of 2014)
3.	Preparation of training modules for WUAs and UPID officers on topics like technical and financial, water management, role of PIM Cell and UPID, implementation of farmer water schools etc.	2 months (2 nd quarter of 2014)
4.	Workshop for validation of training modules	One month (2 nd quarter of 2014 post preparation of training modules)
D.	Capacity Building of WUAs of Phase 1 Area	
1.	4 days training of Executive Committee of minor level WUAs	5 months (Between 4 th quarter of 2014 and 1 st quarter of 2015)
2.	2 days training of outlet level Executive Committee of WUAs	One year (August 2014 to July 2015)
E.	Capacity Building of WUAs of phase 2 Area	
1.	4 days training of Executive Committee of minor level WUAs	One year (Staggered between October 2015 to June 2017)

4.Academic Qualification, Experience, Remuneration and Job description of experts to be procured directly by SIRD: The details are given below in table-2.

Table - 2

S. N.	Designation of Expert	Academic Qualification and Experience	Job	Consolidated Remuneration (Rs./month)
1-	State advisor (IEC and Capacity Building)	1-Post Graduate in Mass Communication/Extension/Rural Development from a recognized University/Institute with minimum 10 years' experience in IEC or Post Graduate Diploma in Mass Communication/Extension /Rural Development from a recognized University/Institute with minimum 12 years' experience in social mobilization /awareness programmes particularly in large scale rural area, designing and implementing various IEC materials/IEC programmes in Govt./Semi Govt. 2-Must have worked as State/National IEC advisor in Govt. organization.	i. He/ She will be responsible for day to day planning, design & development, strategic implementation, monitoring and evaluation of awareness and capacity building programmes of the project.	1,00,000/-

		3- Proficiency in Hindi and English language.		
2-	State Training Coordinator	<p>1-Post Graduate in any discipline from a recognized University/Institute with Minimum 10 years' experience in organizing and coordinating training programme in rural areas.</p> <p>2- Proficiency in Hindi and English language</p> <p>3.Shall have worked for minimum 5 years in a Govt./Semi Govt. organization</p> <p>4-Experience in PIM shall be preferable.</p>	i. He/She will be responsible for day to day planning, design & development, strategic implementation, monitoring and evaluation of capacity building of water users' associations of the project.	60,000/-
3-	PIM Expert(Water Management)	<p>1-Graduate in Civil Engineering from a recognized University/Institute with minimum 10 years' experience in Irrigation/Water Management.</p> <p>2- Proficiency in Hindi and English language.</p> <p>3. Shall have worked for minimum 5 years in a Govt./Semi Govt. organization.</p> <p>4-Experience in PIM desirable.</p> <p>5- A post graduate degree in Sociology/Social Work/Business Administration is preferable.</p>	<p>i. To conduct TOTs.</p> <p>ii. . To identify key issues in PIM implementation/ water management in project area.</p> <p>iii. To upgrade training modules based on feedback from IEC campaigns/WUA trainings and field visits.</p> <p>iv. Monitoring and evaluation of PIM activities.</p> <p>v. To identify good practices of water management within UPWSRP-II and prepare dissemination strategy.</p>	60,000/

5. Duration of Assignment:

Initially the duration of assignment for all three Experts mentioned in table-2 above will be 12 months which on the satisfactory performance of the incumbents and subject to the continuation of the project may be further extended.

6. Services and facilities to be provided by SIRD:

- SIRD shall provide suitable office space for hired experts.
- **Communication and transportation** facility to hired experts shall be admissible as per Uttar Pradesh state government norms similar to the Govt. officers working in the same scale of pay.
- Leave to hired experts shall be admissible as per state government order for contractual staff.
- Annual increment @5% on basic consolidated remuneration shall be admissible, subject to satisfactory performance.

7. Recruitment process of experts:

- a) The recruitment of suitable personnel shall be done by SIRD with due transparency through advertising in at least 3 prominent newspapers in Hindi and English language.
- b) **Screening**- If more than 20 applications are received for a position then a screening committee constituted by the Director General of SIRD. Screening committee will comprise of 3 members, two from SIRD and one from PACT. Screening criteria will be decided by the committee on basis of experience.
- c) **SELECTION COMMITTEE**- Selection committee shall comprise of 4 members, two from SIRD one from PACT and one from University/reputed institution in the concern subject. SC/ST and other backward class representation will also be ensured in the selection committee. Director General of SIRD will be the chairperson of the selection committee.
- d) **SELECTION METHOD**- Selection will be done on the basis of marks obtained in interview.
- e) All relevant photocopied documents pertaining to academic qualification and experience shall be verified with the original by the SIRD. The photocopy shall be self-attested.
- f) All these photocopied documents pertaining to selected candidate should be in the custody of SIRD. This shall be made available to PACT also for verification as and when required.

8. Terms and conditions for the hired experts:

- a) The hired expert shall not engage directly and/or indirectly in any commercial trade or business activity. The hired expert shall not leave his duty without prior permission of the Director General, SIRD.
- b) Initially appointment shall be made for the period of one year only. Appointee can not clam further extension of services. On satisfactory completion of services of one year further extension may be consider by the S.I.R.D.
- c) The services of hired experts can be terminated by service of one month notice from either side.
- d) The hired expert will have no right to claim for any regular appointment in SIRD or in UPWSRP project.
- e) The hired expert will be paid lump-sum remuneration given in table 2 andno additional monetary benefits shall be admissible to him save as provided in para 6 above.
- f) If information submitted by a hired expert is found to be false at any stage, it shall lead to termination of his contract and appropriate legal action.
- g) No compensation of any kind shall admissible to a hired experts for work done on a holiday but compensatory leave in lieu of working on a holiday can be sanctioned by SIRD.

9. Payment mechanism

- (a) Monthly payment of remuneration will be made to experts on the basis of attendance verified by designated controlling officer of SIRD.
- (b) SIRD shall submit remuneration bill up to 3rd day of every month to the treasury.
- (c) The Expert shall also submit their bank account number and branch details for the purpose of bank transfer of remuneration.
- (d) The payment shall be released to the expert through account payee cheque/bank transfer in RTGS/NEFT mode on the basis of satisfactory work and attendance.

Enclosure

UPWSRP in Uttar Pradesh - Phase-1

S.N.	District
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1.	Barabanki
2.	Raibareilly
3.	Amethi
4.	Sultanpur
5.	Pratapgrah
6.	Jaunpur

UPWSRP in Uttar Pradesh - Phase-2

S.N.	District
1.	Barabanki
2.	Lalitpur
3.	Sultanpur
4.	Kaushambi
5.	Fathehpur
6.	Kanupur Nagar
7.	Kanpur Dehat
8.	Aurriya
9.	Etawah
10.	Kannauj
11.	Mainpuri
12.	Farukhabad
13.	Eatha
14.	Firozabad
15.	Kashiram Nagar
16.	Amethi

Application Format

Name of the Post applied for :

For office use only :

Advertisement No. Date :

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Sl.No. (Filled by the office)

Application No. :

Paste a self-attested
passport size
photograph

1. Name of Applicant: (In Hindi)

(In English)

2. Father's Name:

3. Date of Birth:

4. Address :

(a) Permanent:

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Telephone No. E-mail:

(b) Correspondence:

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Telephone No. E-mail:

5. Home District :

6. Academic Qualification (To be supported by the xerox copy of certificates/mark sheet) :

Name of the Examination	Board/University	Subject	Year of passing	Division	Obtained Marks	Percentages
High School						
Intermediate						
Graduation						
Post-Graduation						
Other Qualification						

Contd.....

7. Experience :

Sl. No.	Organization	Designation	Duration	Total Monthly Emolument	Nature of work

(Separate page can be enclosed for more space)

8. Details of Enclosures :

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| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

I have read and accepted all the term and conditions mentioned in Term of Reference. I hereby declare that I have never been convicted by court of law and the information furnished above is true and correct to the best of my knowledge and belief. If at any stage, any information is found to be false, I am prepare to accept appropriate punitive measures.

Place:

Date:

Signature of the Applicant:

Name: