

## **Request for Proposal (RFP) for providing Community Mobilization Support**

### About the organization:

In 2005 CDD, Consortium for **DEWATS Dissemination Society** (CDD India) was formally established as a society of 18-member organizations from across India. It is a not-for-profit organization that innovates, demonstrates, and disseminates decentralized nature-based solutions for the conservation, collection, treatment, and reuse of water resources and management of sanitation facilities. Beyond the member organizations, CDD actively collaborates with dozens of organizations across domains – including National, State & Local Governments, INGOs, local NGOs, and corporate partners to scale up sustainable water and sanitation solutions.

CDD India aims to accomplish their purpose by developing contextualized, decentralized and resilient nature-based solutions through adoption of systems approach. Nature Based Systems (NBS) are inherently low on life cycle costs, carbon footprint and circular in character. Thus, NBS are sustainable over the long term. CDD India is committed to unlocking the potential of Decentralization which tries to tackle the issue of water pollution as close to the source as possible. Decentralization and NBS are hence critical in transforming our fragile Urban and Rural environments that are facing an unprecedented onslaught of water and sanitation challenges.

### **What it does**

CDD India delivers ecologically sustainable, easy-to-manage, affordable solutions to treat wastewater and rejuvenate water bodies in urban and rural, isolated, and previously neglected parts of India.

CDD India's primary beneficiaries are inhabitants of India's smaller towns and edges of its larger cities as well as the rural areas. The organization uses nature-based decentralized water, sanitation, and hygiene solutions (WASH) that are low-cost and simple to maintain, combatting malnutrition, child mortality, and environmental pollution for the affected populations.

CDD's interventions and work has following guiding principles:

- Building resilience and adaptive capacity, especially in the context of climate change
- Promoting inclusiveness and gender equality
- Embracing environmental sustainability and circular economy
- Fostering innovation and technological advancement

Following these principles, CDD's range of policy, governance, infrastructure, and capacity development interventions are integrated across four focal areas to deliver successful and sustainable outcomes in the domain of sustainable WASH:

- Water as a sustainable resource
- Universal water and sanitation services
- Productive use of water in agriculture and the economy
- Reduced water-related risks

## Background

Light House Initiative was introduced by Govt. of India to sustain the ODF status and transform the identified 150 villages into model village with respect to solid waste and liquid waste components in SBM G in association with various Coporate Partners. JSW Foundation is currently working with CDD India to transform all villages in three Gram Panchayats in Karnataka towards achieving Model village status- Bheemasamudra, Danapura and Kaltavargere.

### ASPIRING

- All HH in the village should have **access to functional toilets**.
- All **schools/anganwadi centres/panchayat ghar** in the village should have access to functional toilet with **separate toilets** for male and female.
- The village has arrangements for **SWM or LWM**.

### RISING

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- The village has arrangements for **SWM and LWM**

### MODEL

- All HH in the village should have access to functional toilets.
- All schools/anganwadi centres/panchayat ghar in the village should have access to functional toilet with separate toilets for male and female.
- All public places in the village are observed to have minimal litter, minimal stagnation of water and no plastic waste dump.
- Village has arrangements for SWM and LWM
- Village prominently display ODF Plus IEC messages through wall paintings/billboards, etc.

In line with the objectives of a Model Village, the following activities need to be taken up at village level

#### Community mobilization and engagement

Creating local groups/Committees to develop sense of ownership towards the program and its objectives – specifically activating the Village Water and Sanitation Committees

Influencing local population, especially special population groups, sub-groups in all program stages to ensure ownership of not only the infrastructure created under the project but also continue to manage existing infrastructure wisely.

#### Awareness generation

Capacity building and awareness creation amongst Communities, CBOs, local governance on all interlinked aspects and components of solid and liquid waste management, including toilet usage, source segregation.

Engaging and involving all segments of the communities – young children, youth, women self help groups, elders of the villages, administrators and elected representatives in dialogues around planning and implementation of the project

## Scope of Work

### 1 Introduction-Rapport/Relationship Building Phase in terms of - "Building Visibility in the Area"

- Identification & listing of Key Stakeholders, both formal and Informal-mapping out collaboration strategies and details of what help we need and how?
- Preparation for Introductory Sessions and meet-ups- About the organisation and the initiative, articulation of WASH rationale, Pamphlets, etc.
- Preparation of a checklist, open-ended questionnaires for meetups with the stakeholders for data collection and situation analysis.
- One on One meeting with officials Initial-Rapport Building (Block office, panchayat office etc)
- Village Visits and interactions-Initial Rapport Building with the villagers, paying special attention to key resource persons- teachers, principals, SHG leaders, Anganwadi/ Asha workers, Sanitation workers etc.

### 2 Formal Meeting with the Key Stakeholders- At block level/GP level with

- Preparation for the Meeting-Making Presentations/ Videos on CDD India & WASH initiative
- Inviting relevant stakeholders for the meeting through emails & physical visits etc- EO, CEO, PDOs etc and other panchayat members and women representatives
- Arrangements for Food, Logistics & other materials like banners, participation lists, feedback forms etc.
- Conducting the Meeting/Event- Formal Introduction about CDD India, Our Work, understanding their view point about the WASH situation of the city, deciding on way-forward & the help we need with their collaboration
- Preparing Meeting Reports-Important observation & information collected- 'Way Forward'

### 3 VWSC Committee Formation/ Meeting under SBM Grameen (village level)

- Identification of already established VWC committee & conducting village-level meetings with the members and the community as a whole
  - or
- Formation of VWSC committee selection of potential committee members after meetings and consultation with the community- Special focus on women's participation"
- Formal meeting with the committee- establishment of committee structure, norms setting and defining roles and responsibilities- "taking ownership of their village level sanitation solution"
- Development of Water & Sanitation plan in the village-
- Planning Meeting and Training of the VWC members- Maintenance of Water Structures (O&M), Judicial water use, Water Budgeting & Planning.
- Monthly Meeting and Resolution

### 4 Reflection Activity-Problem Identification

- Preparation for Reflection/Problem Identification Activity- Informing all the participants giving special focus to key stakeholders and women participants in the village
- Conducting PRA Activity with the villagers including VWC members to identify and understand the problems in their own village- Village Social Map, Transect Walk, Problem tree etc
- Preparing a report with specific details of each village with details and decisions taken by the villagers

## 5 Awareness Program at Anganwadi Centers

- Preparation for GP level Awareness program with Anganwadi workers of the village on basic WASH practices for Mothers and their children- including safe food habits, safe disposal of infant faeces etc.
- One-day workshop on the same and also providing materials to the Anganwadi workers
- Anganwadi workers conducting workshop in their own areas with the mothers-follow up

## 6 Robust monitoring and data collection system

- Establish a data tracking system to keep a track of our outreach.
- Daily recording of the participants in the activities conducted
- Monthly reporting

## 7 Documentation

- Documentation in the form of individual/community case stories
- Videography and photos
- Monthly report submission of the activities conducted
- Maintenance of registers- VWC as well as at office level

## 8 Overseeing wall painting and street play activities.

- Wall painting activities will be taken up at key places in the village where maximum visibility is expected.
- Street Plays will need to be conducted at markets, bus stands to ensure maximum reach of messaging with respect to Sanitation practices.

The specific sites that need to be visited are provided below

<b>Bheemasudra GP</b>	<ol style="list-style-type: none"> <li>1. Visiting Bheemasudra GP Panchayat Office and meeting all the officials as CDD representatives</li> <li>2. Visiting 8 villages- in Bheemasudra GP</li> <li>3. SHG leaders- 48 SHGs (3 SHGs per day)</li> <li>4. Visiting Schools- 5 Primary Schools and meeting the teachers principal &amp; students of the schools, building rapport and analysing the WASH context</li> <li>5. Visiting 12 Anganwadi Centers and Interacting with workers</li> <li>6. Meeting the sanitation workers of each village or area</li> <li>7. Identify VWC Committees in the village under JJM and other Village level Associations</li> </ol>
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<b>Danapura GP</b>	<ol style="list-style-type: none"> <li>1. Visiting Danapura GP Panchayat Office and meeting all the officials as CDD representatives</li> <li>2. Visiting 7 villages- Danapura GP</li> <li>3. Meeting SHG leaders- 73 SHGs (3 SHGs per day)</li> <li>4. Visiting Schools- 8 primary schools and 2 high schools and meeting the teachers, principal &amp; students of the schools, building rapport and analysing the WASH context</li> <li>5. Visiting 15 Anganwadi Centers and Interacting with workers</li> <li>6. Meeting the sanitation workers of each village or area</li> <li>7. Identify VWC Committees in the village under JJM and other Village level Associations</li> </ol>
<b>Kaltawargere GP</b>	<ol style="list-style-type: none"> <li>1. Visiting Kaltawargere GP Panchayat Office and meeting all the officials as CDD representatives</li> <li>2. Visiting 6 villages- in Kaltawargere GP</li> <li>3. SHG leaders- 47 SHGs (3 SHGs per day)</li> <li>4. Visiting Schools- 5 Primary Schools and 1 High School and meeting the teachers, principal &amp; students of the schools, building rapport and analysing the WASH context</li> <li>5. Visiting 13 Anganwadi Centers and Interacting with workers</li> <li>6. Meeting the sanitation workers of each village or area</li> <li>7. Identify VWC Committees in the village under JJM and other Village level Associations</li> </ol>

## Roles and Responsibilities of CDD India

- 1) Providing the contact information of the local GP officials who will help in coordinating the Community Mobilization and Awareness generation activities.
- 2) Providing the monthly plan of activities in advance for the Project coordinator to execute.
- 3) Providing the material for display – like banners, pamphlets, brochures as per the requirements of the activity.
- 4) Providing for the expenses incurred during conducting events and focused group discussions – like Snacks, lunch – based on activity specific discussions and agreed budgets.
- 5) Providing for necessary travel allowance to enable the community coordinators to travel from base location to the identified villages and back.
- 6) Providing for necessary travel allowance to the community coordinators for their travel to CDD India office and back.
- 7) Providing the contact details of JSW Foundation staff members who are involved in the project.
- 8) Providing questionnaire for the HH survey to be conducted across 3 GPs.

## Roles & Responsibilities of the Consultant

For delivering the scope of work mentioned in the section above

- 1) The consultant is expected to deploy the following resources

- a. **Project IEC Coordinator** – Key role will be to ensure that all activities are undertaken according to the plan and ensure that each of the village coordinators are performing their roles as per the plan. Will provide regular updates to CDD India on the status of the activities including updating the numbers, providing photos and sending summary reports on a daily basis. The Project coordinator will also be expected to interact with various Government officials to present the status of activities being taken up in the villages.
  - b. **Village IEC Coordinator** – Their role will be to drive engagement and awareness activities at village level as per the plan with different stakeholders. They will be responsible for conducting the activities and reporting the updates daily to the project coordinator. They will be required to travel to the villages on almost a daily basis to drive the activities.
  - c. **School IEC Coordinator** – The key role of this person is to conduct IEC activities at the school level including awareness on toilet usage, hygiene habits and solid waste management practices at home. This will also involve understanding issues with toilet usage and their conditions across schools, conducting competitions at the schools in coordination with the village IEC coordinator.
  - d. **IEC Survey** – This survey is to establish the awareness levels across the GPs. This will be conducted across 3000 HHs spread across 21 Villages in 3 GPs – approximately 150 HHs per GP. This will be conducted based on a questionnaire provided by CDD India and conducted through a mobile app through Kobo toolbox or google forms.
- The Project IEC Coordinator is expected to be stationed at either Koppal or Hospet town for the duration of the contract. 2 GPs are within one hour of travel to either of these towns.
  - The Village coordinators are expected to stay within the vicinity of the village in the district itself.

### Timeline:

The duration of assignment will be from the 10<sup>th</sup> of January to the 31<sup>st</sup> of March 2024 and may be extended further based on mutual agreement.

## Financial Proposal

- The financial considerations shall be mutually finalized upon the selection of your proposal.
- The agency is obligated to provide detailed itemized budget for human resources to be carried out as per above mentioned scope of work.

### Financial Form – Fin 1

S.No	Item	Unit Rate	Units	No of months	Total
1	Project IEC coordinator		1	3	
2	Community coordinators		4	3	
4	Travel, Mobile Internet, call expenses	Lumpsum	NA	NA	
5	Internal Communication, Coordination	Lupmsum	NA	NA	
6	Miscellaneous	Lumpsum	NA	NA	
				A	
	Item	No. of people	No. of days	Per day cost (including travel)	Total
1	Baseline survey for mapping current WASH behaviour for 3000 Houses Sample across 3 GPs				
				B	
			Total	A+B	

- Monthly payments shall be made based on agreed scope and on submission of timesheets, reports, Invoice etc.
- Limited advances will be made to ensure that out of pocket expenses for fuel, snacks and small events.

## Process for Submission

Please note that the response to this RFP shall be sent via email on or before **5 PM, 6<sup>th</sup> January, 2024**. It should be emailed to [procurement@cddindia.org](mailto:procurement@cddindia.org) The response shall contain the following documents

- 1) Brief of the organization including a list of projects executed in the field of awareness generation and IEC. The organization/consultant is expected to highlight experience specific to Awareness generation in the WASH sector. This should be limited to 4 Pages maximum.
- 2) Provide the filled in financial form, signed by the Authorized Signatory of the organization.
- 3) Provide the following documents
  - a. Certificate of incorporation
  - b. GST certificate
  - c. PAN Card
  - d. Financial Statements of the last 3 completed financial years.
- 4) Profile and experience of the Key Staff of the organization, including the contact information.
- 5) Profile and CV of the Project IEC Coordinator.

The shortlisted consultant/s shall be invited to CDD office for making a detailed presentation and based on discussions shall be invited for financial negotiation and closure. Queries may be directed to [procurement@cddindia.org](mailto:procurement@cddindia.org) and [Krishna.k@cddindia.org](mailto:Krishna.k@cddindia.org)