

REQUEST FOR PROPOSAL (RFP)

Community Mobilization & Behaviour Change Support for Water, Sanitation & Climate Resilience Project

1. Background

The Consortium for DEWATS Dissemination (CDD India) is implementing a multi-location project to improve **water security, sanitation systems, and climate resilience** across 3 towns in Karnataka, Mulki, Malur, and Mayadanahalli. The project integrates **nature-based solutions (NbS), decentralized wastewater management, and community-led approaches** to address water stress, environmental degradation, and public health risks.

While infrastructure and technical interventions are core components, **sustained impact depends on community ownership, behavioral change, and institutional strengthening**. Therefore, CDD India seeks to engage a specialized agency to lead **community mobilization and behavior-change communication (BCC/IEC)** throughout the project lifecycle.

2. Objective of the Assignment

The objective is to design and implement a **comprehensive community mobilization and behaviour change strategy** to:

- Promote adoption of improved water, sanitation, and hygiene (WASH) practices
- Enable community ownership of infrastructure and services
- Strengthen local governance and institutional participation
- Facilitate inclusive engagement (women, youth, vulnerable groups)
- Support sustainable operation and maintenance (O&M) of systems
- Drive behavior change in waste management, greywater reuse, and sanitation practices

3. Scope of Work

The selected agency will undertake the following:

a. Community Mobilization Strategy

- Develop a **detailed IEC/BCC strategy** aligned with project goals
- Identify target groups and behavior change priorities
- Prepare communication plan (village-level engagement calendar)

b. Awareness & Behavior Change Campaigns

- Conduct **village-level awareness sessions** on:
 - Water conservation and efficient use
 - Safe sanitation and FSM practices
 - Greywater management and reuse
 - Solid waste management and segregation
- Use participatory tools (PRA, demonstrations, visual IEC materials)

c. Community Engagement & Institution Building

- Formation/strengthening of:
 - Village Water & Sanitation Committees (VWSCs)
 - User groups and community champions
- Facilitate **Gram Sabha engagement and participatory planning**
- Build capacity of local stakeholders (PRI members, frontline workers)

d. Behavior Change Interventions

- Design and implement **targeted behavior change campaigns**
- School-based programs and youth engagement
- Gender-focused interventions (women-led participation)
- Trigger-based approaches (CLTS, nudging techniques)

e. Capacity Building & Training

- Training modules for:
 - Community leaders
 - Local government representatives
 - O&M stakeholders
- Conduct structured training programs and refresher sessions

f. Monitoring & Reporting

- Track behavior change indicators (adoption rates, participation levels)
- Maintain records of community engagement activities
- Submit periodic reports with qualitative and quantitative outcomes

4. Key Deliverables

- Community Mobilization & IEC Strategy Document
- Monthly/Quarterly Activity Plans
- IEC materials (print, visual, digital)
- Training modules and reports
- Progress reports (monthly/quarterly)
- Final Impact & Behavior Change Report

5. Project Duration

The assignment will span the **entire project duration (indicatively 3 years)**, with phased implementation aligned to project roll-out.

6. Study Area / Geography

The assignment will cover **project locations across selected towns**

7. Approach & Methodology Expectations

The agency is expected to adopt:

- Participatory and inclusive engagement approaches
- Context-specific and culturally relevant communication strategies
- Gender-sensitive and equity-focused interventions
- Use of innovative IEC tools (audio-visual, digital, community media)
- Integration with technical interventions (water, sanitation, NbS systems)

8. Eligibility Criteria

The agency should have:

- Minimum 5–7 years of experience in community mobilization/IEC/BCC
- Experience in WASH, rural development, or climate resilience projects
- Proven experience in behavior change campaigns at scale
- Experience working with CSR/government-funded projects
- Strong field presence and local language capabilities

9. Team Composition

The proposed team should include:

- Community Mobilization Lead / Social Development Expert
- Behavior Change Communication Specialist
- Field Coordinators / Community Mobilizers
- Training & Capacity Building Expert

10. Evaluation Criteria

Criteria	Weightage
Technical Approach & Strategy	40%
Relevant Experience	30%
Team Strength	20%
Financial Proposal	10%

11. Payment Structure

Milestone	Payment
On award of the Contract-	Advance 2 months
Submission of Monthly Report	Advance for each month

12. Submission Requirements

Interested agencies must submit:

- Technical Proposal (approach, methodology, work plan)
- Financial Proposal (detailed costing)
- Relevant experience and case studies
- CVs of key team members
- Sample IEC/BCC materials (if available)

13. Data Ownership & Ethics

- All project-related data and materials will remain the property of the client
- Ethical engagement and informed consent must be ensured
- Inclusion and non-discrimination principles must be followed

14. Contact Details

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