

No. K-11012/2/2013-IEC-M&E  
Department of Land Resources,  
Ministry of Rural Development,  
Government of India  
(M&E Division)

N.B.O. Building, Nirman Bhawan,  
New Delhi, dated: 21.05.2014

Subject: Engagement of Consultants on contract basis in the Department of Land Resources for carrying out IEC activities - regarding.

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The Department of Land Resources, Ministry of Rural Development, Government of India invites applications from qualified & experienced personnel for engagement as Consultants for carrying out IEC activities of Integrated Watershed Management Programme (IWMP). The details including eligibility criteria, Term of Reference (ToR) etc. are available on the Ministry's website: [www.dolr.nic.in](http://www.dolr.nic.in). The Department of Rural Development reserves the right to accept or reject in part or in full any or all the responses without assigning any reasons whatsoever.

2. Last date for receipt of applications, in the prescribed format is 20.6.2014. Applications received after due date and time will not be considered.

Yours Faithfully,



(P.C. Meena)

Under Secretary to the Govt of India

Tel:- 011-23044621

To

All Ministries/Departments of Govt. of India. They are requested to give this notice wide publicity amongst all their eligible retiring/retired officials.

**Annexure -I**

**(FORMAT)**

Date: -----

FROM:

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TO:

The Under Secretary (M&E),  
Department of Land Resources,  
Ministry of Rural Development  
Government. of India, N.B.O. Building,  
Nirman Bhawan, New Delhi-110011.

**Subject:** Engagement of Consultants on contract basis in the Department of Land Resources for carrying out IEC activities - regarding.

Sir,

I, ,----- enclose herewith my application for engagement as Consultant in Department of Land Resources as per Terms of Reference (TOR) documents.

Encl.: (list of all enclosures)  
PROFORMA

Yours faithfully,

Signature \_  
Full Name \_  
Designation \_  
Address \_

**APPLICATION FOR ENGAGEMENT OF CONSUTANT IN THE DEPARTMENT OF  
LAND RESOURCES**

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1. Name in full (Block letter) :
2. Date of Birth (in Christian era) :
3. Date of superannuation from Govt.  
Service :
4. P.P. O. No. :
5. Educational Qualifications :
6. Experience :
  
7. Complete Residential Address and  
Office Address :
8. Telephone & Mobile Nos. :
9. E-mail ID :
  
10. Additional relevant information, if  
any, in support of your suitability for  
the said engagement. Attach a  
separate sheet, if necessary. :

Signature

Place:  
Date:

**TERMS OF REFERENCE**  
**FOR APPOINTMENT AS CONSULTANT IN THE DEPARTMENT OF LAND**  
**RESOURCES, MINISTRY OF RURAL DEVELOPMENT, GOVERNMENT OF INDIA.**

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1. **INTRODUCTION:** The Integrated Watershed Management Programme (IWMP) is under implementation in 28 States since 2009-10. It is also one of the flagship programmes of the Government of India. Though the programme has been under implementation since 2009-10 (past 5 years) there is a tremendous lack of awareness about the programme amongst peoples' representatives, other Ministries and Departments, State governments, Communities and stakeholders. Lack of such information has led to lesser demand for the programme and has to an extent affected the levels of transparency in the implementation of the programme. It is therefore, important that a Multi media Strategy campaign is developed to spread awareness and information about this important programme.

As part of this, a highly experienced and professional consultant is required to provide services as a Multi media expert to the Department of Land Resources (DoLR) to undertake the development and implementation of a multi media strategy for IWMP.

2. The Department of Land Resources, Ministry of Rural Development, Government of India intends to engage consultant from qualified & experienced personnel for carrying out IEC activities of Integrated Watershed Management Programme (IWMP).
3. **SCOPE OF THE WORK:** - The proposal is expected to cover the following activities-
- i. Preparation of Annual Action Plan for IEC in respect of DoLR.
  - ii. To develop the strategy to implement the AAP.
  - iii. To assist the department to implement the activity schedule in accordance with the AAP so that quarterly targets may be achieved.
  - iv. To assist the department in to develop a multi media strategy for IWMP.
  - v. Develop media partnership for effective awareness generation on IWMP.
  - vi. Deliver on various communications and knowledge products, including effective use of social media tools.
  - vii. Parliament Questions and assurances and other Parliamentary matters
  - viii. Attending to issues related to Parliamentary Committees, audit by C&AG.
  - ix. Preparation of brief notes for Minister (RD) and senior officers.
  - x. Matters related to Court Cases.
  - xi. VIP, RTI references.
  - xii. Miscellaneous matters.