

Biodiversity Conservation and Rural Livelihood Improvement Project - Requirement of Communication Specialist.

Brief about the Project

The National Tiger Conservation Authority (NTCA), a Statutory Body under the Ministry of Environment and Forests, is in the process of designing a project for conserving landscape-level biodiversity and improving the livelihood of rural people living on the fringes of globally important representative protected areas.

The Project is known as “Biodiversity Conservation and Rural Livelihood Improvement Project” (BCRLIP). The Project design is based on the lessons learned in implementing similar projects in the past for eliciting the support of local communities in conservation. Past experience has amply highlighted the need for such an approach in the landscape surrounding the Protected Areas. This is an ecological imperative for providing habitat supplement to foster gene flow of wild fauna and flora, with the active involvement of the stakeholder host communities. The Project is the first of its kind in the sense it strives to address the fringe of Protected Areas for securing the livelihood of its inhabitants.

The Project site would be a landscape encompassing several land uses, viz. Protected Area, forest areas outside the Protected Area and other land uses. Six high priority landscapes have been selected in the country, based on a rigorous selection process, which include the states of Jammu & Kashmir, Uttarakhand, Gujarat, Madhya Pradesh, Mizoram, Tamil Nadu and Kerala.

The NTCA, which is the National Project Coordinator of the Project, wishes to engage an Agency (Consultants) to assess the communication needs of the Project, as well as evolve and implement a communication strategy that will ensure transparency and consultation both during the preparation and implementation phases of the Project.

Responsibilities:

- Conducting a Communications Needs Assessment for the NTCA at the national level vis a vis the BCRLI Project, as well as the specifically for the six Project sites.
- Designing and implementing an effective, inclusive and benchmarked communications strategy and plan at the national, state and landscape levels both during the preparation and the implementation phases of the Project. The strategy and the plan should ensure that local communities, local opinion leaders, stakeholders and media have a good understanding of the issues involved. The plan should be prepared in consultation with the National Tiger Conservation Authority, State and site project officials. It should also draw upon the recommendations provided in the project preparation report and Environment and Social Assessment Report.
- Organizing consultations to facilitate engagement and collaboration with stakeholders, including representatives of the civil society, to

- a. get inputs and feedback for on specific Project design issues;
 - b. invite experience- and innovation-sharing so as to bring a country- or site-specific perspective and;
 - c. help reach collective decisions on critical issues.
- Assisting in the preparation and maintenance of a transparent disclosure mechanism as benchmarked by the Right to Information legislation. This will require:
 - (a) setting up and running Project Information Centers at the national level as well at each Project site;
 - (b) compiling and making available to interested stakeholders Project-specific information as well as other related information, including outputs from monitoring and evaluation, in a timely and user-friendly manner through newsletters, websites and email-updates, brochures etc
 - (c) .responding in real-time to questions and issues that may arise in the public domain.

The Agency/Consultants shall also be expected to ensure the smooth implementation of the communication strategy and plan through the full-time deployment of a communication personnel in the NTCA office. This Nodal Communication Officer shall work in coordination with and under the strategic guidance of the Nodal Central Unit of the NTCA for

- ground-level implementation of the agreed communication plan;
- day-to-day coordination of communication activities with communication units/individuals deployed in the six project sites;
- acting as spokesperson on behalf of the NTCA vis-à-vis the Project under the guidance of the Nodal Central Unit

Experience:

The Agency / Consultants should have proven ability and good track record in the field, with at least 10 years of previous experience in strategic communications. In addition, the following qualities are highly desirable:

- A passionate commitment to the values and mission of Biodiversity Project.
- Knowledge of basic concepts of biodiversity conservation and communications theory and strategy.
- Proven creativity, strategic judgment and vision coupled with the ability to listen to others and learn from their best ideas.
- Organizational capability to set up de-centralized site-specific communication units at the different Project landscapes.
- Superb organizational and interpersonal skills combined with an ability to diplomatically prioritize sometimes conflicting demands.
- The highest level of professional integrity and quality standards.

Duration

Preparation and implementation phase of the BCRLIP.

Remuneration

Negotiable

Reporting mechanism

The Agency / Consultants would report to the Inspector General of Forests and Member Secretary, National Tiger Conservation Authority and would submit weekly updates on the progress as per the planned task.

Interested Agency / Consultants / Institute should send / submit their CVs through e-mail /speed post at following address so as to reach the same to the National Tiger Conservation Authority Office by 20th April, 2007 positively –

Address: IGF & Member Secretary
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