

**TERMS OF REFERENCE (TOR) FOR
KNOWLEDGE MANAGEMENT EXPERT
UTTARAKHAND CLIMATE RESPONSIVE RAINFED FARMING PROJECT
PROJECT NUMBER- P179357
Ref No. 09/11-12(5)/UCRRFP/2024-25**

1. Project Overview

The Watershed Management Directorate, Uttarakhand, will implement the Uttarakhand Climate Responsive Rain-fed Farming Project (UCRRFP). The project development objectives are to improve the resilience of the production system to make mountain farming GHG emissions competitive and profitable in selected micro-watersheds of Uttarakhand. UCRRFP is a six-year project to be operational from 2024 to 2030. The project cost is USD 138.05M (IBRD: USD 96.2M, State Govt. USD 34.19M & Beneficiary: USD 7.66M).

2. Project Description

Uttarakhand, a hilly state agriculture, is pre-dominantly rain-fed and remains vulnerable to moderate to extreme weather conditions. Sustaining increased agriculture outputs in a rapidly changing climate will require adaptation at a faster pace. Enhancing food security while reducing GHG Emissions from farming practices will require a transition to production systems that are more productive, use input more efficiently, have greater stability in outputs and are resilient to short and long term climate variability.

Uttarakhand Climate Responsive Rainfed Farming Project (UCRRFP) will be implemented in 06 hilly districts and 02 plain districts of Uttarakhand covering about 1000 villages and comprising of 56 Micro watershed clusters.

3. Result Indicators

The following Key Performance Indicators (KPI) are proposed for measuring the core outcomes of the project:-

- ◆ KPI #1:- Reduction in GHG emissions from representative cropped land parcels (CRI).
- ◆ KPI #2:- Increase in productivity of selected crops
- ◆ KPI #3:- Increased water discharge in sample spring sheds

- ◆ KPI #4:- Farmers adopting climate smart agriculture technologies and practices promoted by the project.
- ◆ KPI #5:- Farm Income at HH Level with/without UCRRFP.

4. Project Components

Component A- : Developing Resilient and GHG-efficient Production Systems (USD 46.84 million)

The objective of the component is to improve productivity through land treatment and development while enhancing fertilizer efficiency, water productivity, and mitigating greenhouse gas emissions. The component establishes the groundwork for the project to transition cultivation towards an optimal input usage pattern, resulting in lower input costs and increased average income for farmers. Within this component, priority will be placed on expanding controlled irrigation coverage, encouraging protected cultivation, recultivation of fallow lands, fostering agricultural diversification, and bolstering farmers' income through varied livelihood options. Utilizing a landscape approach grounded in land-use capability, the project will furnish high-quality inputs and implement early warning advisory systems to facilitate the adoption of ecologically sensitive and diversified production systems. A decision support system for Climate-Smart Agriculture (CSA), grounded in evidence, will be established through strong partnerships with leading scientific entities, both within the state and at the national level. These collaborative partnerships will generate knowledge products through co-creation processes, frequently involving pilot communities.

Component B – Science-based Development of Resilient Springsheds (USD 62.71 million)

To build climate resilient watersheds with the support of participating communities, watershed and spring-shed management interventions shall be carried out. These initiatives would help in resolving the issues of availability of water for irrigation purposes which is critical for building the resilience of the marginal mountain farmers whose farming is totally rain-fed. To increase productivity, the project will provide both technical and farming inputs to the farmers in agriculture, horticulture, and allied sectors (fishery & livestock with small ruminants). Hence, under this component, depending upon the activities, the project will promote climate-resilient

agricultural practices, intensive / semi-intensive farming models, exploring agriculture horticulture options, mixed / inter-cropping, etc., based on its feasibility. Reducing the cost of cultivation through natural farming / organic farming, promotion of carbon farming models, achieving nutrient use efficiency, etc. will also be the points of intervention under the component.

Component C- Enhancing Income Resilience through Agribusiness (USD 14.78 million)

The foremost goal of the project is to bolster the economic resilience of farmers, with a special focus on mountain communities. To achieve this, the project will invest in fortifying the agricultural marketing systems. This involves uniting farmers into federations, offering value-added services, establishing comprehensive supply chains, and ensuring less carbon-intensive/carbon-neutral logistics for agricultural products. The initiative also aims to foster the growth of agricultural enterprises by establishing Agri-Business Growth Centres in remote regions. To promote inclusivity and fairness, the project will extend non-agricultural livelihood opportunities to marginalized households within the project villages.

Component D – Project Management, Monitoring & Evaluation, and Learning (USD 13.72 million)

Supported by a consortium, the project aims to establish a knowledge hub within the Project Management Unit (PMU). This hub will analyze, synthesize, and document diverse methods, practices, and strategies essential for optimizing natural resource usage, reducing greenhouse gas emissions, fostering resilient integrated farming systems, and improving marketing inputs. Additionally, this component encompasses overseeing the institutional framework, coordination, monitoring, evaluation, and overall project management under the purview of the PMU.

PROJECT AREA-

The project will be operational within the state of Uttarakhand. The total project area will cover about 2.38 lakh hectares of land spread in 58 Micro watersheds in 8 districts. About 1000 villages with an approximate 76000 HH and approx 3.81 lakh population will benefit by the Project outcome.

THE PROJECT PERIOD-

The project duration is 6 years and the project cycle in each GP will be 5 years in the following three phases:

- Preparatory phase: - First year
- Implementation Phase: - Four years.
- Withdrawal Phase: - Sixth year

PROJECT IMPLEMENTATION ARRANGEMENTS

The UCRRFP is based on a joint relationship among three entities: (i) village communities and GPs; (ii) WMD; and (iii) Consortia of Science Research Institutes. All these three stakeholders will fulfill their respective roles and responsibilities for the project to be successful. Specifically, the roles of each entity are:

Village Community and GP: Will plan and implement the project

WMD: Provide overall coordination and assist the village communities and GPs

NEED FOR CONSULTANCY SUPPORT

It is a community-owned and demand-driven project. The project is managed, planned, and implemented by the community and the GPs. Its success depends on the levels of interest, participation, and commitment of all stakeholders.

To disseminate information about the project initiatives to the targeted local institutions (e.g. GPs, VPs, VGs, User Groups and FIGs), project partners, state level stakeholders (e.g. NGOs, Universities and research institutions) and various government-supported programs (e.g. State and Govt. of India).

To disseminate Project information and to educate all the stakeholders about the various project interventions.

To focus on the process of creating, sharing, using, and managing the knowledge and information of the Watershed Management Directorate in achieving organizational objectives by making the best use of knowledge.

To meet organizational objectives such as improved performance, innovation, the sharing of lessons learned, integration, and continuous improvement of the Project. These efforts overlap with organizational learning and may be distinguished from

that by a greater focus on knowledge management as a strategic asset to encourage knowledge sharing.

To evaluate the project's impacts on the various state, national, and global goals and objectives concerning poverty alleviation, equity, and climate change.

A full-time Knowledge Manager at the PMU will work in close coordination and collaboration with the ICT & MIS personnel of the project. The Knowledge Manager will be supported by the M&E Officers at the DPMU level, who will have a critical role to play in ensuring data quality and building a large reservoir of knowledge base reflecting the project's overall innovation and pilot character.

SCOPE OF WORK

- Development of KM Strategy for the project.
- Demonstration of communication strategies and tools in selected areas.
- Documentation of projects process, impact learnings, etc.
- Bilingual development of brochures, reading materials, and monographs on watershed management, methodology of the project concept of community-driven and process-led development, the idea of ownership, and details of its contribution to the project among the stakeholders.
- Key messages on the project's issues e.g. ESMF, ownership of the stakeholders, NRM, Income generation programs. Package and practices of agriculture, horticulture and other production systems, support to different institutional arrangements, supporting marginalised groups, community participation, developing user groups, Participatory Monitoring and evaluation, and Sensitization and Capacity development material development *etc.* are to be developed in a phased manner as time lined in the project's operational manual.
- Production of audio-visual and audio programs, presentations, documentaries, and other print material that may be required.
- Documentation of success stories/experiences.
- Content and design of posters, brochures, pamphlets, and other print material.
- Any other task as assigned by The PMU.

DELIVERABLES

The following outputs needs to be submitted to WMD:-

- Demonstration of Knowledge Management/communication strategies and tools in selected working areas.
- Documentation of UCRRFP project implementation process, best practices, impact learnings and success stories etc.
- The consultant should interact with the range of stakeholders before designing the Knowledge Management/communication tools and materials.
- Preparation of monthly, quarterly, six-monthly, and annual reports of the project.
- Preparation of reports for the World Bank supervision missions.
- Develop reports highlighting convergence with various government programs.
- Preparation of briefs/ reports on UCRRFP outcomes *eg*; how the project is meeting the various state, national, and global goals and objectives on climate change, equity, social inclusiveness, poverty alleviation, and sustainable development goals.
- Development of need-based KM materials and modules for all stakeholders for dissemination and capacity-building purposes.
- Content and design of posters, brochures, pamphlets, and other print materials and Production of audio-visuals and audio programs, slide presentations, documentaries, and other print material as required.
- Guidance and assistance to project officials regarding distribution Campaigns of developed Knowledge Management material packages in the selected village-level institution of project divisions.
- Develop specific Knowledge Management material package tools that ensure two-way communication from the village level to the management and vice-versa to facilitate cross-learning among various village institutions in project areas.

ESSENTIAL QUALIFICATION AND PROFESSIONAL PROFILE

- Post Graduate degree in Journalism/Mass communication.

- At least 10 years of professional experience as Lead expert/ KM expert in the field of – Rural Development, Environment, Watershed, NRM, Policy issues, Communication, and Journalism at the State/national Level.

DESIRABLE QUALIFICATIONS:

- Diploma/ Certificate Course/any other degree in Knowledge management.
- Doctorate in a Related Field.
- Atleast 5years experience of working in externally funded projects of related field.

Note: Relevant documents regarding essential and desirable qualifications should be attached.

AGE LIMIT:25-50 Years.

JOB PROFILE

Job profile as outlined in the scope of work and deliverables

TERMS AND CONDITIONS:

The Candidate must not have been terminated by any organization previously due to non-performance.

Service-related terms and conditions will be disclosed at the time of the contract.

TERMS OF PAYMENT

Monthly, based on the satisfactory report from the concerned authority.

REPORTING:

The expert shall report to the PMU- UCRRFP/ Watershed Management Directorate, Dehradun,

WORK STATION

The Expert would be based in the PMU- UCRRFP Headquarter/Watershed Management Directorate, Dehradun, and will make field visits to all project areas based on the requirements and instructions of PMU.

DURATION OF ASSIGNMENT

Initially, the assignment would be for 11 months, which may be extended, subject to satisfactory performance and mutual consent of the project authorities and the individual consultant

REMUNERATION:

Negotiable, depending on the qualification, experience, and competency of the candidate.

ARBITRATION

In the event of any dispute between the consultant and WMD, the Govt. of Uttarakhand will be the arbitrator.

OWNERSHIP

Watershed Management Directorate of Uttarakhand will have ownership of all the documents and materials developed. The consultant will have no right of claim to the products developed and shall not replicate them without prior consent of WMD.