



**State Commissionerate for Welfare of the Differently Aabled,
No.5, Kamarajar Salai, Lady Wellington College Campus,
Chennai-600 005. Land Line: 044-28444948.
E-Mail: recruitment.tnpwdrights@gmail.com Website: [https:// www.scd.tn.gov.in](https://www.scd.tn.gov.in)**

Notification No. 11629/Ad1.1/2021

Date:07.02.2023

<i>RIGHTS Project : Inclusion, Accessibility & Opportunities for the Differently Aabled in Tamil Nadu</i>													
TERMS OF REFERENCE FOR ENGAGEMENT OF <i>Program Officer –IEC (PO-IEC)</i>													
1.	BASIC DETAILS												
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2.	BACKGROUND												
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	<p>transportation, information as well as care and rehabilitation services. Furthermore, households with a disabled member are more likely to experience material hardships—including food insecurity, poor housing, lack of access to safe water and sanitation, and inadequate access to healthcare. Thus, these limitations and barriers not only hinder their full and effective participation in the society, but also affect the country’s productive potential, the human capital. In order to increase the human capital and reduce the achievement gap among people with disabilities, a coordinated and comprehensive package of interventions appears warranted for addressing the individual and community contexts at both, multiple and systemic levels.</p>
iii.	<p>Tamil Nadu has always been a pioneer in the implementation of welfare schemes for all sections of socially disadvantaged groups. The Department for Welfare of the Differently Abled Persons (CWDAP), through its various initiatives and schemes have extended full support to the differently abled people in their pursuit of full and equal involvement in every aspect of society. The CWDAP is largely responsible for all administrative, statutory and service delivery functions, which is implemented through its well experienced workforce at the state, district and local levels. The thrust areas of the CWDAP are: prevention and early interventions, special education, employment & vocational training, social security (maintenance allowance, travel concession, assistance to NGOs), aids & appliances, and barrier free structure. Recently, CWDAP conducted a pilot project in a few blocks of the state and has identified a need for multi-sectorial, whole-government, and capacity building approach to care and rehabilitation of the differently abled.</p>
iv.	<p>The RIGHTS Project focus on three pillars: first, promote inclusion of all by ensuring that persons with disabilities participate equally with others in any activity and service intended for the general public, such as education, health, employment, and social services; second, improve the access of specialized programs by investing in specific measures for quality care, rehabilitation and support services; and third, provide opportunities for persons with disabilities for completion of education, skills training and market-linked employment opportunities. However, to manage the project at the proposed scale, substantial efforts would be required to build the current institutional capacity of the CWDAP at all levels in terms of field units for administration, service delivery, supervision and monitoring, along with the self-sustaining capacity.</p>
v.	<p>The Project would be managed by the Directorate for the Welfare of Differently Abled(CWDA), led by the Project Director (PD) RIGHTS project cum Director CWDA, hereinafter also referred as PD, and would have a team of staff/consultants.</p>
vi.	<p>In order to provide the overall process coordination of successful delivery of community based intervention and facilitated successful inclusion of the concerned, the CWDA for its the RIGHTS Project is seeking an interested and qualified person for engaging as Program Officer-IEC(PO-IEC) hereinafter also referred as ‘Consultant’ to assist during the implementation of the RIGHTS PROJECT.</p>
3	OBJECTIVES AND SCOPE
	<p>Under the supervision of the Project Director the Consultant will be responsible for successful delivery of the services in order to achieve the development objectives of the</p>

	RIGHTS project. He/she will in particular be responsible for the design, content and development of IEC components of projects. The Consultant will:
i.	Support the CWDA team in advocacy and awareness generation on the related policy and legislations.
ii.	Align and harmonize internal and external information needs and requirements of RIGHTS in coordination with other institution/s.
iii.	Support development of advocacy strategy and plan with the objective of advocating the rights of persons with disabilities in the state.
iv.	Support development and implementation of communication strategy and plan with the objective of increasing awareness and information on major entitlements and schemes of Government of Tamilnadu.
v.	Draft the terms of reference for hiring any external agency, if required, to support communication and advocacy interventions concerning Project.
vi.	Undertake any other relevant task as delegated by the Project Director-RIGHTS/or other officials nominated by the PD
vii.	Work with staff at the district, sub divisional/ block level as well as CBRWs to successfully achieve the development objectives of the project.
4	REPORTING AND REVIEW
	The Consultant will report to PD, RIGHTS or other official as assigned by PD/ CWDA and work under his/her direct supervision on a day-to-day basis.
5	EDUCATIONAL QUALIFICATION AND EXPERIENCE
	This engagement requires dynamic, experienced and analytical professionals with demonstrated experience of managing work with programmatic interventions related to persons with disabilities .
i.	Full time postgraduate/ undergraduate qualification in social research/economics/ rural management/ development studies/ public policy/ public administration or any other relevant discipline from a reputed university preferred.
ii.	3-5 years' experience in IEC , preferably with National/State Govt. and/or development/donor/similar organization/s. Experience of reviewing and/or developing policy matters, handling communication and advocacy tasks related with persons with disabilities in Tamil Nadu or in similar context would be desirable.
iii.	Demonstrated knowledge and communication strategies and action plans at state level and IEC needs assessments.
iv.	Strong computer skills and the ability to interpret data and construct models.
v.	Fluency in spoken and written English is a must, similar skills in Tamil are desirable.
6.	Skills Required
i)	Capability to use internet for any secondary research
ii)	Good computer skills in MS-Office: Word, Excel and PPT
iii)	Ability to work in teams and liaise well with others
iv)	Good writing and presentation skills and ability to make presentations in English as well as Tamil.
7.	Remuneration

	i)	The remuneration for the Consultant would be in the range of Rs.75,000 per month. Only travel expenses will be paid as per actuals. The consultant will be located at the Directorate for Welfare of the Differently abled, No.5, Kamarajar Salai, Lady Willingdon College Campus, Chennai-600 005 during the course of the contracted period. This consultant may require travel as per Project requirements.
	ii)	The consultant will have to attend office, CWDA on all working days unless he/she is on official tour as approved by PD or allowed to work from home by PD. The Consultant may also be required to attend office on holidays as and when so desired by PD for disposal of urgent matters. However, no extra remuneration will be paid for attending office on holidays.
8. APPLICATION PROCEDURE		
	i)	Potential candidates having significant experience in similar assignments may submit their detailed CV with a cover letter. The CV should be based on the fact that the candidate will have to substantiate with original documents during the selection process, failing which their candidature will be rejected. The initial period of the contract shall be one year with the possibility of further extension subject to the performance of selected candidates, availability of funds and requirement of Project.
	ii)	Potential candidates may submit their detailed CV with a cover letter through email addressed to: Project Director - RIGHTS Project cum Directorate for Welfare of the Differently Abled, No.5, Kamarajar Salai, Lady Willingdon College Campus, Chennai-600005.E- Mail: recruitment.tnpwdrights@gmail.com with the subject line: RIGHTS: Program Officer –IEC- 2022.
Hard-copy of the application(Mentioned in Annexure-I) may be sent to:		
Project Director-RIGHTS Project cum Director, Directorate for Welfare of the Differently Abled, No.5, Kamarajar Salai, Lady Willingdon College Campus, Chennai-600005		
Application Link	https://docs.google.com/forms/d/e/1FAIpQLSfpeFgUFnYsI8IQp3_cxJ37eNnGDcCGDeNgx8C-4tKNp10YoQ/viewform	
LAST DATE FOR THE SUBMISSION ON APPLICATIONS IS 25.02.2023		

Annexure I

**COMMISSIONERATE FOR WELFARE OF THE DIFFERENTLY ABLED PERSONS
GOVERNMENT OF TAMIL NADU**

***RIGHTS Project : Inclusion, Accessibility & Opportunities for the
Differently Abled in Tamil Nadu***

FOR OFFICE USE ONLY

DATE OF RECEIPT:

APPLICATION NO:

Application for the post of Program Officer –IEC

S. No	Details	
1	Name	
2	Age as on 01.11.2022	
3	Date of Birth	
4	Gender	
5	Father's Name	
6	PWD Candidate (Yes/No)	
7	Primary Mobile number	
8	Alternate Mobile number	
9	E-mail	
10	Total Years of Experience	
11	Address for communication	
12	Permanent address	

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13	Educational Qualifications					
	Qualification	Year of Completion	% of marks/ CGPA	Institution	Full time/Correspondence	Board / University
	10 th / Matriculation					
	HSC / equivalent					
	UG Degree					
	Full time degree or equivalent Post Graduate Degree					
	Certifications, if any					
	Other qualifications					
14	Language skills					
		To speak	To read	To write		
	English					
	Tamil					
	Others:1 -					
	Others:2 -					
	Others:3 -					

15	Work experience					
	Name of the organization	Designation	From	To	Full Time/Part-Time	CTC (In Lakhs)
Candidate may attach a brief note as an enclosure, on the responsibilities handled, extraordinary achievements, if any, in the previous responsibilities						

Terms and Conditions:

- a) I have read and understood all the terms and conditions mentioned in the notification.
- b) All the information provided by me is true to the best of my knowledge. I am aware that if any of the information provided by me is found to be incorrect, my application /appointment shall be rejected without any notice.
- c) I will submit all certificates as and when requested by CWDA. I am aware that if I fail to submit the proof of my claims on experience or qualification or if at any stage it is found that I have made false claims, I shall be debarred from participating in any recruitment process by CWDA.

Recent passport size colour photograph	Signature of the applicant
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Date:

Place:

