



Terms of References for Consultancy

Develop a Strategy for Community Engagement to Foster Ownership and Ensure the Sustainable Maintenance and Adaptation of Solar Systems Installed at Public Health Facilities

Title	Strategy for Community Engagement to Foster Ownership and Ensure the Sustainable Maintenance and Adaptation of Solar Systems Installed at Public Health Facilities
Timeline	6 months
Expected area of expertise	<ul style="list-style-type: none">• Have a minimum of 5 years of experience in community engagement, developing communication materials, and capacity building.• Prove expertise in designing and implementing Behavior Change Communication (BCC) and IEC campaigns.• Have a strong presence in the target region or the ability to mobilize field teams effectively.
Apply Link	https://forms.gle/JLpPSzxJ8No7t7Ld8

About SELCO Foundation

SELCO Foundation seeks to inspire and implement solutions that alleviate poverty by improving access to sustainable energy to underserved communities across India in a manner that is socially, financially and environmentally sustainable. SELCO Foundation demonstrates the role of clean energy and energy efficiency across areas including well-being, livelihoods, and health.

(Read more about SELCO here: <http://www.selcofoundation.org>)

Background:

SELCO Foundation launched the '**Energy for Health**' initiative in April 2023 in partnership with the **Ministry of Health and Family Welfare, state health departments, and other key stakeholders**. The initiative aims to strengthen the delivery of healthcare to over **170 million**



people by reliably and sustainably powering **25,000 public health facilities** in remote, rural, climatically, and socio-economically vulnerable regions across **12 states in India**.

Aim:

SELCO Foundation is implementing the **Energy for Health** program to enhance healthcare service delivery by solarizing public health facilities across India. To ensure the **long-term sustainability** and **effective utilization** of solar energy systems at health centers, **active community engagement post-installation** is essential. This engagement will help in **creating awareness, fostering ownership, and ensuring continued maintenance and optimal usage of the solar systems**.

Objectives:

The engagement aims to identify a competent agency to develop IEC (Information, Education, and Communication) and BCC (Behavior Change Communication) strategies, including culturally and linguistically appropriate materials, to:

- **Enhance awareness** about the benefits of solar energy among health center staff, local communities, and local governing bodies.
- **Promote community participation** in system monitoring, maintenance, and long-term ownership.
- **Conduct structured training** for health center staff and community members on sustainable solar system management.

Scope of Work

The selected agency will be responsible for:

1. Designing and Developing Behavior Change and Awareness Campaigns

For Public Health Workers

- A comprehensive **BCC strategy** to encourage health workers to actively demand and seek solar energy systems.



- **Encourage active participation** in the maintenance and monitoring of solar systems.
- Foster **ownership and accountability** towards solar energy systems.
- **Address potential apathy** and deter possible vandalism of solar energy assets.

For the Community

- **Increase awareness and demand** for solar energy systems at their health centers among the local community.
- **Promote participation** in the maintenance and monitoring of solar energy systems.
- **Strengthen trust and engagement** between the community and health center.
- **Mobilize local youth and volunteers** to participate in the upkeep of solar energy systems.
- **Deter any potential misuse or vandalism** of solar energy assets.

2. Developing IEC (Information, Education, and Communication) Materials

- Create **comprehensive, engaging, and culturally relevant** IEC materials to support the adoption, maintenance, and monitoring of solar energy systems across all stakeholders.
- **Develop structured training content and modules** to enhance the capacity of health workers and local communities in solar system ownership and maintenance.
- The **BCC and IEC materials** are expected to include a mix of:
 - **Visual aids**
 - **Brochures and pamphlets**
 - **Posters and infographics**
 - **Short films and digital content**
 - **Audio-visual training modules**
 - **Community radio or interactive platforms, if applicable**

Duration: The consultancy will be offered for **six (6) months** once the onboarding is complete.



Deliverables:

The selected agency is expected to deliver:

1. Behavior Change Communication (BCC) Campaign Strategy

- **Approach & Methodology**
 - Outline of the BCC strategy for both health care workers and community members.
 - Integration of behavioural science principles for effective messaging.
- **Key Messaging & Campaign Design**
 - Core messages tailored to different stakeholders (health workers, local communities, governing bodies).
 - Strategies for fostering ownership, accountability, and active participation in solar system maintenance.
- **Linguistic & Cultural Adaptation**
 - Customization of messages for 11 state languages (Meghalaya, Manipur, Mizoram, Assam, Arunachal Pradesh, Nagaland, Sikkim, Karnataka, Odisha, Maharashtra, Gujarat).

2. Behavior Change Communication (BCC) Materials

- **For Health Workers:**
 - Training materials on solar energy benefits and maintenance.
 - Messaging to encourage demand for solar systems.
 - Strategies to address apathy and prevent vandalism.
- **For Communities:**
 - Awareness materials on solar system importance.
 - Guidance on community-led monitoring and upkeep.
 - Engagement strategies for youth and volunteers.
- **Formats:**
 - Posters & infographics
 - Presentations and Videos
 - Digital & print brochures/posters
 - Interactive content (e.g., quizzes, short guides)



3. IEC Materials – Informational, educational, and communication materials tailored for different audience segments. **Materials should be culturally and linguistically appropriate** for the target communities.

4. Capacity-Building Training Modules – Structured training materials for health workers and community members.

5. Understanding the existing training and ownership structures for various health programs and developing materials for a pilot to foster ownership of solar systems installed at the public health facilities to assess community engagement. Following the pilot, evaluating the impact of BCC and IEC materials on awareness, participation, and the sustainable adoption and adaptation of solar systems for long-term community ownership.

Final Outputs:

1. **BCC Campaign Strategy Report** (detailed framework & approach).
2. **BCC Materials Package** (posters, brochures, digital content, etc.).
3. **IEC Materials Collection** (informational resources across multiple formats).
4. **Capacity-Building Training Toolkit** (manuals, interactive sessions, recorded modules).
5. **Measuring the effectiveness** of the strategy through pilot implementations and impact assessments.

Month 1 & 2: Research & Strategy Development

- Conduct stakeholder consultations (health workers, community members, local governing bodies).
- Assess existing community engagement and solar system awareness levels.
- Develop a **BCC Campaign Strategy** outline (including key messaging, behavior change techniques, and engagement models).
- Identify linguistic and cultural considerations for content adaptation in 11 state languages.
- Develop an **IEC and BCC material framework** (topics, formats, and distribution strategies).



Key Deliverables:

- ✓ Stakeholder consultation report.
- ✓ Draft BCC Campaign Strategy (initial framework).
- ✓ IEC & BCC material framework.

Month 3 & 4: IEC & BCC Content Development – Phase 1 & 2

- Design **draft BCC materials** (visual aids, posters, brochures, infographics).
- Develop first draft of **IEC materials** (short films, radio content, pamphlets).
- Develop training content outline for **capacity-building modules**.
- Conduct preliminary field testing of draft materials in select locations for feedback.
- Revise and finalize **BCC materials** based on field testing feedback.
- Develop **audio-visual training modules** for community engagement.
- Develop full **training manuals** for health workers and community members.
- Translate all materials into 11 state languages.

Key Deliverables:

- ✓ First draft of BCC materials.
- ✓ First draft of IEC materials.
- ✓ Training content framework.
- ✓ Initial field-testing report.
- ✓ Final BCC materials (posters, brochures, digital content, etc.).
- ✓ Final IEC materials (films, audio content, infographics, etc.).
- ✓ Full training manuals.
- ✓ Multilingual adaptation of materials.

Month 6: Training & Community Engagement Pilot

- Conduct a pilot to gauge the effectiveness of materials for health workers and community representatives, in coordination with SELCO Foundation.



- Implement community engagement activities to test adoption and response.
- Assess **knowledge retention and behavior change impact** among health workers and communities.
- Collect feedback for refining training content.

Key Deliverables:

- ✓ Training session reports.
- ✓ Field feedback & impact assessment report.
- ✓ Revised training content based on pilot learnings.
- ✓ Community engagement progress report.

Month 6: Evaluation & Sustainability Planning

- Conduct final **impact assessment** to measure community awareness, participation, and solar system adoption.
- Document best practices and key lessons.
- Develop a **sustainability roadmap** for ongoing engagement and ownership.
- Submit final consultancy report with all materials and recommendations.

Key Deliverables:

- ✓ Final impact assessment report.
- ✓ Sustainability strategy for long-term community ownership.
- ✓ Final consultancy report with all deliverables.

Eligibility Criteria

The applicant agency must:

- Have a **minimum of 5 years** of experience in **community engagement, developing communication materials, and capacity building**.
- Prove expertise in designing and implementing Behavior Change Communication (BCC) and IEC campaigns.



- Demonstrate experience in working with public health institutions and renewable energy solutions.
- Have a **strong presence in the target region or the ability to mobilize field teams effectively.**

1. Payment Terms:

Fixed as per the agreement between Enterprise and SELCO Foundation. Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

To apply

Interested consultants / organizations, with relevant experience (please include samples and/or references of the previous similar work as proof of experience) and based out of India are requested to reach out with a detailed proposal giving a brief on the methodology for this project, including budgets (with break-ups and explanation), timelines and milestones and submit the same to google <https://forms.gle/JLpPSzxJ8No7t7Ld8> on before **31st March, 2025**.

Any further queries please write to procurement@selcofoundation.org with a subject line: **“Strategy for Community Engagement to Foster Ownership and Ensure the Sustainable Maintenance and Adaptation of Solar Systems Installed at Public Health Facilities”** (Name of Project)

Refer Terms and Condition:

1. Sub-contracting:

In the event that the Enterprise requires the services of subcontractors to perform any obligations under the Contract, the Enterprise shall obtain the prior written approval of the Foundation. Any rejection or non-performance of the subcontractor shall not, in and of itself, entitle the Enterprise to claim any delays in the performance, or to assert any excuses for the non-performance, of any of its obligations under the Contract, and the Enterprise shall be solely responsible for all services, obligations and deliverables performed by its subcontractors.



2. Quality Assurance

The data submitted to Selco Foundation should be accurate, complete, reliable and relevant. Consulting agency shall establish additional layers for data cleaning and submission.

3. Financials & Reporting

TDS will be deducted on the fixed amount as per Income Tax Act and Rate of Percentage. In accordance with the Central Board of Direct Taxes circular No. 7 of 2022 dated 30th March, 2022 in relation to the clarifications with respect to Section 114AAA of the Income-tax Rules, 1962, failure to link Aadhar number to the PAN card and/or failure by any person, who falls within the income tax bracket or otherwise, to file tax returns in relation to payment of TDS for any service (in accordance with Section 206AB and 206AA) and/or an inoperative PAN card will result in a 20% tax deduction.

4. Indemnification

Both parties shall indemnify and hold its Trustees, Directors and representative officers, employees, agents harmless from and against any and all claims, demands, actions, losses, liabilities, charges, damages, costs and expenses (including but not limited to reasonable attorney's fees) arising out of or resulting from (1) any claims arising in connection with activities undertaken by both parties in connection with the project or (2) Enterprise's gross negligence or willful misconduct or breach of any undertaking, covenant, representation or warranty contained in this agreement and/ or the actual infringement of any patent, trademark, copyrights, trade secret or any other intellectual property right of the third party.

5. Patent, Copyright and other Proprietary Rights

i. Except as is otherwise expressly provided in writing in the Contract, the Foundation shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Enterprise has developed for the Foundation under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract. The Contractor



acknowledges and agrees that such products, documents and other materials constitute works made for hire for the Foundation.

- ii. Subject to the foregoing provisions, all documents, reports, recommendations, documents, and all other data compiled by or received by the Enterprise under the Contract shall be the property of the Foundation, shall be made available for use or inspection by the Foundation at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to the Foundation's authorized officials on completion of work under the Contract
- iii. The Enterprise will treat all information given to him/her as information with proprietary value and will not disclose the same to competitors or any outsiders. The Enterprise will not at any time, except under legal process, divulge any trade or business secret relating to the Foundation or any customer or agent of the Foundation, which may become known to him by virtue of his position as Enterprise, save in so far as such disclosure shall be necessary in the interest and for the benefit of the said Foundation and will be true and faithful to the Foundation in all dealings and transactions whatsoever relating to the said Foundation.
- iv. Reports or other data that are developed specifically for the performance of this Contract shall be the property of the Foundation and the Enterprise shall deliver reports and data to the Foundation as per the milestones. Dissemination of the reports and any information from the said contracts shall be done with written approval from the Foundation.

6. Publicity, use of name & Logo of the Foundation:

The Enterprise shall not advertise or otherwise make public for purposes of commercial advantage or goodwill that it has a contractual relationship with the Foundation, nor shall the Enterprise, in any manner whatsoever use the name, emblem, logo or official seal of the Foundation or that of SELCO in connection with its business or otherwise without the written permission of the Foundation.

Observance of Law: The *Enterprise* will comply with all applicable laws, rules, regulations and statutory requirements and amendments thereof, in the manufacture and distribution of products and supplies and in providing services to the SELCO and during the term of **Agreement**.

Child Labor- The Enterprise will, its parent entities, partners or subcontractors nor any of its subsidiary or affiliated entities (if any) is engaged in any practice inconsistent with the rights set forth in the Child Labour (Prohibition and Regulation) Act of 1986, which, inter alia, requires that



a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral, or social development.

Forced Labor- The Enterprise will not engage in any activity that will result in forced or compulsory labor under applicable laws including the Bonded Labour System (Abolition) Act, 1976,

Abuse of Labor- Enterprise will act in accordance with applicable laws and regulations and will not violate the rights of labourers as stated in The Factories Act, 1948 and similar legislations.

Working Hours, Overtime, Wages and Other Benefits-Working hours, wages and benefits shall be provided by the Enterprise to its staff and employees in accordance with applicable laws including the Minimum Wages Act, 1948.

- **Declaration of blacklisting-** Enterprise represents and warrants to SELCO that, as on the date of signing of this Purchase Order, it is neither blacklisted/ debarred nor it is under a declaration of ineligibility by Central / State or Semi-Government Organization/Department or Institutions and Public Sector Undertakings in India and abroad Enterprise further undertakes to duly inform SELCO in the event it is blacklisted subsequent to execution of this Purchase Order.

- **Compliance with Anti-bribery Laws:** Enterprise and each of its directors, officers, employees, agents or other (collectively referred to as " Enterprise ") represent and warrant that it shall not either directly or on behalf of SELCO Foundation give, offer, promise to offer, or authorize the offer, directly or indirectly (proxy bribing), anything of value (such as money, shares, goods or service, gifts or entertainment) to government officials, government customers, potential government customers or foreign government officials including officials of any public international organizations or officials of any political party either in India or abroad ("Officials") with an Intent to influence any act or decision in his or her official capacity Induce the Official to do or omit to do any act in violation of his or her lawful duty to obtain any improper advantage, or Induce to use such Official 's influence improperly to affect or influence an act or decision.

The Enterprise shall not provide any offering, promising, giving or receive, solicit or accept a financial or other advantage, or any other thing of value, with the intention of influencing or rewarding the behaviour of a person in a position of trust to perform a public, commercial or legal function to obtain or retain a commercial advantage.

Enterprise understands and acknowledges that any non- adherence to the warranty as stated herein above will be violation of the provisions of the Indian Prevention of Corruption Act,1988 and other applicable laws and legislations("Anti-bribery Laws").



In addition, Enterprise agrees to promptly report to SELCO Foundation of any incident of breach or potential breach of this section.

- **Compliance with Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013 (PoSH):** The Enterprise shall agree to adhere to the mandates prescribed under the Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013, which requires all workplaces to have a Policy and Internal Committee to address complaints of sexual harassment that women may face at the workplace.

8. Termination:

Either party may terminate this contract by giving a notice in writing to the other party stating their intention to terminate the same on the expiration of Seven (7) days from the date of such notice. In addition, the Foundation may also terminate this contract forthwith in the event of any fraud, misconduct or neglect of duties on the part of the Enterprise. Any notice to be given hereunder shall be sufficiently given to the Enterprise if forwarded by registered post or by Courier Service to the last known postal address of the Enterprise and shall be sufficiently given to the Foundation if similarly forwarded to the registered office. Upon the termination of this contract and payment of the said fees due up to such termination, and payment of all disbursements and out-of-pocket expenses incurred up to the date thereof (provided the same have been incurred after obtaining prior approval), the Enterprise shall deliver all deeds, documents and paper in his possession relating to the business of the Foundation or as the Foundation shall direct, and shall continue to afford him all reasonable assistance for concluding pending matters at the date of such termination without making any charge thereof.

9. Force Majeure:

- Force majeure* as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, terrorism, or any other acts of a similar nature or force, *provided that* such acts arise from causes beyond the control and without the fault or negligence of the Enterprise
- In the event of and as soon as possible after the occurrence of any cause constituting *force majeure*, the affected Party shall give notice and full particulars in writing to the other Party, of such occurrence or cause if the affected Party is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under the Contract. The affected Party shall also notify the other Party of any other changes in condition or the occurrence of any event which



interferes or threatens to interfere with its performance of the Contract. Not more than fifteen (15) days following the provision of such notice of *force majeure* or other changes in condition or occurrence, the affected Party shall also submit a statement to the other Party of estimated expenditures that will likely be incurred for the duration of the change in condition or the event of *force majeure*.

- iii. On receipt of the notice or notices required hereunder, the Party not affected by the occurrence of a cause constituting *force majeure* shall take such action as it reasonably considers to be appropriate or necessary in the circumstances, including the granting to the affected Party of a reasonable extension of time in which to perform any obligations under the Contract.
- iv. If the Enterprise is rendered unable, wholly or in part, by reason of *force majeure* to perform its obligations and meet its responsibilities under the Contract, the Foundation shall have the right to suspend or terminate the Contract on the same terms and conditions as are provided for in this Contract.
- v. Both the Foundation and the Enterprise fully and freely intend to create an independent Contractor relationship under this Contract. Nothing herein shall be deemed to establish a partnership, joint venture, association or employment relationship between the parties. Both parties agree that the Enterprise has the right to sole and exclusive control over the manner and means employed in performing their activities under this Contract.

10. Settlement of disputes:

- i. The Parties shall use their best efforts to amicably settle any dispute, controversy, or claim arising out of the Contract or the breach, termination, or invalidity thereof.

Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, the matter shall be referred by either Party to arbitration in accordance with the Arbitration and Conciliation Act, 1996. The venue of the arbitration shall be at Bangalore. Likewise, the jurisdiction will vest with courts in Bangalore.