

Terms of Reference (TOR) for Consultancy Services

Title	Behavioural Insights and Narrative Inquiry for the Climate Responsive Livelihood Programme, Meghalaya
Timeline	2 months
Expected area of expertise	The agency should have demonstrated expertise in behavioural science, qualitative and ethnographic research, narrative inquiry, human-centred research and community engagement, with experience in government, development or community-based programmes.
Apply Link	https://forms.gle/TFE6Nc4djRBtrdN16
Last Date for Apply	19th September 2026

About SELCO Foundation:

SELCO Foundation's mission is to create a platform of solutions that uses sustainable energy as a catalyst to bridge environmental sustainability and poverty alleviation. With holistic development as the primary focus, the organization strives to create equitable societies, where services are accessed by all communities. The interventions of SELCO lead to a sustainable delivery model of essential services like livelihoods, education, and health till the last mile. (Read more about SELCO here: <http://www.selcofoundation.org/>)

1. About the Programmes:

The Climate Responsive Livelihood (CRL) Programme seeks to strengthen livelihood resilience while enabling communities to adapt to a changing climate. As the programme evolves, there is an opportunity to understand not only the economic realities of potential participants, but also the aspirations, motivations, beliefs, identities and social norms that shape livelihood decisions.

Experience from behavioural science suggests that participation in livelihood opportunities is influenced as much by identity, perceived opportunity, social expectations and narratives of possibility as by access to resources or information. Similarly, narrative research demonstrates that the stories people tell about themselves and their futures influence how they engage with new opportunities and collective action.

This assignment seeks to generate a grounded understanding of how different groups across Meghalaya perceive work, entrepreneurship, livelihoods, risk, climate, success and opportunity, and translate these insights into a compelling narrative framework that can guide future programme mobilisation, engagement and communication.

2. Scope of Work

1. Design the Research Approach

Develop an appropriate qualitative and behavioural research methodology that draws upon relevant approaches from behavioural science, ethnographic inquiry, narrative research and participatory methods. The methodology should be capable of uncovering both explicit and implicit motivations that influence livelihood aspirations and decision-making.

2. Conduct Behavioural and Narrative Inquiry

- Engage with a diverse cross-section of intended programme participants, including but not limited to:
- Youth (women and men)
- Members of Self-Help Groups
- Existing and aspiring entrepreneurs
- Farmers and livelihood practitioners
- Community institutions and other relevant stakeholder groups

The inquiry should explore themes such as:

- Aspirations for the future
- Meanings associated with work and livelihoods
- Perceptions of entrepreneurship
- Motivators and barriers to pursuing new opportunities
- Influence of family, peers and community expectations
- Perceptions of climate-related change and resilience
- Sources of trust, inspiration and information
- Language, metaphors and stories commonly used to describe success, aspiration and progress

3. Generate Behavioural Insights

- Synthesize findings into practical behavioural insights, identifying patterns across different demographic and geographic segments.

This should include:

- Key motivational drivers
- Behavioural barriers and frictions
- Opportunity moments for engagement
- Social norms influencing participation
- Distinct audience archetypes or behavioural personas (where relevant)

4. Develop a Narrative and Mobilisation Framework

- Based on the research, develop a narrative framework that can guide future mobilisation efforts under the Climate Responsive Livelihood Programme.
- The framework may include:
 - Core narrative themes
 - Narrative principles
 - Messages that resonate across different audience groups
 - Language and framing recommendations
 - Guidance on storytelling approaches
- Recommendations for mobilisation pathways through community institutions and local networks
- The assignment is not expected to produce a communication campaign or creative assets. Instead, it should provide the strategic narrative foundation upon which future communication and mobilisation activities can be developed.

3. Roles and Responsibilities

The selected agency will undertake an exploratory behavioural and narrative inquiry across selected districts of Meghalaya to understand the motivations, aspirations and lived experiences of intended participants of the Climate Responsive Livelihood Programme.

Rather than evaluating awareness or testing communication materials, the assignment should seek to uncover deeper behavioural and social drivers that influence livelihood choices and participation. The findings will inform a narrative architecture and mobilisation approach that resonates authentically with communities across the state.

4. Deliverables to be provided (Detailed Deliverables, Week Wise/Quarter Wise/Month Wise to be provided)

	Deliverables	Month-1	Month-2
1	Inception Phase: <i>The Agency shall develop and submit an inception report detailing research methodology, approach sampling strategy, behavioural framework and work plan. The agency shall submit an inception report outlining the proposed research methodology, sampling strategy, behavioural research framework and detailed work plan for the assignment. The report should explain how the agency will engage different participant groups, explore behavioural and social drivers, and analyse variations across demographic and geographic segments.</i>	✓	
2	Research tools and discussion guides <i>The agency shall develop appropriate qualitative research tools and discussion guides for conducting the behavioural and narrative inquiry. These should design to explore participants' decision-making, barriers and enablers, social norms, climate related perceptions, sources of trust and information, and the stories and language they use to describe success and opportunity.</i>	✓	
3	Conduct Behavioural and Narrative Inquiry <i>through surveys, focussed group discussions, interviews, etc.</i>	✓	
4	Generate Behavioural Insights Report <i>The Agency shall develop a comprehensive report synthesising the findings from the behavioural and narrative inquiry. It should highlight patterns across different demographic and geographic groups and translate the research findings into practical insights for programme mobilisation and engagement.</i>	✓	✓
5	Develop a Narrative and Mobilisation Framework for CRL Programme <i>The framework should serve as a strategic foundation for future communication and mobilisation activities, rather than developing a communication campaign or creative assets.</i>		✓

6	Presentation of findings and recommendations to programme stakeholders. <i>A final presentation summarising the key behavioural and narrative findings, presenting the recommendations emerging from the study.</i>		✓

5. Selection Criteria:

The selected agency will undertake an exploratory behavioural and narrative inquiry across selected districts of Meghalaya to understand the motivations, aspirations and lived experiences of intended participants of the Climate Responsive Livelihood Programme.

Rather than evaluating awareness or testing communication materials, the assignment should seek to uncover deeper behavioural and social drivers that influence livelihood choices and participation. The findings will inform a narrative architecture and mobilisation approach that resonates authentically with communities across the state.

S no	Criteria	Specific Requirements (Short Description)	Score (Max)
1	Relevant Organisational Experience	The Agency/consultant should have demonstrated experience in behavioral science, qualitative research, ethnographic research, narrative inquiry, or human-centred research.	20
2	Development Sector Experience	Prior experience working with government programmes, development organisations, livelihood programmes or community-based interventions.	20
3	Behavioural & Narrative Inquiry	Field Research Findings & Emerging Insights	20
4	Field & Community Engagement Capacity	Ability to conduct research and engage communities across the identified districts.	20
6	Execution capacity	Ability to manage the assignment end-to-end, from research design and field inquiry to analysis, behavioral insights and development of the narrative and mobilization framework, within the two-month timeline.	10

7	Financial Proposal	Covering Expenses - Travel, Research Work, HR, Accommodation, Accounts & Finance, Administration, and Logistics, including travel arrangements, field visits and research support, employee coordination, accommodation bookings, bills and reimbursements, official documentation and approvals, as well as procurement, materials, equipment, dispatch, and event-related arrangements. etc	10
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The budget is maximum up to 12 lakhs.

6. Geography – Meghalaya (East Khasi hills, West Jaintia hills, Ri Bhoi and North Garo hills)

7. Submission Requirements:

Interested collaborators (individuals, teams, or agencies) are requested to submit the following by before deadline

1. **Organizational/Individual Profile:** Overview of your team/experience.
2. **Proposed Approach:** A brief document outlining your understanding of the CSP Fellowship and your proposed strategy to execute the SOW, focusing on narrative-led communication.
3. **Relevant Portfolio:** Examples of previous work in the development sector, complex issue advocacy, or narrative design (especially for fellowships or systemic change initiatives).
4. **Financial Proposal:** Detailed quotation for the execution of the entire scope of work.

Please ensure your application directly addresses your capability to own the end-to-end execution of communication design across strategy, production, and dissemination. Agencies are asked to account for flexibility in terms of time allocation or the number of deliverables for the required scope of work which is possible in the given duration of the campaign.

Note: Applicants are required to submit **applications to apply in the link**. Each application should detail the plan, methodology, and deliverables specific as per the requirement mentioned in the scope of work.

8. Intellectual Property

All final outputs, templates, and visual assets created under this engagement will be the intellectual property of SELCO Foundation and will be freely available for public sharing under an open-source license.

9. Payment Terms:

It will be deliverable based, with quarterly payments made in accordance with the terms agreed upon between the consultant and SELCO Foundation. Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

10. Application Process

If your enterprise meets the eligibility criteria and is interested in collaborating with the SELCO Foundation, please complete the application form linked below with the required information. Agency / Consultant are requested to upload their technical proposals and financial quotations directly into the application form.

Provide split costs as per deliverables based:

Please provide your proposal and quotation as per deliverables based and mentioned program requirements. Capture Timelines and Split cost wherever possible.

11. To apply

Interested consultants / organisations, 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 and the process they will uptake for this project, including budgets (with break-ups and explanation), timelines and milestones and submit the same to google form on before **19th September 5 PM**.

Any further queries please write to procurement@selcofoundation.org with a subject line: **“Behavioural Insights and Narrative Inquiry for the Climate Responsive Livelihood Programme, Meghalaya”**(Name of Project)

Financial Proposal Template: Budget Breakdown & HR Allocation

Collaborators are requested to use this template to provide a transparent breakdown of the costs associated with the annual contract.

Section B: Recurring Deliverables (Monthly/Quarterly Unit Cost)

*This section breaks down the monthly recurring costs based on the quantifiable deliverables defined in Parts 2 and 3. The final annual cost will be the **Monthly Cost x 12 months**.*

Refer Terms and Condition:

1. Sub-contracting:

In the event that the Consultant requires the services of subcontractors to perform any obligations under the Contract, the Consultant 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 Consultant 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 Consultant 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) Consultant'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 Consultant 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.
- i. Subject to the foregoing provisions, all documents, reports, recommendations, documents, and all other data compiled by or received by the Consultant 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
- i. The Consultant 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 Consultant 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 consultant, 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.
- i. Reports or other data that are developed specifically for the performance of this Contract shall be the property of the Foundation and the Consultant 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 Consultant 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 Consultant, 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.

7. Observance of Law: Compliance with Laws and Regulations: The Consultant 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 this Agreement.

Child Labor: The Consultant 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 Consultant 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: Consultant 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 Consultant to its staff and employees in accordance with applicable laws including the Minimum Wages Act, 1948.

Declaration of blacklisting: Consultant 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. The Consultant further undertakes to duly inform SELCO in the event it is blacklisted subsequent to execution of this Purchase Order.

Compliance with Anti-bribery Laws: Consultant and each of its directors, officers, employees, agents or other (collectively referred to as "Consultant") 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 Consultant 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.

The Consultant 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, Consultant 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 Consultant 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 Consultant. Any notice to be given hereunder shall be sufficiently given to the Consultant if forwarded by registered post or by Courier Service to the last known postal address of the Consultant 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 Consultant 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:

- i. *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 Consultant
- i. 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*.

- i. 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.
- i. If the Consultant 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.
- ii. Both the Foundation and the Consultant 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 consultant 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.