

Scheduled Castes and Scheduled Tribes Research and Training Institute (SCSTRTI)
CRP Square, Bhubaneswar
(Telephone No: 0674-2563649/Fax No: 0674-2561635, Email – scstrti@yahoo.co.in)

EXPRESSION OF INTEREST (EOI)

FOR HIRING OF AGENCIES FOR DEVELOPMENT OF DOCUMENTARY VIDEOS

ADVT NO: 2991

Date: 11.11.2020

Scheduled Castes & Scheduled Tribes Research And Training Institute (SCSTRTI) invites **Expression of Interest (Eoi)** from reputed agencies, for development of Documentary Videos of major Tribal communities in 4 OMBADC districts.

Eligibility Criteria and other details about Eoi are available in the detailed document which can be downloaded from www.scstrti.in. Agencies fulfilling eligibility are required to submit their application along with requisite documents in a sealed envelope addressed to the **Director, SCSTRTI and Special Secretary to Government, CRPF Square, Nayapalli, Bhubaneswar-03,**

Last date of submission of application is **25th November 2020, till 5 PM at SCSTRTI, Bhubaneswar.** The applicants must clearly mention on the envelope '**Eoi for hiring of Agencies for Development of Documentary Videos**'. **The Opening of Eoi application will be on 1st December 2020, at 11 AM at Conference Hall, SCSTRTI, Bhubaneswar.** Short listed agencies will make the presentation before the Expert Committee. The date of presentation will be informed to the shortlisted agencies on the date of opening of the Eoi application.

SCSTRTI, Govt. of Odisha reserves the right to alter the date of opening of the bids and also to reject any or all the Eoi's without assigning any reason whatsoever. For any queries please write to us at scstrti@yahoo.co.in

Note: Submission of EOI through Electronic Form or any other mode will not be entertained and outrightly rejected.

Sd/-

Director & Spl. Secretary , SCSTRTI

TERMS OF REFERENCE (ToR)

FOR HIRING OF AGENCY FOR DEVELOPMENT OF DOCUMENTARY VIDEOS

1. OBJECTIVE OF THE ASSIGNMENT

There are 62 culturally unique tribal communities and 13 Particularly Vulnerable Tribal Groups in the State. Each one of the tribal communities has its one unique culture, identity, lifestyle and ethos. There are many indigenous knowledge systems prevailing with of each of these communities. Since the tribal culture is slowly languishing, the unique and rich tribal culture which is vanishing gradually needs to be documented through high resolution documentary films. So far SCSTRTI, Govt. of Odisha has developed documentary films on the life and culture of major Tribal Communities of Odisha.

These films are huge repository of knowledge of the culture, lifestyle and ethos of the tribal community. These films have been screened to multiple segments of people and appreciated by researchers, students, CSOs, government officials and the tribal communities as well. Now there is a need to make documentary film of the remaining tribal communities in phased manner on an urgent basis before the traditional unique tribal culture further fades away.

SCSTRTI, Govt. of Odisha now intends to prepare Documentary Videos of major Tribal communities in 4 OMBADC districts (Mayurbhanj, Keonjhar, Sundargarh and Jajpur). The videos will be of 10-20 minutes duration and will be dubbed with sub-titles in 4 languages (English, Odia, Hindi and tribal language which is spoken by the community)

SCSTRTI plans to hire professional agencies for the development of the documentary videos within the given time frame as mentioned in this document.

2. SCOPE OF WORK

The agencies selected by SCSTRTI, Govt. of Odisha will be required to develop Documentary Videos (films/TVC/SRP contents etc) on the life style, culture, indigenous knowledge systems and practices of major tribal communities from 4 OMBADC districts, i.e. Mayurbhanj, Keonjhar, Sundargarh and Jajpur.

Communities to be covered for documentary videos: The Major Tribal Communities to be covered for the documentary videos will be decided by a panel of experts of SCSTRTI

Deliverables:

Assignment	Number of Videos	Duration (Per Video)	Time Frame
Documentary video on culture and lifestyle of 4 major Tribal Communities (one tribal community from each of the project district to be selected)	4	Each video of 20 mins duration	Within 6 months of signing of agreement
Documentary video on indigenous knowledge and practises of 2 major tribal communities (two from each district to be selected)	8	Each video of 10 mins duration	Within 8 months of signing of agreement
	12 Documentary Videos		
The videos will be dubbed with sub-titles in 4 languages (English, Odia, Hindi and tribal language which is spoken by the community)			

The documentary videos on culture and lifestyle of 4 major Tribal Communities shall cover the following aspects:

Key Aspects	Aspects to be covered under visual documentation
Location & Habitat (The Natural Landscape)	District, Block, GP etc Topographical setting & Scenic views Lay out & surroundings. Distant view of Tribal village with natural background.
Identity	Photographs of Male, Female, Family and Couple with traditional style of dress, ornaments and, hairdo.
Settlement	The village scene, Arrangement of houses, Village street, Important village Institutions:- Boys' & Girls' Dormitories, Village meeting place, Dancing Arena, Village Deity/Shrine, Sacred Grove (<i>Sarna, Jahira</i> etc) Village crematoria, Stone Memorials to commemorate the dead
Housing	Water sources- streams, wells, tube wells and ponds, etc. Traditional house type, Wall patterns- decorations, colours and paintings, position of verandah, doors and windows, roof Interior view of the house- kitchen, main room, store, seat of ancestors, family deities & spirits Placement of various household articles

Social Life	Fencing & enclosures, Granaries, Hay stack, Cow-shed, Pigsty, Kitchen garden, Courtyard, Sanitary arrangements, Totem of various clans, Life cycle rituals- birth, marriage, death ceremonies etc. Family life and kinship.
Economic Life	Agriculture, Horticulture, Forest Collection, Small business, Cottage / Rural industries, Animal husbandry, Service, Wage earning, etc. in different sectors and allied activities (traditional and modern). Implements & Weapons Sale and barter, Weekly markets
Political Life	Village Council meetings, Process of decision making in village affairs including customary affairs, Traditional leaders, functionaries, and their assistants-Headman, Herald/Messenger, Medicine man, in different roles with traditional dresses

The documentary videos on indigenous knowledge and practices shall cover the following aspects:

- Agricultural Practices
- Shifting Cultivation
- Integrated Cropping System/Cropping practices & Crop Rotation
- Food preservation and processing
- Land & Water Management
- Forest and NRM Management
- Rituals and practices
- Traditional Medicines and Healing Systems

The aspects mentioned above are just indicative ones and entire format and script will be finalised by the agency in consultation and approval of experts in SCSTRTI.

The agencies need to carry out a primary empirical investigation/research of each of the tribe before development of the content/script of the documentary videos.

The scope of work for the assignment shall include one or more of but not limited to, the following:

1. Designing and Production of quality Audio-Visual creatives and videos (film/documentary/TVC/ SRP) contents on various themes of the documentary videos as per the need of SCSTRTI, Gov. of Odisha.
2. Story boarding and script writing based on the contents required for the development of the documentary videos as per client's briefing. The script writing and content building for each of the documentary videos will be done by the agency in consultation and approval of the client (SCSTRTI).

3. The videos will be dubbed with sub-titles in 4 languages (English, Odia, Hindi and tribal language which is spoken by the community)
4. Video post-production services should include non-linear editing and post production finishing / 2D and 3D images compositing as outlined below:
 - Editing Services: non-linear editing stations capable of importing and exporting standard definition digital (SDI) video, analog (component) SD video, high definition (SDIHD) video and HD video files. The editing and motion graphic personnel must be proficient with experiences in providing professional, commercial and industrial post production services.
 - Composition Services: including colour correction, transitions, chroma keying, mattes, masks, corner-pinning, motion tracking, and motion graphics.
5. The vendor shall have the ability to provide video image processing with the following operational requirements: 2D & 3 D compositing, Key frame animation, Motion Graphic Creation, Painting & Re-texturing, Input and output files in SD and HD resolutions.
6. Custom made renderings and animations with actual high-resolution videos shoots including aerial photography via drone camera to demonstrate complete details and layout of the finalized area options.
7. The final submission shall be in the form of a documentary video/movie/ virtual tour with VFX effects and voice over in Odia, Hindi, English and the tribal language spoken by the community.
8. Obtain prior approval for the script of the entire production from SCSTRTI, Govt. of Odisha
9. Deliver animations in DVD/CD-ROM/ BETA /VHS and others streaming formats which can be further uploaded on all the social media formats.
10. All the raw-data and recordings, 3D visualization models and graphics with the final output shall be the ownership of SCSTRTI, Govt. of Odisha and the same has to be submitted along with the final submission.
11. The agency need to submit high resolution photographs of the tribal culture, life style and indigenous knowledge system and practices taken during the field visits/shooting along with the submission of the documentary video/s.
12. Any other audio-visual content conceived by SCSTRTI, Govt. of Odisha

3. ELIGIBILITY CRITERIA

1. The agency must have an Average Annual Turnover of minimum INR.20 Lakhs from production of Audio-Visual Creatives, documentary videos/films, video spots, shorter versions of videos and related jobs during the last three financial years (FY 2017-18, 2018-19 and 2019-20)
2. The Agency should have adequate experience of producing creative, media planning and video (film/ documentary/ TVC) content. The Agency must have undertaken at least 03 Government projects and must have delivered the assignment on time. A minimum of three work orders or completion certificates for each of the projects which the applicant might have executed must be enclosed.
3. CD of Show reel of work undertaken in the last 2 years should be submitted.
4. The Agency should have the resources to produce multi-lingual publicity with proficiency and proof-reading facilities in at least English, Hindi and Odia.
5. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

4. TECHNICAL PROPOSAL

LIST OF DOCUMENTS TO BE SUBMITTED WITH TECHNICAL PROPOSAL APPLICATION

In addition to the documents mentioned in the Eligibility Criteria section of the EOI document, applicants should submit following documents with their application.

Performance against the parameters must be duly supported with self-attested documentary evidences.

1. Profile of the Agency.
2. Proof of ownership or tie ups of production facilities.
3. Organisation set up in terms of technical staff indicating their qualifications and competencies.
4. Sample creatives of various kinds.
5. A minimum of three work orders or completion certificates for each of the projects which the applicant might have executed must be enclosed
6. Self-Certificate stating that the agency has not been blacklisted by Govt. of India or States / Central or State PSU as on the date of submission of the Bid.
7. A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by SCSTRTI, Govt. of Odisha.
8. Applicant agency must furnish a copy of their GSTIN Registration certificate.

5. FINANCIAL PROPOSAL

The selected Agencies will carry out the Assignment of production/development of Documentary Videos etc as per the rates fixed by the I & PR Department, Government of Odisha. (Annexure V)

Hence Financial Bid is not invited from the Agencies along with the Technical Proposal.

6. METHOD OF SELECTION

Evaluation of the Technical proposals will be based on Quality Based Selection mode.

1. In the first phase the Technical Proposals shall be evaluated on the basis of eligibility criteria as mentioned in this ToR. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
2. Agencies which satisfy the eligibility criteria shall be shortlisted for the 2nd phase of selection. **In the second phase Short listed agencies will make the presentation before the Expert Committee.** The selection will be done based on the quality of work, timely delivery of assignments, experience of agency in handling such assignments, technical expertise of the agency etc.

Table 1: Parameters based on which marks will be given by the Expert Committee

SI No	Parameter	Marks
The bidders shall be invited for a Power Point presentation in front of the Committee to be formed by SCSTRTI to evaluate the Presentation		
1	The agency's understanding of objective and scope of work of the project for content creation. (Evaluation will be done based on the presentation made by the Agency)	40
2	Its creative capability supported by recent credentials.	20
3	Quality of personnel, in terms of experience, exposure to different products, length of service in industry.	10
4	Availability of infrastructure facilities etc. Organisation set up in terms of technical staff indicating their qualifications and competencies	10
5	Experience of developing creative contents on tribal culture and life style or similar concepts (Audio-Visuals/Documentary, Graphic design, Animations/Animated Videos etc. earlier.) List of organisations/departments/agencies for whom the bidder has been engaged for doing similar work in the last 2 years Experience of working with Government (State/National) for doing similar work in the last 2 years	20
TOTAL MARKS		100

Accordingly, firms will be ranked based on the total marks allotted to them. Based on the technical score, it is intended to empanel/select one or more agencies for development of documentary videos. **Agencies securing minimum 70 points in the technical evaluation will be selected.**

A maximum of 12 agencies will be selected based on the marks attained during the technical evaluation. The Selected Agencies shall be the Ranked as per the marks secured in the technical evaluation. Each selected agency will be assigned with development of minimum one documentary video. However, the number of documentary videos assigned to each agency will depend upon the number of agencies qualifying and selected for the purpose.

7. Evaluation Methodology

- i. Evaluation of technical proposals based on Table1.
- ii. Technical scores shall be calculated for bidders after the presentation.
- iii. Bidders obtaining a minimum of 70 marks in the technical evaluation shall be selected for the assignment
- iv. Selected agencies shall carry out the Assignment of production/development of Documentary Videos etc as per the rates fixed by the I & PR Department, Government of Odisha.

8. TERMS OF PAYMENT

- A. Payment against work shall be made at the rate of –
 - 10% after submission of conceptual framework on the Audio-Visual/Documentary Video Content
 - 10% on submission of script by the agency and approval of the script by SCSTRI
 - 40% on submission of rough cut and
 - Balance 40% on final approval and submission of the product
- B. Payment will be by way of electronic transfer systems like RTGS within 30 days from the date of submission of Bills of accepted works as per milestones above.
- C. The ownership of the approved creatives will vest with SCSTRTI, Govt of Odisha and the agency will have no proprietary or other intellectual rights in respect of the same.
- D. Conditional bids will be rejected outright.
- E. SCSTRTI, Govt. of Odisha reserves the right to reject offer received from any agency without any intimation to the bidder.
- F. SCSTRTI, Govt. of Odisha reserves the right to reject or accept any design or creative produced by the agency.
- G. SCSTRTI, Govt. of Odisha has the right to cancel/postpone the tender without assigning any reason.
- H. The selected agency shall execute a contract agreement with SCSTRTI on stamp paper of Rs. 100/- as per procedure.
- I. SCSTRTI, Govt. of Odisha reserves its right to place an order for full or part quantities under any items of work under the scope of work.

- J. The period of validity of tender is 90 days from the last date of submission of application.
- K. Payment of approved rates will be made only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted.
- L. The agency shall maintain strict confidentiality.
- M. SCSTRTI, Govt. of Odisha reserves right to terminate the contract of any agency/agencies without assigning any reason. In case the selected agency desires to terminate the contract, a notice of 90 days is required during which they will be required to carry out the work awarded to them. Failure to do so would be would be result in forfeiture of security deposit.
- N. SCSTRTI, Govt. of Odisha reserves the right to assess the performance of the agency and may decide to continue or terminate the contract as per assessment made.
- O. SCSTRTI, Govt. of Odisha may in the interest of work, include any addition in panel and assign it work at mutually agreed rates.

9. SUBMISSION OF BANK GUARENTEE (BG)

SCSTRTI, Govt. of Odisha shall issue a letter of award (LoA) to the selected agency. Within 7days of such issuance, the selected agency is required to submit a Performance Security in the form of Bank Guarantee for an amount equivalent to 20% of the contract value and enter into the contract agreement with SCSTRTI, Govt. of Odisha and start the work on an immediate basis.

10. PENALTY

- i. Time of completion, being essence of contract, the successful agency/bidder is bound to complete the allotted work within stipulated time frame as per the job order failing which penalty to the extent of 2% of the total cost of the work allotted for delay of each fortnight shall be imposed upon the agency.
- ii. Failure of successful agency/bidder to execute the work in full, in a time bound manner, will be considered as breach of contract.
- iii. In case of breach of contract, the Performance Bank Guarantee will be forfeited and the agency shall be recommended for blacklisting for breach of contract.
- iv. A notice sent through email / special messenger to the agency will be sufficient to initiate action against the agency and will be considered as the notice served to the agency.
- v. That the jurisdiction of all kinds of disputes between the parties to this agreement shall be in Odisha. The contract shall be governed by laws of India and all Government rules issued from time to time and in force at time of execution of contract.

11. FORCE MAJEURE

Neither party will be liable in respect of failure to fulfil its obligation, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbance in the country. The party affected by an event of Force Majeure will immediately notify to the other party about its inability to fulfil its contractual obligation resulting from such Force Majeure Act. It should similarly notify to the other party on cessation of disability arising from such event.

12. ARBITRATION

In case of any disputes and on written request of the agency, an arbitrator shall be nominated by SCSTRTI, Govt. of Odisha whose decision shall be final and binding on both parties. The venue of the arbitration proceeding shall be the office of Director, SCSTRTI, or such other places as the arbitrator may decide.

ANNEXURE-I

APPLICATION FORMAT FOR SELECTION OF AGENCY

SI No	Description	Details
1	Name of the Agency/ Firm	
2	Address	
3	Name of the Proprietor / Partners/ Directors	
4	Date of Establishment	
5	No. of Years in audio-visual production	
6	Infrastructure	
	a) Creative Artists	
	b) Client Servicing (Number)	
	c) Other Staff (Number)	
7	Details of key personnel if assigned who will work on the 'Preparation of Documentary Videos And Allied Works For SCSTRTI, Govt. of Odisha with age, qualification, experience (in years), notable skills and achievements	

ANNEXURE II

FINANCIAL CAPABILITY OF THE APPLICANT

SI No	Financial Year	Annual Turn Over (In INR)
1	FY 2019-20	
2	FY 2018-19	
3	FY 2017-18	

Enclose certificate issued by Chartered Accountant stating the details of annual turnover during the above three financial years along with audited financial statements.

ANNEXURE-III

LIST OF MAJOR CLIENTS SERVICED IN LAST TWO YEARS

SI No.	Name of the Client	Year	Scope of Work	Work Order Amount (In INR)
1				
2				
3				
4				

The annexure is to be supported by Work Orders or completion certificates for each project provided by respective client

ANNEXURE-IV

[Mention list and details of all enclosures being submitted with the EOI submission]

(Authorised Signatory)

Name-:

Designation-:

Company Seal-:

Place and Date-:

ADVERTISEMENT

SHORT TERM ENGAGEMENT OF TECHNICAL EXPERTS TO UNDERTAKE THE RESEARCH PROJECTSUPPORTED BY OMBADC

No. 2991 dt. 11.11.2020

SCSTRTI intends to engage technical experts in various capacities for smooth accomplishment of the tasks underlined in the Research Project supported by OMBADC as mentioned below:

Title of the Project	Impact assessment of the development interventions on the socio-economic conditions and culture of the major tribal communities in 4 OMBADC districts and explore their felt needs for holistic development
Project Duration	10 Months
No. of Personnel	7
Position Title	Lead Consultant – 01 Research Associate – 01 Research Assistants – 04 Data Analyst – 01

For this, SCSTRTI invites applications from interested eligible persons with the required qualification and experience for the contractual engagement to conduct the project activities. The engagements are purely project specific, temporary, and contractual and are not regular engagement.

The interested candidates may submit their applications enclosing copies of their bio-data and documents in support of their qualification and experience along with requisite detailed address for correspondence, contact telephone number and email address in a sealed envelope super scribing the name of the study/project and post for which applied, addressed to the **Director, SCSTRTI and Special Secretary to Government, CRPF Square, Nayapalli, Bhubaneswar-03.**

Interested applicants are to download the Terms of Reference (ToR) from the Govt. website www.odisha.gov.in and website of SCSTRTI www.scstrti.in to know details about the positions. They are to submit their applications in the prescribed application format posted in the website indicated above so as to reach the undersigned on or before **24th November 2020** by speed post or in person during office hours (10:00 A.M to 5:00 PM).

Any application received after the due date and time or in incomplete form are liable to be rejected. Canvassing in any form will be treated as disqualification. However, applicants who are interested to apply for the position of Lead Consultant and any other position as per requirement indicated in the ToR along with their application are to submit a brief framework of the study in which they are interested to work.

The short-listed Lead Consultants will be required to give a presentation before the Expert Committee about the research framework of the study which they are interested in. For other category of positions, there will be an interaction with the expert team and the selected consultants of the concerned project on the basis of which the selection will be done.

Sd/-

Director, SCSTRTI and Spl. Secy. to Govt.

Memo No. 2992 dt. 11.11.2020

Date

Copy to the Head Portal Group Secretariat IT Centre, Bhubaneswar and M/s Luminous for wide circulation of the notice through Govt. website.

Sd/-

Asst. Director (Admn.)

TERMS OF REFERENCE

Impact assessment of the development interventions on the socio-economic conditions and culture of the major tribal communities in 4 OMBADC districts and explore their felt needs for holistic development

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1. Background

Odisha has very rich mineral reserves with about 9 mineral bearing districts where a number of mines are operating, which are mostly open cast mines. Besides, a good number of mineral based industries have also been set up in these districts. These mineral rich districts have large concentration of tribal population, who are adversely affected by the mining operations. A significant number of tribal people, who are generally dependent on the natural and common resources, are displaced and such mining operations/industries have most often have led to socio economic and cultural disruption of the tribal population.

However, to address the foreseeable adverse effects due to mining operations, there are many regulatory provisions which need to be followed by such agencies. Besides, the mining operating agencies are also expected to undertake a number of activities under Responsible Business Behaviour to see that the Social, Economic and Cultural issues that get affected by the mining operations and mineral based industries are mitigated so that the local communities do not sustain social, economic and cultural losses as well as adverse effects.

Odisha Mining Bearing Areas Development Corporation (OMBADC) is a special purpose vehicle formed by Odisha Government in April, 2014 following a Supreme Court order to carry out development activities in mining affected areas of the State. In Phase-I, 691 villages under 121 panchayats in 29 blocks of Angul, Dhenkanal, Jajpur, Jharsuguda, Koraput, Keonjhar, Mayurbhanj and Sundargarh districts have been covered. Around `Rs 869 crore allotted to the State under CAMPA funding is being utilised for drinking water supply, housing, skill development, farm and social forestry works in areas covered under Phase I projects. Under phase-II OMBADC, around Rs 16,000 crore is allotted to the State of which Rs 10,000 crore has already been sanctioned for 15 projects covering projects in major sectors like drinking water, education, health, livelihood, rural connectivity, environmental protection, water conservation, pollution control, and soil and moisture conservation. Around 705 villages under 124 GPs of 30 blocks in 9 districts have currently been brought under the coverage area of OMBADC.

After 1st phase of implementation of OMBADC, it is pertinent to assess the impact of the programmes and targeted interventions taken up under OMBADC on the lives and livelihoods of the tribal population who are directly and indirectly affected by the mining operations. Hence, it is proposed to undertake an evaluation study in 4 priority OMBADC districts i.e Mayurbhanj, Keonjhar, Sundargarh and Jajapur to study the impact of the mining activities on the lives and

culture of the tribals, examine the appropriateness of the programmes implemented to address the needs and holistic development of the tribal population and assess the impact of the programmes on the lives and livelihood of the tribal population.

2. Scope of the Study

It is proposed to conduct evaluation study to assess the impact of the development interventions on the lives and culture of the tribal population, suggest mid-course correction, if any, and recommend actions to be taken up in future. The study would cover the development interventions/programmes taken up under OMBADC, flagship government programmes/schemes and any other development interventions taken up by other agencies, if any.

The study would also try to understand the Socio-Economic and Cultural status of major tribal communities under the impact of Mining operations and the felt needs of the directly and indirectly impacted people so that OMBADC can consider undertaking some targeted interventions in these areas for overcoming the adverse effects.

3. Objectives of the study:

Keeping the above situation in view, a scoping study has been proposed to be undertaken in 4 major mining pockets/clusters of these 4 districts as sample area for an empirical study with the following specific objectives:

- i. To study the impact of mining operations on the lives and culture of the tribal population and identify the felt needs of the tribal people w.r.t cultural and socio-economic losses sustained by them due to the mining operations
- ii. To examine the appropriateness of the interventions taken up under OMBADC for addressing problems of the tribal affected (directly and indirectly) people and area
- iii. To assess the impact of the projects/programmes on the lives and culture of tribal population, with particular focus on interventions taken up under OMBADC funds
- iv. To examine whether the intervention matches the local cultural, developmental, and gender characteristics of the target population who are expected to benefit from the schematic interventions
- v. To understand the gaps in programme design, planning and identify the implementation bottlenecks/challenges, if any
- vi. To document good practises/case studies of interventions positively impacting the tribal population
- vii. To suggest set of recommendations for mid-course corrections and future actions on the basis of the identification of the felt cultural social and economic needs of the tribal people in the locality

4. Study Area

The study is proposed to be cover 4 priority districts falling under the purview of OMBADC i.e Mayurbhanj, Sundargarh, Keonjhar and Jajpur. While the first three districts are thickly concentrated with tribal population, the fourth district Jajpur though is not a Tribal Sub Plan district has tribal pockets having thick tribal concentration in clusters in Sukinda Block under MADA Pockets.

5. Sample Size and Area:

Mining pockets, one in each district, where development interventions have been taken by OMBADC will be taken as sample for the study. Focus group Discussions and Key Informant Interviews will be done at the village level to understand the impact of the mining operations on the lives and livelihoods of the people, specifically the tribal communities and examine the appropriateness of the development interventions taken up under OMBADC for addressing problems of the tribal communities affected (directly and indirectly) due to mining operations. Besides, stakeholder meetings and personal interviews of the key functionaries of each of the sample mining operating area, government functionaries responsible for ensuring implementation of regulatory provisions will be done.

On top of the above, from each of the proposed study area around 200 (800 in total) households will be surveyed in details to understand the adverse impact of the mining operations on their lives, their felt needs and the impact of the development interventions on the lives and culture of the tribal people.

Study Team:

The study team will comprise of 7 members:

- One Lead Consultant (10 Months)
- One Research Associate (10 Months)
- Four Research Assistants (9 Months)
- One Data Analyst (10 Months)

Tentative Budget

SI No	Head of Expenditure	Tenure in Months	Monthly Remuneration (in INR)
1	Lead Consultant (1)	10 months	1,00,000
2	Research Associate (1)	10 months	60,000
3	Research Assistants (4)	9 months	30,000
4	Data Analyst (1)	10 months	15,000

Educational Qualification, Work Experience & Job Responsibilities

Sl No	Name of the Position	Educational Qualification and Work Experience	Roles & Responsibilities
1	Lead Consultant	<p>Education: Post Graduate/M.Phil/PhD degree in Anthropology/ Tribal Studies/ Social Studies or in any other relevant discipline from a recognized university.</p> <p>Candidates having M.Phil or Ph.D Degree on related subject will be given preference.</p> <p>Must have proficiency in handling computers.</p> <p>Work Experience:</p> <ul style="list-style-type: none"> • Minimum 12 years of work experience (As on 1st October, 2020) in the field of empirical research/evaluation studies or study of tribal society and culture. • Candidate should have strong skills of research, documentation and production of reports, etc • Age: 30 years and above but below 65 years on 01.10.2020. <p>(However, in special cases the age, educational qualification may be relaxed keeping in view the expertise & experience of the Applicant).</p>	<p>The candidate, as Lead Consultant, is required to perform the following duties.</p> <ul style="list-style-type: none"> • Preparation of the study design including study methodology, tools and chapterisation for conducting the study. • Desk review of secondary data, literature on relevant tribal communities. • Conduct field work (data collection, analysis of data and report drafting) • Guide and supervise Research Assistant for field work, data collection, data interpretation and other • duties relevant to the study from the beginning to end. • Drafting of reports on evaluation studies of tribal development programs based upon study findings. • Coordinate for organizing workshops, consultations meetings with relevant key informants and the research personnel of SCSTRTI at different stages of the study as per requirement. • Any other work assigned by the Director, SCSTRTI & Special Secretary to Government relevant to the study.
2	Research Associate	<p>Education: Master's Degree/M.Phil/PhD either in Anthropology/ Tribal Studies/ Social Studies or in any other relevant stream from recognized University</p> <p>Candidates with M.Phil and Ph.D on the relevant subject will be preferred.</p> <p>Must have proficiency in handling computers</p> <p>Work Experience:</p> <ul style="list-style-type: none"> • Minimum 8 years of work experience (As on 1st October, 2020 with experience in carrying 	<ul style="list-style-type: none"> • Work under the guidance and instructions of the Lead Consultant. Assist the Lead Consultant in developing design of the study, collect data from the field and secondary sources, analyze the data and assist the Lead Consultant in drafting the report. Besides, s/he is required to carry out such work as maybe asked by the Lead Consultant and the Director pertaining to the research

		<p>out research studies, analyzing empirical data and report writing.</p> <ul style="list-style-type: none"> • Age: 30 years and above but below 55 years on 01.10.2020. 	<p>study.</p>
3	Research Assistant	<p>Education:</p> <ul style="list-style-type: none"> • Bachelor's degree preferably Masters Degree either in Anthropology/ Tribal Studies/Social Studies or in any other relevant discipline from recognized University. • Must have proficiency in handling computers. <p>Work Experience:</p> <ul style="list-style-type: none"> • Minimum 5 years of work experience (As on 1stOctober, 2020 with experience in conducting empirical evaluation/research studies and collecting and analyzing empirical data. • Age: 25 years and above but below 50 years on 01.10.2020. 	<ul style="list-style-type: none"> • Assist in collection of empirical data, make field visits and hold personal interviews with key informants in the field • Make Analysis and interpretation of empirical (primary) data and secondary data using appropriate research tools and prepare notes and reports • Carry out such works as may be asked by the Lead Consultant, Research Associate and Advisor cum Director, SCSTRTI
4	Data Analyst	<p>Education: PGDCA from a recognized Institution.</p> <p>Work Experience:</p> <ul style="list-style-type: none"> • Should have at least 2 years experience of working in research projects/Institutions, in handling data analysis and assisting in preparation and computerization of research reports including assisting the researchers in statistical analysis, preparation of graphs, charts, and tables of empirical data in research /evaluation projects. • Age: 25 years and above but below 40 years on 01.10.2020 	<ul style="list-style-type: none"> • Assist the Lead Consultant and Research Team in data entry and processing of study design, framework of study, review of literature, data management and typing out & designing the reports of the Research Project • Preparing Power Point Presentation • Making analysis of empirical data using statistical tool • Drafting, finalizing and computerizing the empirical report to the satisfaction of the Expert Committee and editing process subsequent to the comments received from the Committee • Carry out all such works as may be asked by Lead Consultant and Advisor cum Director, SCSTRTI pertaining to research study and project work

ADVERTISEMENT

**SHORT TERM ENGAGEMENT OF TECHNICAL EXPERTS TO UNDERTAKE THE
RESEARCH PROJECT SUPPORTED BY OMBADC**

No. 2991 dt. 11.11.2020

SCSTRTI intends to engage technical experts in various capacities for smooth accomplishment of the tasks underlined in the Research Project supported by OMBADC as mentioned below:

Title of the Project: Identification of potential clusters of tribal art/craft in 4 OMBADC districts and develop sustainable livelihood enterprise model		
Sl	Designation	No. of Positions
1	Team Leader	01
2	Programme Officer- Marketing & Business Operations	01
3	Programme Officer - Training & Skill Development	01
4	Programme Officer – Product Branding & Communications	01
5	Field Coordinators	04

For this, SCSTRTI invites applications from interested eligible persons with the required qualification and experience for the contractual engagement to conduct the project activities. The engagements are purely project specific, temporary, and contractual and are not regular engagement.

The interested candidates may submit their applications enclosing copies of their bio-data and documents in support of their qualification and experience along with requisite detailed address for correspondence, contact telephone number and email address in a sealed envelope super scribing the name of the study/project and post for which applied, addressed to the **Director, SCSTRTI and Special Secretary to Government, CRPF Square, Nayapalli, Bhubaneswar-03.**

Interested applicants are to download the **Terms of Reference (ToR)** from the Govt. website www.odisha.gov.in and website of SCSTRTI www.scstrti.in to know details about the positions. They are to submit their applications in the prescribed application format posted in the website indicated above so as to reach the undersigned on or before **24th November 2020** by speed post or in person during office hours (10:00 A.M to 5:00 PM). Any application received after the due date and time or in incomplete form are liable to be rejected. Canvassing in any form will be treated as disqualification

Shortlisted Candidates will be called for Personal Interview by a panel of Expert Committee at SCSTRTI, Campus. The date and time of the Interview shall be intimated to the shortlisted candidates well in advance.

Sd/-

Director, SCSTRTI and Spl. Secy. to Govt.

Memo No. 2992

Date 11.11.2020

Copy to the Head Portal Group Secretariat IT Centre, Bhubaneswar and M/s Luminous for wide circulation of the notice through Govt. website.

Sd/-

Asst. Director (Admn.)

TERMS OF REFERENCE

IDENTIFICATION OF POTENTIAL CLUSTERS OF TRIBAL ART/CRAFT IN 4 OMBADC DISTRICTS AND DEVELOP SUSTAINABLE LIVELIHOOD ENTERPRISE MODEL

Title of the Project	Identification of potential clusters of tribal art/craft in 4 OMBADC districts and develop sustainable livelihood enterprise model
No. of Personnel	8
Position Title	Team Leader – 01 Programme Officer- Marketing & Business Operations - 01 Programme Officer - Training & Skill Development -01 Programme Officer – Product Branding & Communications - 01 Field Coordinators- 04

1. Background:

Odisha is regarded as the homeland of the tribal people and is the third most populated tribal states in the entire country. It inhabits 62 culturally vibrant tribal communities and 13 Particularly Vulnerable Tribal Groups which is the highest number among the states and union territories of the country.

The tribal communities of Odisha have been producing exquisite art and craft of various kinds, both utilitarian and decorative over centuries. There is a broad range of crafts and artefacts produced by tribal artisans of Odisha largely based on locally available raw materials and indigenous technology. Exclusive designs of crafts made out of wood, grass, leaves, lac, plant and animal materials, stone, metals, earthen wares and textiles provide a panorama of tribal crafts.

The tribal handicrafts are specialized skills which are passed on from one generation to another and these handicrafts are means of livelihood of the artisans, although the artisans make a small minority. However, the future is bleak for these artisans and their families, as they are grappling with problems of access to customers and a limited ability to make high-quality, market-driven artefacts and sundry products.

The rich culture of the tribal communities of the State is disintegrating and languishing very fast. Although the tribal handicrafts have a very good market potential but in absence of any organized activity in this sector and lack of promotion of these exquisite crafts & arts, there is a possible likelihood of the artisans taking up alternate livelihood options. In such a case this age-old activity will not only die its own death but the tribal artisan families will also suffer from livelihood loss and get trapped into distress migration in search of alternate livelihood options.

In OMBADC areas, where tribal lives and livelihoods are adversely affected due to mining operations, tribal handicrafts need to be identified and promoted as suitable non-farm livelihood enterprise which will not only augment the income of the artisans but also preserve the dying art, skills and culture of the tribals. At this stage it is imperative to understand the problems faced by this sector and suggest the strategies for development of tribal handicraft based on which certain policy level interventions need to be taken by the government to sustain the traditional tribal handicrafts.

Hence, it is proposed to promote and establish livelihood enterprise model for the tribal art/crafts in 4 priority OMBADC districts (Mayurbhanj, Keonjhar, Sundargarh and Jajpur).

2. Justification for Livelihood Enterprise Development Model

As discussed, the rich heritage of the tribal art and crafts of the State is fast disintegrating. Due to lack of appropriate technology and marketing support the artisans are not able to earn a reasonable income. In order to conserve this intangible cultural heritage, it is important to develop the tribal art/crafts as a livelihood enterprise for the tribal artisans so that they get a sustained income all throughout the year.

Stock taking of existing status of the tribal crafts, art and artefacts, analysing the current gaps and challenges at producer, infrastructure and institutional level needs to be done and strategies and mechanisms needs to be explored for reviving the languishing crafts. It is realized that such issues may be addressed through skill development and up-gradation of the artisans, quality control, use of technology and linking of artisans with domestic and export markets.

Hence, an appropriate livelihood enterprise model needs to be developed to revive and upgrade the exquisite skill of the artisans, allure the younger generation to take it up as an aspiring and gainful enterprise and ensure a sustained source of income for the tribal artisans.

It is proposed that SCSTRTI, Bhubaneswar will conduct the study on the status of the tribal artisans in the 4 intervention districts, identify the potential clusters and develop the roadmap to promote tribal art and crafts as a livelihood enterprise.

SCSTRTI will also function as the nodal agency to impart the required skill trainings to enhance the skills of existing tribal artisans and young members of the community and develop their entrepreneurship skills. Further, it will also facilitate in setting up integrated units/clusters for production, establish linkages with different actors and with external markets for profitable enterprise.

3. Objectives

The key objective of the study is to explore the potential tribal handicraft clusters and design business development model for each of the tribal crafts in the 4 intervention districts (Mayurbhanj, Keonjhar, Sundargarh and Jajpur).

The specific objectives of the study are

- To map the potential tribal handicraft/artefact clusters which can be promoted as livelihood enterprise
- To ensure skill upgradation and capacity building of the tribal artisans
- To promote tribal art/craft as sustainable livelihood model

4. Target Area and Population

The project will be implemented in 4 districts viz Mayurbhanj, Keonjhar, Sundargarh and Jajpur.

- Purposive sampling will be done to identify the clusters where traditional art & crafts are produced and marketed by the tribal communities and stratified random sampling method will be used to select the tribal artisan households for the study.
- 4 potential tribal art/crafts clusters will be identified in each district with minimum 200 tribal artisan families in each cluster will be covered for the purpose of the livelihood intervention. (Total 3200 tribal families will be covered in 4 districts).

Human Resource Required

Following will be the structure of the consolidated monthly remuneration for the Contractual Research Personnel subject to satisfactory performance

Sl No	Designation	Tenure in Months	Monthly Remuneration (In INR)
1.1	Team Leader (1)	36 months	1,00,000
1.2	Programme Officer- Marketing & Business Operations (1)	30 months	70,000
1.3	Programme Officer - Training & Skill Development (1)	30 months	45,000
1.4	Programme Officer – Product design/branding/communications (1)	24 months	40,000
1.5	Field Coordinators (4)	24 months	20,000

TERMS OF REFERENCE

1. Name of the Position: Team Leader

Number of Position - 01

Place of Posting: SCSTRTI, Bhubaneswar

A. Qualification:

Post Graduate/M.Phil/PhD Degree in Social Sciences/Science/Environmental Sciences/MBA/MSW/Rural Development/or any other discipline relevant to the roles and responsibilities of the job from recognized university

Candidates having M.Phil or Ph.D Degree on related subject will be given preference.

B. Work Experience:

- Candidates should have minimum 12 years of full-time relevant experience in the field of Project Management including project design, planning, monitoring, evaluation and documentation of livelihood development projects or any other poverty alleviation programmes. The work experience post the minimum qualification will be considered.
- Applicants having adequate work experience on National/State flagship programmes/schemes, policies on tribal rights and development, livelihood promotion with exposure to tribal development/ welfare will be given preference.
- Candidates having prior experience of working with government agencies in programme management, planning and execution of programmes/schemes will be given preference
- Adequate work experience in rural livelihoods promotion/ value chain development/ market linkage for income enhancement and livelihood generation. Preferably, the expert should have experience of working in the selected state or tribal areas
- Candidate should have worked in International/National Agencies and should have experience of leading a team in previous assignments. Candidate having experience of working in Government agencies/departments in Project Management will be given preference.
- Age: 35 years and above but below 50 years on 01.10.2020

C. Remuneration/ Compensation: Gross remuneration of Rs.1,00,000/- per month

D. Duration and terms of Engagement:

- The position is purely contractual in nature;
- The selected candidate will be given annual contract of 1 year and subsequent renewal will be based on satisfactory performance;
- The candidate will work under the direct supervision of Director and Special Secretary to Govt, SCSTRTI and will be placed in the SCSTRTI office. However, the candidate has to take regular field trips to the project districts

E. Expected Service Deliverables:

The candidate, as Team Leader is expected to perform the following duties.

1. Overall Programme Management and coordination with various stakeholders for smooth implementation of the project
2. Facilitate baseline survey, Social/livelihood Mapping, and identification of potential clusters of tribal art and craft having market potential
3. Assist the team in formation of clusters of tribal artisans, and mobilize the tribal artisans to form collectives in the form of producer organization
4. Formation, Registration and Operationalization of Tribal Artisans Producer Groups/ collectives

5. Assessment of the skill levels of the members of producers' groups and identification of products for marketing
6. Facilitate capacity building programmes and skill development of the tribal artisans on product design improvement and development, cost & pricing, quality control and standard best practices for product packaging, branding etc.
7. Facilitate capacity building programmes for the tribal artisan groups on institution building process and business development plans
8. Liaison with different technical experts, govt and private agencies for value addition and marketing of the tribal art and crafts
9. Liaison with agencies like TRIFED/NABAARD for registration, financial linkage and empanelment of the tribal artisan clusters.
10. Liaisoning with OMBADC, line department of state Govt. for project related compliances, planning and effective projects deliverables;
11. Coordinate with NGOs/CBOs & other stakeholders for smooth implementation and wider reach of the project
12. Field visit to project locations to facilitate project monitoring and implementation;
13. Prepare reports, documents, case studies and project related compliances and ensure timely submission
14. Any other suitable task assigned by Director, SCSTRTI

F. Desired Skills:

- Working Knowledge of Computer in MS Office.
- Skills on Official writing and drafting.
- Expertise in project development and management
- Good understanding of Development sector Projects, Programmes and schemes
- Language proficiency: Speaking, Writing and Reading of English and Hindi and Preferable for Oriya.
- Capacity to work in a multitasking environment.

2. Name of the Position: Programme Officer- Marketing & Business Operations

Number of Position: 01

Place of Posting: SCSTRTI, Bhubaneswar

A. Qualification:

Post Graduate Diploma/Master's Degree in Agribusiness management/Rural marketing/general marketing/Social Sciences/MBA/MSW/Rural Development/or any other discipline relevant to the roles and responsibilities of the job from recognized university

B. Work Experience:

- Candidate should have minimum 10 years of experience in sales and marketing or supply chain management of rural/ tribal/ artisanal handicraft/ handloom/ natural resource products/ produce (preferably the products of tribal origin). Experience in organic, fair trade or similar certification will also be preferred.
- Adequate work experience in rural livelihoods promotion/ value chain development/ market linkage for income enhancement and livelihood generation. Preferably, the expert should have experience of working in the selected state or tribal areas
- Applicants having adequate work experience in the National flagship programmes on livelihood promotion/ any such state sponsored development programmes with exposure to tribal development/ welfare will be given preference.
- Applicants having experience of marketing of rural/tribal products, agri/NTFP marketing and business in government/private agencies of national repute will be given preference. Candidate with knowledge and managing digital marketing system will be given preference

- Age: 35 years and above but below 50years on 01.10.2020

C. Remuneration/ Compensation: Gross remuneration of Rs.70, 000/- per month

D. Duration and terms of Engagement:

- The position is purely contractual in nature;
- The selected candidate will be given annual contract of 1 year and subsequent renewal will be based on satisfactory performance;
- The candidate will work under the direct supervision of Director and Special Secretary to Govt, SCSTRTI and will be placed in the SCSTRTI office. However, the candidate has to take regular field trips to the project districts

E. Expected Service Deliverables:

The candidate, as Programme Officer- Marketing & Business Operations, is expected to perform the following duties:

1. Common interest group mobilization, capacity building and group strengthening
2. Value chain analysis and design business development model for each of the tribal art/craft in the identified clusters
3. Prepare Business Development Plan for each of the identified tribal arts and craft. Explore new business scopes, backward and forward linkages for the livelihood enterprise
4. Formation, Registration and Operationalization of Tribal Artisans Producer Groups/ collectives
5. Assisting and facilitating the groups in preparation of bye-laws, rules of business &
6. memorandum of association, initiation of group activities, with particular emphasis on group marketing and bulk purchase of tribal art and crafts etc.
7. Assist in the opening of a bank account, with signatories as per the bye-laws of the organization; Assisting and facilitating the group about finance transactions, importance of accounting an initiation of account keeping
8. Identification of new markets, product development or service opportunities which will help the business to grow will be done in consultation with expert groups and establishing linkages with government and private agencies
9. Establish Digital Marketing System to bridge the gap between tribal artisans and the market
10. Create business networks (Establish connections with government as well as private agencies on marketing of tribal arts and crafts)
11. Critical management support in the operation of the business enterprises of the entire producer's companies/organization
12. Liaison with agencies like TRIFED/NABAARD, other government and private agencies for financial linkage, empanelment of the tribal artisan clusters and marketing of the tribal arts and crafts
13. Field visit to project locations, different districts, States etc. to facilitate market linkage of the tribal art and crafts;
14. Any other suitable task assigned by Director, SCSTRTI

F. Desired Skills:

- Working Knowledge of Computer in MS Office.
- Skills on Official writing and drafting.
- Expertise in project development and management
- Good understanding of Development sector Projects, Programmes and schemes
- Language proficiency: Speaking, Writing and Reading of English and Hindi and Preferable for Odia.
- Capacity to work in a multitasking environment.

3. Name of the Position: Programme Officer-Training & Skill Development

Number of Position: 01

Place of Posting: SCSTRTI, Bhubaneswar

A. Qualification:

Post Graduate Diploma/Master's Degree in Social Sciences/MBA/MSW/Rural Development/or any other discipline relevant to the roles and responsibilities of the job from recognized university

B. Work Experience:

- Candidate should have minimum 8 years of work experience in design and delivery of needs-based training programs for capacity building of rural/ tribal artisans/weaver communities/ enterprises.
- Adequate work experience in community level training on rural livelihoods promotion/ value chain development/ market linkage for income enhancement and livelihood generation. Preferably, the expert should have experience of working in the tribal areas of Odisha
- Applicants empaneled as resource persons in govt. agencies at National/State level, having adequate experience in imparting training to SHGs/FPOs etc, imparting training in rural product design and marketing will be given preference
- Age: 30 years and above but below 50 years on 01.10.2020

C. Remuneration/ Compensation: Gross remuneration of Rs.45,000/- per month

D. Duration and terms of Engagement:

- The position is purely contractual in nature;
- The selected candidate will be given annual contract of 1 year and subsequent renewal will be based on satisfactory performance;
- The candidate will work under the direct supervision of Director and Special Secretary to Govt, SCSTRTI and will be placed in the SCSTRTI office. However, the candidate has to take regular field trips to the project districts

E. Expected Service Deliverables:

The candidate, as Programme Officer- Training & Skill Development, is expected to perform the following duties:

1. Development of training modules, training & capacity building of the tribal artisans and Identification of group activities
2. Common interest group mobilization, capacity building on institution building and group strengthening
3. Assessment of skill of Production Cluster stakeholders and gap analysis w.r.t Knowledge/Skill/Opinion on volume to value transition and facilitate training of the project beneficiaries to develop desired skillset.
4. Develop communication and IEC modules in local language for the skill development programme (Includes Interactive Audio-Visual Modules)
5. Training and skill up-gradation of the tribal artisans in areas of product design and technology support
6. Establishing demonstration units at the cluster level for skill trainings and live demonstrations for the tribal artisans
7. Facilitate phase wise training and skill development programmes of the tribal artisans through a panel of skilled resource persons
8. Organizing exposure visits of group representatives/ group members and organizing workshops/seminars/Field trainings (in coordination with the line departments and other agencies)
9. Identification of group activities with particular emphasis on group marketing. Assisting the groups in identification of cluster level activities

10. Design, develop and implement processes for pilots for aggregation and sale of tribal art, crafts/products and develop strategies for upscale of such successful pilots.
11. Identification and training of community resource persons and book keepers.
12. Training of group representatives and group members for managing business on commercially viable scale
13. Field visit to project locations, different districts, States etc. to facilitate skill development, capacity building and exposure visits of the tribal artisans
14. Any other suitable task assigned by Director, SCSTRTI

F. Desired Skills:

- Working Knowledge of Computer in MS Office.
- Skills on Official writing and drafting.
- Expertise in Imparting community level trainings/training
- Good understanding of Development sector Projects, Programmes and schemes
- Language proficiency: Speaking, Writing and Reading of Odia and English.
- Capacity to work in a multitasking environment.

4. Name of the Position: Programme Officer-Product Design & Branding

Number of Position: 01

Place of Posting: SCSTRTI, Bhubaneswar

A. Qualification:

Graduation in relevant field with appropriate qualification in graphic design & visual art from recognized institute/university

B. Work Experience:

- Candidate should have 6 years of work experience in the area of design and development of Handloom/ Handicraft/ Natural Products. Candidate having experience of working in govt. agencies on rural marketing and trade will be given preference
- Candidate should have knowledge and experience in marketing and public relations with Adequate experience in advertising, marketing, or media buying is also required
- Candidate having experience of working in govt./private marketing agencies with national repute with experience of handling digital marketing system will be given preference
- Age: 30 years and above but below 50years on 01.10.2020

C. Remuneration/ Compensation: Gross remuneration of Rs.40,000/- per month

D. Duration and terms of Engagement:

- The position is purely contractual in nature;
- The selected candidate will be given annual contract of 1 year and subsequent renewal will be based on satisfactory performance;
- The candidate will work under the direct supervision of Director and Special Secretary to Govt, SCSTRTI and will be placed in the SCSTRTI office. However, the candidate has to take regular field trips to the project districts

E. Expected Service Deliverables:

The candidate, as Programme Officer- Product Design and Branding, is expected to perform the following duties:

1. Facilitate empanelment/ hiring of qualified designer(s)/ design agency to engage with tribal SHGs/Master Artisans for improving the existing product and designing high-value/utility product ranges and concepts that suit the tastes and preferences of contemporary market

2. Initiate collaborations between the tribal artisans and the urban designer and brands to explore the opportunities together
3. Facilitate engagement with expert agencies for Production Protocols and Standardization of the Products
4. Engage with technical/expert agencies for Quality Control, Certification & Branding of the products
5. Facilitate craft certification for handmade and ethnic value of products, creating artisan stories, videos etc
6. Development of creatives for campaign and marketing of the tribal art and crafts
7. Develop the overall layout and production design for advertisements, websites, brochures, magazines, department's reports and other campaign materials
8. Working with a wide range of media and using graphic design software
9. Assist in developing communication and IEC modules in local language for the skill development programme (Includes Interactive Audio-Visual Modules)
10. Field visit to project locations, different districts, States etc. for product design, innovation and branding and certification of the products
11. Any other suitable task assigned by Director, SCSTRTI

F. Desired Skills:

- Working Knowledge of Computer in MS Office.
- Skills on Official writing and drafting.
- Expertise in Imparting community level trainings/training
- Good understanding of Development sector Projects, Programmes and schemes
- Language proficiency: Speaking, Writing and Reading of Odia and English.
- Capacity to work in a multitasking environment.

5. Name of the Position: Field Coordinators

Number of Positions: 04

Place of Posting: At Project Districts

A. Qualification:

Graduation in relevant field

B. Work Experience:

- Candidate should have at least 5 years of work experience in community engagement and mobilization activities in tribal regions in selected region/ state. Preferably, the resource should be familiar with local conditions and language.
- Candidate should be well aware of the local conditions, tribal art and craft of the region and preferably should belong to the locality/district
- Candidate should have experience of working with SHG/cooperative mobilization and handled community/SHG/Federation meetings etc.
- Age: 25 years and above but below 50years on 01.10.2020

C. Remuneration/ Compensation: Gross remuneration of Rs. 20,000/- per month

D. Duration and terms of Engagement:

- The position is purely contractual in nature;
- The selected candidate will be given annual contract of 1 year and subsequent renewal will be based on satisfactory performance;
- The candidate will work under the direct supervision of Director and Special Secretary to Govt, SCSTRTI and will be placed in the SCSTRTI office. However, the candidate has to take regular field trips to the project districts

E. Expected Service Deliverables:

The candidate, as Field Coordinator, is expected to perform the following duties:

- Identify and prepare detailed database of all local tribal artisans for selected tribal art and crafts (handicraft, handloom and natural resource products/produce) specific to the selected region along with the contact details of suppliers, number of associated tribal families, products made, existing supply capacity, credit & market linkages, current sales & turnover
- Sensitization of tribal artisans, mobilizing the tribal artisan groups for formation of Self-Help Groups (SHGs)/ tribal artisan collectives/ producer organization etc
- Organize meetings/training programmes etc at the field level and ensure participation of the tribal artisan groups/other community members/stakeholders
- Facilitate and extend handholding support to the tribal artisan in carrying out various business interventions and production of the tribal artefacts
- Any other suitable task assigned by Director, SCSTRTI

F. Desired Skills:

- Working Knowledge of Computer in MS Office.
- Working with tribal communities and community mobilization
- Language proficiency: Speaking, Writing and Reading of Odia
- Capacity to work in a multitasking environment.