

SUBJECT: Awareness Workshops for SMC fund utilization and Community mobilization at the ground level.

Terms of Reference

1. *Background and Objective of the assignment:*

School Management Committees SMC, (previously Parents Teacher Associations-PTA) is a critical and important portfolio at Reform Support Unit. There are **40,000+** Main and Functional schools in all Districts of Sindh with their SMCs activated in terms of processes and accounts. The Government of Sindh has introduced three major interventions in terms of the School Management Committees Reform which includes

- i.** The revised SMC Grant Formula (Classroom Student Ratio CSR & Enrollment)
- ii.** The SMC Grant Application Procedure & Rules of Business.
- iii.** Community Mobilization initiative using SMC's.

To support the proper implementation of these Reforms and the modified design of SMCs under the Second Sindh Education Sector Reform Program-II, a rigorous awareness and information campaign is required in all Districts of the Sindh province on Taluka Level. In this regard services of a firm are required to hold Community focused District and **Taluka-level workshops in 50% schools in each Taluka involving District Administration, (Directors to Supervisors), and 03 persons from each SMC and introduce them to the revised interventions, new design elements, create awareness about SMC fund utilization and Community mobilization at the ground level.**

2. *Scope of the assignment :*

2.1 General

- Develop ample understanding of the functions and objectives of the School Management Committee Intervention, Grant Disbursement and other processes.
- Hiring of experienced, qualified and competent trainers to conduct the workshop and overall project implementation.
- Designing, Printing and Distribution of Awareness and Communication Material (**Charts, Posters, Guidelines etc.**) to be disseminated at District and Taluka level and use in the workshops to facilitate the Grant Applications to be received for the year 2016/17 in the **Phase-1**.
- The firm will be required to design and package comprehensive Information/Awareness and Communication material for the **Phase-2** to facilitate community participation and accountability by parents and SMC's in the Public schools.
- Phase-2 the firm will be expected to **focus on/facilitate SMC Elections, funds utilization understanding and implementation and parent's accountability in the trainings.**
- Conduct, Monitor and verify SMC elections in 10% of schools within each District/Taluka. Priority must be given to problematic districts identified by SMC Team.
- **The firm will be expected to facilitate the attendance/representation of RSU LSU and District Management in the workshops.**

- Develop and Submit timely Progress Review Report after each phase of the project in accordance with the framework provided by the SMC Team and a Final Project report with suitable Recommendations.

2.2 Specific:

a) **DEVELOP AMPLE UNDERSTANDING OF THE FUNCTIONS AND OBJECTIVES OF THE SCHOOL MANAGEMENT COMMITTEE INTERVENTION, GRANT DISBURSEMENT AND OTHER PROCESSES.**

The firm should be able to develop understanding of the SMC intervention, its aim and objectives, its prevailing policies, functions and processes, also linking it with the assignment and its requirements to produce an inception report with a thorough and effective communication strategy for community/SMCs and submit in a timely manner to the RSU. The strategy should be inclusive of 50% schools in each taluka with a special focus on the SMC Members. At least Executive Committee Members (03) of all levels i.e. from Primary, Middle/Elementary and Secondary/Higher Secondary should be made part of the awareness campaign in Phase-2. List of Schools will be provide by SMC section.

b) **HIRING OF EXPERIENCED, QUALIFIED AND COMPETENT TRAINERS TO CONDUCT THE WORKSHOP AND OVERALL PROJECT IMPLEMENTATION.**

The firm should be able to hire qualified trainers with at least Graduate qualifications in the social sciences preferably Masters in Sociology/Mass Communication or in Social Science, with at least five years of relevant experience and with the following competencies: must possess communication, training and designing skills, Trainers/Facilitators/Team (at least 60 Master Trainers) for the project and especially for the communication/workshops/material design. The trainers/ facilitators should have experience in community engagement, conducting large scale communication and awareness campaigns, and designing communications and training material.

c) **DESIGNING, PRINTING & DISTRIBUTION OF AWARENESS AND COMMUNICATION MATERIAL TO BE DISSEMINATED AT DISTRICT AND TALUKA EDUCATION OFFICES IN ALL DISTRICTS AND IN WORKSHOPS AT DISTRICT & TALUKA LEVEL TO FACILITATE THE GRANT APPLICATIONS TO BE RECEIVED FOR THE YEAR 2016/17.**

The firm should be able to Design, Printing of Awareness or Information, Communication material and dispatch/distribute it to the Taluka Education Offices and also distribute it for District/Taluka level workshops with the help of RSU/SMC Team in Phase I to facilitate the expedition of the Grant Applications from Schools/**Talukas/Districts**. The firm should also be able to facilitate SMCs in solving the issues like (proper filling of forms, smc account opening problems, not credit funds etc) they are facing in the process of Grant Application submission to RSU for the year 2016/17.

d) **THE FIRM WILL IMPLEMENT THE DISTRICT/TALUKA LEVEL WORKSHOPS IN A TIMELY MANNER AND ABLE TO PROVIDE**

QUANTIFIABLE RESULT IN TERMS OF SMC APPLICATION FORM FY 2016-17.

The firm will be expected to conduct workshops in accordance with guidelines approved by RSU and facilitate SMC's and HM's of the schools of districts/taluka in understanding of the new procedure (Guidelines, SMC Rules and filling of SMC Application Form for the year 2016-17). The firm should also be able to facilitate SMCs in solving the issues they are facing in the Grant Application submission to RSU for the year 2016/17. The firm will provide schedule for the workshops well before time and after approval of SMC-RSU, the firm will ensure to coordinate with RSU and LSU/District Administration in conducting workshops and submit the attendance of the workshop to SMC Portfolio, RSU.

- e) **THE FIRM WILL BE REQUIRED TO DESIGN, PACKAGE AND PRINT COMPREHENSIVE INFORMATION/AWARENESS AND COMMUNICATION MATERIAL (GUIDELINES, POSTERS, CHARTS, MANUAL FOR CONDUCTING WORKSHOPS ETC.) FOR THE PHASE-2 TO FACILITATE COMMUNITY PARTICIPATION AND ACCOUNTABILITY BY PARENTS AND SMC'S IN THE PUBLIC SCHOOLS.**

The firm will be expected to develop an effective awareness campaign strategy and design and package all required information and awareness material with the help of RSU/SMC **Team (Including Printing by the Firm)** and other experts to mobilize communities in School Management/Improvement to facilitate their increased participation. The firm will ensure the standard of quality material to be provided to the SMC's and packaging of the material in a form, understandable & implementable to the local community. The firm **may also have to print the material in different languages according to the need/demand (i.e. English, Urdu & Sindhi).**

Quantity and Specification of printed material would be as follows.

<u>Nomenclature</u>	<u>Quantity</u>	<u>Specification</u>
SMC guidelines 11.75"X22"	400,000 copies	4 color printing on A-3 glossy paper(90 grams)Size
SIP Charts	80,000 Copies	Black & White printing on paper (100 Grams) Size 39"X 27"
Posters Size	80,000	4 color printing on glossy paper (90grams) 24.5"X35.5"

Further, the firm shall be responsible to disseminate the printed material in the intact position at the designated office of each Taluka

- f) PHASE-2 THE FIRM WILL BE EXPECTED TO FACILITATE SMC ELECTIONS, FOCUS ON FUNDS UTILIZATION PROCESS AND UNDERSTANDING, IMPLEMENTATION AND PARENT’S/COMMUNITY ACCOUNTABILITY/SHARED RESPONSIBILITY IN SCHOOL IMPROVEMENT.**

Whilst **Phase-II** the firm will be expected to focus on SMC aims and objectives, funds utilization and understanding of the shared responsibility of parents and community in the School Improvement. The Firm will be able to train members of the Executive Committees for the implementation process of SIP (School Improvement Plan), Elections and other operational activities to be performed by the SMC members.

- g) CONDUCT, MONITOR AND VERIFY SMC ELECTIONS IN 10% OF TOTAL SCHOOLS IN EACH DISTRICT AND TALUKA.**

The firm will be expected to monitor **at least 10% Elections in each District and Taluka** (Priority will be given to problematic districts) in **phase –II** and provide prescribed reports for the same. List of Schools provided by SMC section.

- h) THE FIRM WILL BE EXPECTED TO FACILITATE THE ATTENDANCE/REPRESENTATION OF RSU LSU AND DISTRICT MANAGEMENT IN THE WORKSHOPS IN PHASE-1 AND PHASE -2.**

The firm will facilitate logistics arrangements for SMC Team to spot check the workshops and election process in the Districts/Talukas in terms of logistics (not less than 1300cc car), in at least 5% of workshops conducted on District and Taluka level as well as monitoring of elections. The firm will ensure to coordinate with RSU and LSU/District Administration in conducting workshops and submit the attendance of the workshop to SMC Portfolio, RSU. Participants of workshops will be provided in-class material like notepad, pencil, sharpener, eraser, folder etc and Lunch & two times tea and bottle of drinking water by the Firm. Timing of training/capacity building workshops will be from 9:00 am to 5:00 pm. The Workshop will be held at District and Taluka level in Government School (preferably Campus). However Furniture / Fixture, In-class Material and Multimedia etc would be the firm’s responsibility.

- i) FIRM WILL DEVELOP AND SUBMIT TIMELY PROGRESS REVIEW REPORTS AFTER EACH PHASE. FIRM WILL REVISIT AND REVISE THE SUB-PROGRAMME OF SMC AND SUBMIT THE FINAL COMPREHENSIVE PROJECT REPORT INCLUDING IMPACT EVALUATION ON THE BASIS OF PERFORMANCE OUTCOME REVIEW OF THE SMC SUB-PROGRAM.**

The firm will submit timely Progress Review Reports with suitable recommendations to SMC/RSU team at the completion of each Phase and prepare a comparatively analysis section utilizing data measures to generate evidence based analysis. The Firm will revise and revisit the sub-program of SMC including and focused on its impact assessment and evaluating gaps in service delivery verses objectives and expected outcomes by submitting the Final Comprehensive Project Report including Impact

Evaluation with suitable recommendations and way forward. The Firm will design revised program including guidelines for financial and procurement management, advocacy and awareness, enhanced role of parents and community in school management and supervision, social accountability, capacity building, delegation of powers, provision of missing facilities and school expansion through SMCs. The Firm will develop performance linked disbursement criteria and incentive plan for SMCs on the basis of performance and outcome review of SMC program in the Final Project Report.

SMC Activities Requirement Sequence:

- a) Print Material, design and development. Printing and dissemination of printed material to district and taluka offices.
- b) District and Taluka level awareness workshops covering at least 50% schools in each district and taluka.
- c) Conduct, Monitor and verify elections in 10% of total schools in each taluka.
- d) Progress Review Reports after each phase.
- e) Revisit and revise the SMC programme and submit the final comprehensive project report including impact evaluation on the basis of performance outcome review of the SMC program.

3. Performance Indicators:

<i>N^o:</i>	<i>Deliverable Outputs</i>	<i>Timeline</i>
General		
	Focusing on awareness regarding SMC and its objectives the firm will be able to complete the District and Taluka level workshops, Conduct, Monitor and Verify Elections and also submit final report within the timeline.	1 st August 2016 to 30 th June 2017 (may change depending on the signing of contract)
Specific		
1	Develop ample understanding of the functions and objectives of the School Management Committee intervention, Grant disbursement and other related processes. Submit an Inception Report.	Within 15 days of Contract signing
2	Hiring of experienced, qualified and competent trainers to conduct the workshop and overall project implementation. Details have explained earlier in 2.2 (b)	Within 02 weeks after Inception report is submitted
3	The firm will be expected to conduct workshops covering at least 50% schools in each Taluka in Phase-2. List of Schools provided by SMC section.	The work plan to be finalized within one month of Contract Signing. , Final report of each phase to be submitted by Within 1 st week after the workshops have been completed in all districts.
4	The firm will be required to design and package comprehensive information/awareness and communication material to be disseminated at district and taluka offices to facilitate community participation and Accountability by parents and SMCs in the public schools. Details are in section 2.2 (C).	Within 01 month after contract signing

5	In Phase-3 The firm will be expected to focus on/facilitate SMC elections, Monitor SMC Funds utilization and its understanding and implementation and Parent's/Community Accountability in terms of School Improvement and increased participation of SMC's.	Starting 1 st October 2016
6	Phase – 4 The Firm will conduct, monitor and verify SMC elections in 10% Schools in each District/Taluka. List of Schools provided by SMC section.	In last 06 months of the project life
7	The firm will be expected to coordinate and facilitate the attendance/representation of RSU, LSU and District Management in the workshops in all phases. Also ensuring the (TA/DA, Accommodation/Lodging Boarding) to ensure the attendance of SMC Team for the Monitoring /participation purpose.	In all workshops
8	Develop and submit a timely progress review reports after each phase and Final Project Report including impact evaluation with suitable recommendations and way forward. Details are in section 2.2 (i)	By 30 th June 2017

4. *Qualifications and Experience of the team:*

S.No	Qualification and Experience	Desirable
1.	General	A well reputed Organization with 10 years experience in Public Sector preferably in Education.
2.	Work experience	Having 40 to 60 master trainers capable to conduct 1500 workshops with maximum of 40 participants per WS. Specific Experience: <ul style="list-style-type: none"> i. Education related assignments. ii. Community Mobilization through community awareness campaigns at uc and taluka level all over sindh. iii. Have conducted workshops at taluka level all over Sindh. iv. Having experience of design printing material like posters, charts guidelines, workshop conducting manuals etc. use awareness campaign.
3.	Skills	<ul style="list-style-type: none"> i. Able to manage, develop and disseminate information effectively efficiently and within the time limitations ii. Report writing on Impact Evaluation of the workshops as well as the project.

5. **Time period to complete the assignment:**

Ideally starting from 1st August 2016 to 30th June 2017 (subject to change according to the date of signing of contract)

6. **Reporting requirements:**

Report to PM SMC regarding the different activities, also providing reports at the end of each activity. Final report will be submitted by the firm, details are in specific 2.2 (i).

7. Suggested payment schedule in % with linked indicators:

Sno	Activity	Indicator	Payment Percent	Timeline
1	Inception Report and Orientation	Quality of the Report	-	Within 15 days of signing of the contract.
2	Proof Approval of Printed Material	Quality of the Printed Material	10%	Within 15 days after submitting the Inception Report.
3	Printing of material and Dissemination at District and Taluka Offices	Quality of the Printing and successfully reached in safe and sound condition at the given addresses by SMC Team.	15%	15 Days after approval of the proof
4	Hiring of Master Trainer and Mobilization of team for workshops	Experienced and Qualified 60 Master Trainers and mobilization into the field.	15%	10 days after printing of the material
5	Completion of the Workshops covering 50% schools in each Taluka	a. Attendance (Target audience will be SMC members, LSUs and Education Managers) in Workshops. b. Attendance in workshops and number of school participated in the trainings. c. Spot Checks by Education Officials. d. Snap Shots of the Workshops. Details are in 2.1 and 2.2	15%	As per workshop schedule
6	Elections' conduction in 10% of total schools in each district and taluka.	a. Conduct, Monitor and Verify of Elections in 10% of the Total schools in each District and Taluka (Target audience will be Community, School Management & Education Managers). Snap Shots of the Event. b. CNIC Copy and Number & contact details of elected members of 10% elections monitored. c. Monitoring Report. Details are in 2.1 and 2.2	15%	As per Election Schedule
7	Progress Review Reports after each phase of the project.	Progress Review Report after completion of each phase.	10%	After 15 days of completion of each phase.
8	Final Comprehensive Project Report by considering the Impact	Final Impact Evaluation Report, Details in Section 2.2 (i). see 2.1 & 2.2 especially 2.2 (i)	20%	After 15 days of the Project completion.

	Evaluation after reviewing and revisit the smc program.			
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8. Contact person/details in case of any query :

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