



**GOVERNMENT OF SINDH  
PLANNING & DEVELOPMENT DEPARTMENT  
DIRECTORATE SINDH WATER SECTOR AND BARRAGES IMPROVEMENT**

Ref. Published REOI Dated: 7<sup>th</sup> October 2022

**REQUEST FOR EXPRESSION OF INTEREST  
SELECTION OF INDIVIDUAL CONSULTANT  
(COMMUNICATION OUTREACH EXPERT)**

The Directorate Sindh Water Sector and Barrages Improvement is functional under the administrative control of Planning & Development Department, Government of Sindh for Coordination and monitoring of foreign funded selected projects in water/ irrigation sectors.

In addition to other tasks, the unit is playing central role in formulation of Sindh Water Policy (SWP) and preparation of forth coming Sindh Water & Agriculture Transformation (SWAT) Project with involvement of both Irrigation and Agriculture Departments.

In this regard, the Directorate is implementing approved ADP Scheme No. 2617 to carry out important activities / tasks / strategic studies, technical support, data/ background information, documents etc. required for preparation as well as implementation of Sindh Water Policy (SWP) and Sindh Water & Agriculture Transformation (SWAT) Project.

In the purview of above, the services of eligible, motivated and dynamic professional “**Communication Outreach expert**” are required to work as an *Individual Consultant* to conceptualize, design and launch campaign to “**Roll out of Sindh Water Policy and implementation / adaptability support to custodian organizations through capacity building and linkage policy actions with the development project**”.

The assignment duration is Six months (extendible in accordance with assignment), to implement the following activities/ tasks pertaining to activity A1 of said ADP scheme:

- ✓ Arrangements of consultative seminars/ workshops/ focus group meetings at all stakeholder’s forums level for publications and dissemination of the policy formulation actions.
- ✓ The key dissemination and communication instruments will be printed water policy (Sindhi, Urdu, English), short videos, vector infographics and other similar tools for greater outreach and developing common understanding.

Accordingly, the Directorate invites eligible individual (the consultant) to indicate their interest for providing the services. Interested candidates should provide information demonstrating that He/ She has required qualification and relevant experience specified in the detailed TORs with roles & responsibilities of the assignment is available on official website i.e., <https://sbip.org.pk/jobs/>. Further detailed information can be obtained at address given below during office hours. i.e., 09:00 to 17:00 Hours PST.

**Terms and Conditions:**

- Consultant will be selected in accordance with rule 72(8) of SPPRA rules 2010 and revised till date for selection of Individual Consultants.
- Civil servants may be hired under provided that such hiring does not conflict with any employment or other laws or regulations, or policies of the country and if they (i) are on leave of absence without pay, or have resigned or retired; (ii) are not being hired by the agency they were working for before going on leave of absence without pay, resigning, or retiring, and (iii) their hiring would not create a conflict of interest.
- Candidates must possess domicile of *Sindh Province*.
- Maximum age of candidate shall be **45 years**.
- Expression of Interest in the form of CV providing details of qualification/ experience etc. for shortlisting and selection of above-mentioned position may please be delivered to the office address given below via email or by surface post **not later than November 23, 2022, 1600 PST.**

**Project Coordinator,**

Directorate Sindh Water Sector and Barrages Improvement  
Planning and Development Department,  
Government of Sindh,  
2nd Floor, Sindh Bureau of Statistics Building,  
13, Block 8, Chaudhry Khaliq-uz-zaman Road, Clifton, Karachi.  
Phone No. 021-99205862-3 Fax: 021-99251255 Email: [info@pcmu.gos.pk](mailto:info@pcmu.gos.pk)

**TERMS OF REFERENCE**  
**COMMUNICATION OUTREACH EXPERT**

<b>Activity Ref:</b>	Activity A1 of ADP Scheme 2617
<b>Duty station:</b>	Mainly Karachi (with field visits at Hyderabad and vicinity)
<b>Duration:</b>	6 Months – extendable, subject to completion of assignment

**Background:**

The Directorate Sindh Water Sector and Barrages Improvement is implementing an ADP Scheme # 2617 of FY 2022-23 to carry out an important activities/ tasks/ strategic studies, technical support, data/ background information, documents etc. required during preparation as well as implementation of Sindh Water Policy (SWP) and Sindh Water & Agriculture Transformation (SWAT) Project.

In purview of above, services of an Individual Consultant as *Communication Outreach Consultant* are required, who will implement the tasks/ activities as described in the section below.

**Subject Specific Roles and Responsibilities of Communication Outreach Consultant:**

- To arrange consultative workshops, focus group and meetings at stakeholder level.
- Develop communication strategy and plan along with DD(T/C) for SWAT.
- Work on promotion of Sindh Water Policy and SWAT by using key instruments of communication including short videos, vector infographics and other similar tools for greater outreach and developing common understanding.
- Coordinate news release and other public information with media representative with consent of competent authority PC highlighting SWAT activities.
- Train staff in Communication aspects of their action under SWAT.
- Serve as the Directorate & SWAT representative as a communication advisor, hence working on website domain and designing with the Directorates’/ SWAT team.
- Pursue with response on media news appeared in newspaper related with the project activities etc.
- Work on stakeholder engagement plan by establishing a mechanism to engage with stakeholders including local public, project and command areas, government, private sector and NGOs.
- Raising awareness of projects, its activities, input and output and promoting positive aspects of the project.
- Any other tasks mentioned in the PC-I of the said ADP Scheme.

**Core Competencies:**

- Results Focus
- Teamwork
- Communication
- Building Effective Relationships
- Knowledge Sharing and Continuous Improvement

**Required qualifications:**

Education and Experience:

- Master Degree or equivalent from HEC recognized university with major course work in Mass Communication, Media Sciences, Social Sciences or Public Relations.
- Should be a computer literate and knowledge of using MS Office, Publisher, Word & Excel.
- Must be well aware of graphics software like Corel draw and Adobe Photoshop etc.
- Proficiency in English and good communication skills and report writing is essential.
- Knowledge of local languages and English language is essential.
- Having at least 5 years’ relevant experience in the field of communication and media.



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**CORRIGENDUM**

With reference to the Advertisement published by this Directorate Ref No. E01985-22-0001 on SPPRA/ PPMS website for Procurement of Individual Consultant as “*Communication Outreach Consultant*” for activity A1. namely *Roll out Sindh Water policy and implementation/ adaptability support to custodian organizations through capacity building and linkage policy actions with the development project*; dated: October 07, 2022.

The closing date for submission of CV’s is hereby extended up to November 28, 2022 1600 PST.

**Issuance date: 11/11/2022**

*Fareeha Mahar*  
(Engr. Fareeha Mahar) 11/11/22

Deputy Director  
Procurement & Contract Management  
Directorate Sindh Water Sector and  
Barrages Improvement