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(pdf format only)

Position: State Consultant – Social Behaviour Change for WASH & CCES

Employing Agency (Employer): Inductus Limited

Duration of the contract: The initial contract will be issued until 31 Dec 2026 and may be further extended, subject to project requirements and satisfactory performance.

Remuneration: Gross compensation budgeted for the position is very attractive. Please note that the offer made to the selected candidate shall be commensurate with qualifications, experience, and salary history. Applicants to mention their current professional fee & expected professional fee on www.inductusjobs.com/un

No. of Vacancy: 1 Position (One)

Duty Station: Patna (Bihar) with travel to selected districts in Bihar and other States as required.

Reporting Line: 1. **Administrative Supervision:** Inductus Limited

2. **UN Organisation: Technical supervision:** UN ORGANIZATION: WASH Specialist

Last Date for Application: 30th December 2025 (Mid-Night)

CONTENT OF TERMS OF REFERENCE(TOR)

1. Background:

The Government of Bihar has made significant progress in drinking water supply and sanitation as part of its inclusive development agenda. Under Har Ghar Nal Ka Jal, the State's flagship programme, more than 95.71% of households had access to piped water supply through Functional Household Tap Connections (FHTCs) as of December 2025 (JJM Dashboard). To sustain this achievement, the State is engaging communities through Ward Implementation Management Committees (WIMCs), entrusting them with commissioning and operation & maintenance (O&M)

of piped water supply schemes. While coverage is nearing saturation, effective O&M and sustained behavioural practices remain critical to ensuring uninterrupted water supply.

In sanitation, Bihar has achieved notable success under Swachh Bharat Mission (Gramin)/Lohiya Swachh Bihar Abhiyan (LSBA), shifting from department-led implementation to community-led planning, implementation, and O&M of sanitation services. The State is now focused on sustaining ODF status and advancing ODF Sustainability (ODFS) and ODF Plus programming, with strong emphasis on collective behaviour change. WASH facilities have expanded across schools, Anganwadi Centres (AWCs), and healthcare facilities, but effective O&M and behavioural adoption are essential to sustain these gains.

Bihar's vulnerability to climate change—frequent floods, droughts, and changing rainfall patterns—further underscores the need for climate-resilient WASH systems. The State's Jal-Jeevan-Hariyali Mission is addressing water conservation, groundwater recharge, afforestation, agro-reforms, and renewable energy. Embedding SBC interventions within these initiatives is vital to mobilize communities and strengthen resilience.

Recognizing SBC as a critical driver of WASH outcomes, UN Agency has supported departments in institutionalizing innovative tools and systems to strengthen the supply side. However, demand generation and behavioural adoption remain gaps. Intensive support is required across departments—RDD, PHED, PRD, Jeevika, Education, and others—to apply SBC principles tailored to Bihar's context. A dedicated State Consultant – SBC for WASH will play a catalytic role in building capacities, fostering convergence, and sustaining the gains of flagship programmes, thereby ensuring equitable, climate-resilient, and sustainable WASH services for women and children in Bihar.

2. Purpose of Assignment:

The purpose of this assignment is to strengthen Social and Behaviour Change (SBC) systems and structures across key government departments in Bihar by providing intensive, day-to-day technical support. The consultant will build the capacity of functionaries on SBC principles, develop training modules, communication content and tools, and institutionalize innovative models such as Bottom-up Communication Planning (BuCP). The role will also focus on designing gender-responsive SBC strategies, thematic campaign plans, and supporting behaviour-related outputs across all four WASH outputs through SOPs, guidelines, and evidence generation. By documenting success stories, scaling digital and ICT platforms such as the Digital Communication and Monitoring System (DCMS), and instituting feedback mechanisms, the consultant will help bridge supply-side systems with demand-side behavioural practices. A senior professional with strong expertise in SBC and WASH & CCES programming is required to act as an extension of UN's support, ensuring sustainable, climate-resilient, and inclusive WASH outcomes for women and children in Bihar.

3. Major tasks to be accomplished:

During the previous year, this consultancy provided intensive support to government departments and partners in strengthening Social and Behaviour Change (SBC) systems for WASH, including community mobilization, communication planning, and institutional capacity building. Core responsibilities included handholding support to departments, facilitating training needs assessments, developing IEC materials, documenting success stories, and supporting digital platforms such as the Digital Communication and Monitoring System (DCMS) for community

engagement. The consultant also contributed to designing gender-responsive communication strategies, reporting protocols, and behaviour-focused interventions aligned with national and state flagship programmes.

Building on this foundation, the current two-year Terms of Reference (TOR) aligns with the new Strategic Plan (2026–29), the approved Rolling Work Plan (2025–2027), and emerging priorities under Jal Jeevan Mission, Mukhyamantri Gramin Peyjal Nischay Yojana, and LSBA. The revised scope places greater emphasis on upstream advocacy, institutional capacity building, and system-level strengthening of SBC structures to sustain WASH outcomes. Key responsibilities include supporting the development of Annual Action Plans, SBC strategies, and thematic campaign plans; institutionalizing innovative models such as Bottom-up Communication Planning (BuCP); and integrating climate change and gender responsiveness into communication frameworks. The consultant will lead capacity building initiatives, design behavioural change campaigns, generate field-level evidence for advocacy, and produce knowledge products to strengthen community ownership of WASH services. The TOR reflects a forward-looking approach to deepen impact, scale innovations, and strengthen convergence across departments, facilitating policy dialogue and technical support to state and district authorities in alignment with national priorities for sustainable, inclusive, and climate-resilient WASH services.

Tasks:

The consultant will provide technical assistance on Social and Behaviour Change (SBC) interventions across the WASH programming spectrum—including safely managed sanitation, safe drinking water, institutional WASH (schools, AWCs, and healthcare facilities), menstrual hygiene management, and climate change and environmental sustainability (CCES)—in alignment with the agreed work plan. The specific tasks are outlined as follows:

1. **Strengthen SBC for Safe Drinking Water (JJM/MGPNY)** Provide technical assistance to PHED and allied departments in embedding SBC approaches into piped water supply programmes, ensuring community ownership, equity, and sustainability.
2. **Community Engagement for O&M of PWSS** Support Ward Implementation & Management Committees (WIMCs) in adopting behavioural practices for effective operation and maintenance of piped water supply schemes.
3. **Coordinate with RDD on SBM(G)/LSBA** Facilitate SBC interventions to sustain ODF and advance ODF Plus villages, with focus on inclusion and gender-transformative approaches.
4. **Design Statewide SBC Strategies and Campaigns** Develop integrated communication strategies, tools, and campaigns across sanitation, safe drinking water, institutional WASH, MHM, and CCES.
5. **Capacity Building of Line Departments** Train state, district, and field functionaries (RDD, PHED, PRD, BEPC, SHSB, ICDS, DOE FCC) on SBC principles and practices under flagship programmes.
6. **Develop and Implement Campaign Calendars** Facilitate activity calendars for observances such as World Water Day, Global MHM Day, Global Handwashing Day World Toilet Day, and Swachhta Pakhwada, ensuring documentation and visibility.
7. **Support Costed Annual Communication Plans** Assist departments in preparing costed SBC communication plans integrated into AIP/PIP/AWP, ensuring financial allocations for behaviour change activities.
8. **Strengthen Monitoring and Supervision Systems** Facilitate supportive supervision, monitoring, and documentation of SBC interventions, ensuring accountability and evidence-based improvements.

9. **Develop Guidelines, SOPs, and Training Modules** Produce state-specific SBC guidelines, SOPs, training modules, and IEC materials aligned with JJM, MGPNY, SBM(G), LSBA, and CCES priorities.
10. **Enhance Digital Communication Monitoring System (DCMS)** Support message matrix development, IEC content creation, and scaling of DCMS to reach communities with tailored WASH and CCES messages, including feedback loops.
11. **District-Level Communication Planning** Provide technical assistance to select districts in designing and implementing localized SBC communication plans around WASH and CCES themes.
12. **District-Level Capacity Building** Facilitate training and capacity building of district and block-level stakeholders to strengthen SBC interventions and ensure convergence across sectors.
13. **Document Case Studies and Success Stories** Capture and disseminate case studies, success stories, and human-interest narratives to build an evidence base for advocacy and replication.
14. **Institutionalize Innovative Models (BuCP)** Introduce and scale Bottom-up Communication Planning (BuCP) to ensure community-driven SBC strategies and localized ownership of WASH outcomes.
15. **Integrate Gender and Climate Resilience into SBC** Design gender-responsive SBC strategies and embed climate change and environmental sustainability into communication frameworks, particularly for flood- and drought-prone areas.

4. Deliverables and Deadlines:

#	Major Task	Deliverable
1	Integrated SBC Strategies and Communication Plans	Developed state/district-level gender-responsive costed annual communication plans across sanitation and safe drinking water (JJM/MGPNY), ensuring institutional adoption, financial integration, and strengthened behavioural change interventions.
2	Capacity Building and Institutional Strengthening	Trained and mentored state, district, and field-level functionaries across key departments, institutionalizing Bottom-up Communication Planning (BuCP) and embedding SBC principles into flagship WASH programmes.
3	Community Engagement and Behavioural Campaigns	Designed and facilitated thematic WASH/CCES campaigns and activity calendars, (World Water Day, Global MHM Day, Handwashing Day, World Toilet Day, etc.), mobilizing communities through WIMCs and SHGs to advance equity, inclusion, and sustained behaviour change.
4	Digital Platforms and Knowledge Products	Strengthened and scaled the Digital Communication and Monitoring System (DCMS) with message matrices, IEC materials, and feedback mechanisms, while documenting success stories and knowledge products to generate evidence for advocacy and replication.
5	Evidence Generation and Policy Advocacy	<ul style="list-style-type: none"> Strengthened government monitoring of SBC interventions, generating field evidence to inform WASH & CCES policy.

		<ul style="list-style-type: none"> • Mainstreamed climate-resilient, gender-responsive approaches into WASH & CCES programming for sustainable outcomes.
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5. Qualifications/Specialized Knowledge/ Experience / Competencies / Core / Technical / Functional)/Language Skills Required for the assignment:

Minimum Qualifications required**:	Years of Experience/Knowledge/Expertise/Skills required***:
<p>Bachelors <input type="checkbox"/></p> <p>Masters <input checked="" type="checkbox"/></p> <p>PhD <input type="checkbox"/></p> <p>Others?</p> <p>Enter Disciplines: Minimum: Master's degree in communication/ psychology / social science / public health</p>	<p>Essential Experience and Competencies</p> <ul style="list-style-type: none"> • Minimum 5 years of relevant experience in Social Behavior Change (SBC) preferably in rural development, water, sanitation, and hygiene as well as climate change and environmental sustainability issues. <p>Desirable Experience and Competencies</p> <ul style="list-style-type: none"> • Proven experience in designing, implementing and evaluating SBC programs. • Knowledge of behavioral theories and models. • Strong language skills in Hindi and English (reading, writing, and speaking). • Experience with programme planning, implementation, and evaluation. • Knowledge & understanding of WASH rights viz-a-viz Right to Education. • Proficiency in computer applications, including MS Office (Word, Excel, PowerPoint). • Sensitivity and understanding of gender, equity, and diversity issues in the context of Bihar. • Effective liaison and coordination skills with government departments and other stakeholders. • Good understanding of government systems, NGOs, PRIs, and familiarity with water and sanitation sector flagships such as Swachh Bharat Mission, Jal Jeevan Mission and Mukhyamantri Gramin Peyjal Nischay Yojana.

Enquiries:

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