

A-39/1/2016-0/JS(SBM)

Government of India

Ministry Of Drinking Water and Sanitation
O/o Joint Secretary (Swachh Bharat Mission-Gramin)

Room No. 410, 4th Floor,
Pt. Deendayal Antyodaya Bhanwan,
CGO Complex, Lodhi Road
New Delhi 110003

Date :- 28-12-2016

To,

The Principal Secretaries of all States
/ UTs In-charge of Swachh Bharat Mission – (G)

Subject :- Young Professionals to support District Collector / District Development Officer / CEO (Zila Panchayat) for implementation of Swachh Bharat Mission (Gramin)

Dear Sir/Madam

As you may be aware, the Hon'ble Prime Minister during his Mann Ki Baat address on 25th September 2016, highlighted the government's appeal to the corporate world to sponsor young professionals, who would work at the District level for Swachh Bharat Mission (Gramin). Secretary, Ministry of Drinking Water and Sanitation had written to you vide DO letter No. 2/2/S(DWS)/2016 Dated 28th November 2016 highlighting the potential benefits of this initiative. In view of the above, Ministry of Drinking Water and Sanitation, in association with the Tata Trusts, recently launched the Zila Swachh Bharat Prerak (ZSBP) initiative. The initiative will place around 600 "young professionals" in each district of the country to give a boost to the Swachh Bharat Mission.

2. The professionals called "Zila Swachh Bharat Preraks (ZSBPs)" will work directly with the District Collector / District Development Officer / Chief Executive Officer (Zila Panchayat) and will provide technical and management support to these districts as we continue to make strides towards becoming Open Defecation Free (ODF). The ZSBP would be hired on the payroll of the Tata Trusts and would be deputed in the district, initially for a period of 11 months, exclusively for supporting the District Collector and the Swachh Bharat Mission (Gramin) programme. Some of the key tasks, which the ZSBP is supposed to perform are:

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- 1) Implementation of a District Swachhta Plan to help the district become ODF;
- 2) Development and implementation of Social Behavioral Change Communication (SBCC) activities with a focus on Community-Led Total Sanitation approaches;
- 3) Monitor, analyze and ensure regular updation of SBM Management Information System data;
- 4) Coordination with various stakeholders including Civil Society Organisations, Corporate Organisations, etc. for implementing Swachh Bharat Mission in the District

3. I trust that you would welcome this initiative, as ZSBPs can be the eyes and ears of the Collector/CEO with respect to SBM-G implementation. In addition to the wider benefits of engaging smart minds in the Mission, this will also ensure a structured integration of the youth in the programme and bring in fresh ideas, energy and enthusiasm to the Mission, and help accelerate the path to an ODF India. The initiative is now in implementation mode and the process for the recruitment of the Preraks has commenced.

4. Given that States have a critical role in the recruitment process of ZSBPs, who will be hired keeping in mind local requirements and skill sets, we would value your inputs on the final placement of the Preraks in appropriate districts. The ZSBPs will undergo a central level orientation programme in New Delhi and thereafter would be placed, post consultation with the States, in their respective districts by the end of February 2017. Before ZSBPs are placed at the disposal of the Districts, I would urge you to have a one day orientation at the State HQs wherein the Chief Secretary and yourself can interact with them and impress upon them the importance of the task in our hand. The exact dates of joining would be worked out separately. Detailed roles and responsibilities of the ZSBP are attached at Annexure 1.

5. I would strongly urge you to utilize this opportunity of having young professionals work on exciting SBM (G) tasks and help the Districts achieve ODF status on priority. MDWS, in parallel, will set up an institutional mechanism at the central level for monitoring the initiative on a day to day basis. In addition, I would request to you to write to the District Collectors highlighting the potential benefits of this initiative and request them that necessary infrastructure and logistic support such as working space in the Collectorate, desktop computer,

Preraks

travel arrangements etc. are arranged for the ZSBP for effective utilisation of their services.

6. Following representatives from Tata Trusts are coordinating the initiative to hire Preraks over the next few months. You may communicate specific requirements by 4th January 2017 and also nominate a nodal person (such as the State SBM coordinator), who will be responsible for day to day interaction with the Tata Trusts.

- 1) Divyang Waghela (dwaghela@tatatrusters.org) | Mobile : +919819488613
- 2) Rohan Manchanda (rmanchanda@tatatrusters.org) | Mobile : +919717349569

With best wishes for the New Year,

Your's Sincerely



Arun Baroka

Joint Secretary (SBM-G)

Tele. 24362192

Fax. 24369831

Copy To:

1. Parameswaran Iyer, Secretary, Ministry of Drinking Water and Sanitation
2. R Venkataramanan, Managing Trustee, Tata Trusts (e-mail : mt@tatatrusters.org)

TATA TRUSTS

Job announcement for Zilla Swach Bharat Prerak

Name of Organisation	: Tata Trusts
Nature of employment	: Short-term Consultancy Contract
Duration	: 11 months
Location	: At district level (deputation with District Collector/ District Development Officer)
States	: Andhra Pradesh, Karnataka, Tamilnadu, Telangana
Application to be sent on	: twm.sbm@tatatrusters.org

The Organization:

Tata Trusts is India's leading philanthropic organization and has played a pioneering role in transforming traditional ideas of charity to philanthropy that makes a sustainable difference to marginalised communities. Through grant-making, direct implementation and collaborative partnerships, Tata Trusts is driving impact in areas including arts, crafts and culture; natural resources management; education; healthcare and nutrition; and rural livelihoods. Spread over 17 states and 170 districts across the country, programmes supported by Tata Trusts reach out to millions of households through an efficient network of 450 plus partner organizations.

SWACH BHARAT MISSION (GRAMIN):

To accelerate efforts towards achieving universal sanitation coverage and to focus on sanitation, the Prime Minister of India launched the Swach Bharat Mission on October 2, 2014. As Tata Trusts' objectives are aligned to national objectives and with a view to provide facilitation support to states / districts for effective implementation of Swach Bharat Mission (Gramin), Tata Trusts has joined hands with the Government of India as a Development Support Partner (DSP). In this regard, Tata Trusts intends to recruit motivated professionals as Zilla Swach Bharat Prerak (ZSBP) and depute them at district level to work directly under the District Collector / District Development Officer (DDO) / Chief Executive Officer (Zilla Panchayat).

The ZSBP is an initiative of the Ministry of Drinking Water and Sanitation, Government of India (GoI) and Tata Trusts; to be implemented in collaboration with State Governments. The core focus of the programme is achieving Open Defecation Free (ODF) status of all villages and improving the lives of people in rural India.

Job Description:

The candidate would be deputed to work with the District Collector or District Development Officer (DDO), who is in direct in-charge of the Swach Bharat Mission (Gramin) programme. Key responsibilities to be performed by ZSBP are:

S. No.	Particulars
1	Provide coordination, management and monitoring support to the district administration for effective implementation of the Swach Bharat Mission (G). Key tasks in this regard are: (i) Develop District level Swachta Action, Finance, and Sustainability plan for SBM (G) (ii) Support in putting in place monitoring mechanisms and quality supervision protocols (iii) Monitor, analyze and ensure updation of MIS data and support in developing a decision support mechanism
2	Provide support in monitoring, management and reporting of funds flow status in the district and develop need-based financial planning for various elements of SBM (G)
3	Ensure monitoring and implementation support for district level sustainability initiatives pertaining to SBM (G)
4	Provide support for development and roll out of the Social Behavioral Change Communication (SBCC) strategy, with a focus on sanitation & personal hygiene issues
5	Provide support for developing a training and capacity building plan, with a focus on Community Led Total Sanitation (CLTS) approach to various stakeholders and oversee implementation of the same
6	Provide support for identifying various technological options suitable to geographical

TATA TRUSTS

	conditions for sanitation and solid and liquid waste management
7	Assist in data collection, management and analysis and feed into the decision support mechanism
8	Developing linkages and networking with various stakeholders such as the Government departments, Civil Society Organisations, corporates etc.
9	Support in use of social media and various communication channels for creating mass awareness campaigns for SBM (G)
10	Support in developing Standard Operating Procedures (SOP) for quality control, engineering supervision, ODF protocols etc.
11	Develop innovative methodologies and approaches for promotion of social entrepreneurship development and engage them with the SBM (G) value chain interventions

Candidate Profile:

The candidate should:

1. Possess a Graduation/ Post-graduation degree in Management/ Rural Development/ Social Sciences/ Liberal studies/ Economics.
2. Have work experience of a minimum of 2 years; preferably in handling any social / rural development and/ or government projects. Fresh graduates from premier management institutes with zeal to be a part of the nation-building movement may also apply.
3. Possess demonstrated capabilities of leadership and institutional development experience.
4. Possess the ability to innovate future strategies and deliver, in a challenging environment.
5. Have a good command of spoken and written English and local regional languages.
6. Possess excellent computer skills, interpersonal, analytical and writing skills and have the ability to work as a member of a team.