

**Uttar Pradesh Pro Poor Tourism Development Project**  
**TERMS OF REFERENCE**  
**Social Development Specialist at Technical Support Units in Agra and Mathura**

## **1. BACKGROUND**

The Uttar Pradesh Pro-Poor Tourism Development Project is being prepared by the Department of Tourism, GoUP with the World Bank support. The project aims to unlock the potential of Uttar Pradesh's unique heritage through pro-poor tourism development for selected inclusive growth and poverty reduction in asset-rich, but low income areas in the state.

The Project Development Objective is to increase tourism-related benefits for local communities in the Project target areas through:

1. Provision of basic infrastructure and facilities for tourists and local communities alike to enhance their experience and thereby extend their stay and expenditure in the selected destinations;
2. Formulation of integrated strategy for tourism growth, management, promotion, branding and improved interpretation of selected destinations;
3. Enhancement of tourism governance and systems in selected destinations and at state level;
4. Support to improved participation of local communities and entrepreneurs in the tourism value chain in selected destinations.

In terms of institutional arrangements for the project implementation, a State Project Coordination Unit (SPCU) has been established and fully staffed in the Department of Tourism, GoUP, in Lucknow.

At destination level, the existing Development Authorities, including the Agra Development Authority (ADA) and the Mathura-Vrindavan Development Authority (MVDA), are responsible for the project execution as Implementing Entities (IE). The TSUs will be supported by specialists to be hired by the SPCU and work as part of Technical Support Units (TSU).

The TSUs will function under the overall guidance of the SPCU. They will be housed in the respective Development Authority and report directly to the Divisional Commissioner and the Vice-chairman, as required as well as the Project Director at the SPCU.

The TSUs primary responsibility is to directly support the IEs through on-the-job technical support and training, in areas as diverse as contract planning, procurement and management, to supervision of civil works execution, support to coordination, communication and monitoring of the project investments and activities at subproject areas.

The TSUs are also the primarily responsible for monitoring all subprojects and activities under the project to ensure full compliance with the requirements of the Environmental and Social Management Framework (ESMF) as well as RAPs, SMPs, and EMPs, etc., from their planning to implementation.

## **2. SCOPE OF ASSIGNMENT AND DETAILED TASKS**

To ensure effective implementation of and compliance with the project's ESMF and provide guidance while supervising environmental issues during project implementation, the SPCU is hiring two fulltime Social Development Specialists to be based in the IEs in Agra and Mathura.

This ToR refers to the hiring of one Social Development Specialist. S/he will be responsible for ensuring that the project's social development goals are achieved by (i) addressing potential adverse social impacts resulting from the project implementation in an effective and timely manner; and (ii) mobilizing concerned community members and other key local stakeholders to participate and monitor the implementation of subprojects. S/he will primarily advise, supervise and support the Implementing Entities (IEs) in Agra and Mathura during the project implementation and will work under the guidance of the Social Development Specialist at the SPCU.

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The Social Development Specialist is responsible, but not limited, for the following:

- a. Support NGO and IEs in implementation of resettlement action plans (RAP) and Gender Action Plans (GAP) prepared under the project.
  - b. Assist NGO in conducting verification survey and preparation of micro plans.
  - c. Facilitate approvals of various social reports from Implementing Entities, the SPCU and the World Bank.
  - d. Ensure the implementation of social safeguard measures and guide NGO on policy issues and other social issues.
  - e. Ensure timely disbursement of Livelihood Assistance as per RAP in coordination with IEs.
  - f. Ensure a smooth transition during temporary shifting and/or relocation of shopkeepers/families/hawkers/vendors and other PAPs identified in subproject areas.
  - g. Facilitate NGO to establish linkages with the ULB and line departments to ensure that the PAPs have access to other public schemes available for socio-economic development, particularly targeted to vulnerable communities and households.
  - h. Coordinate with other line government agencies/departments/training institutes for convergence with relevant development schemes.
  - i. Coordinate with local financial institutions to facilitate credit access to PAPs, if required.
  - j. Coordinate with IEs to ensure that the RAP activities are implemented before start of civil works.
  - k. Proper file documents and records of disbursement of compensation, and other activities related to RAP and report to SPCU and World Bank, as required.
  - l. Jointly with NGO, properly inform PAPs on social issues and policies and eligibility for entitlements.
  - m. Assist in establishing a Grievance Redressal System at project target areas level, be part of grievance redress cell and review types of grievance and the functioning of grievance redress mechanisms by reviewing appeals at all levels and interviewing aggrieved PAPs.
  - n. Coordinate with various field level committees on behalf of TSU/IE.
  - o. Monitor RAP and SMP implementation through collection of relevant data and submit progress reports monthly and quarterly to the SPCU.
  - p. Visit subprojects' sites and meet the community/PAPs, as often as possible and required.
  - q. Coordinate with contractors to ensure that the observation of CSC (Construction Supervision Consultant) with respect to social issues are in compliance with SMPs and/or RAPs during construction.
  - r. Compile monthly/quarterly/and semi-annual report at TSU level for submission to the SPCU and the World Bank.
  - s. Based on available information facilitate NGO to collect and prepare baseline data on socio-economic indicators.
  - t. Assist in orienting NGO and ADA/MVDA staff on social safeguards.
  - u. Ensure that NGO and contractors adhere to the agreed time-plan during implementation.
  - v. Field-checking/verification of delivery of (i) preparation and adequacy of relocation of shopkeepers/hawkers/vendors etc. on identified subproject areas; (ii) timely distribution of livelihood assistance to identified affected people; (iii) facilitate NGO in formation of self-help groups; (iv) various trainings to SHGs, including process to be adopted for formation of SHGs, training needs assessment, selection of trainers, etc., (v) identification and rehabilitation (including assistance) of vulnerable groups in line with the project's entitlement framework; (vi) identification of alternative temporary relocation sites for PAPs; and (vii) relocation of PAPs.
  - w. Periodical updating of data on social issues including grievance redressal at subproject levels.
  - x. Advise IE/SPCU regarding possible improvements in RAP implementation.
  - y. Validate and sign off monthly progress report submitted by NGO and IE (Results of validation should come in the progress report).
  - z. Conduct social audit/consultation with PAPs to validate progress report and midterm evaluation.
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### **3. QUALIFICATION AND EXPERIENCE**

The qualification and experience of the Social Development Specialist shall be as follows:

#### **Minimum Educational Qualifications:**

- Master's Degree or equivalent in Social Sciences or MBA

#### **Relevant Experience:**

- Minimum 10 years of work experience in implementing R&R/ARAP/SMP in community based urban and/or rural development projects.
- Proven experience in similar assignments.
- Knowledge of the World Bank's safeguards guidelines, procedures and operational policies/directives.
- Proven understanding of SHGs, income generation/restoration schemes and experience in community mobilization and participatory management.
- Proven knowledge of land acquisition process in India.
- Proven experience in effectively assisting urban local and state governments in social management, including support to preparation of key technical documents and clearances from competent authorities.
- Experience desirable in tourism development and heritage management including natural, build and intangible heritage within a development perspective and in a participatory manner.
- Working computer knowledge.
- Strong communication skills in both Hindi and English.

### **4. PERIOD OF ASSIGNMENT**

The Social Development Specialist will be hired for a period of 36 months from the date of contract, to be reviewed based on performance and on mutually acceptable terms.

### **5. PLACE OF ASSIGNMENT, REPORTING AND OUTPUT**

Two Social Development Specialists will be hired and placed in the project Implementation Entities, one at ADA and another at MVDA offices in Agra and Mathura, respectively. The specialists should coordinate amongst them to ensure consistency of advisory support and quality of subproject implementation and make visits to different subproject areas as frequent and as required.

The Social Development Specialist shall report to the Implementing Entity (ADA and MVDA) and SPCU and shall provide outputs by way of monthly Social Monitoring Reports as per RAP & SMP and NGO's micro plan.

All reports shall be properly documented and maintained for annual audit.

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