

HIGHWAYS DEPARTMENT

TAMIL NADU ROAD SECTOR PROJECT II

INSTITUTIONAL CAPACITY ENHANCEMENT
AND ROAD SAFETY CELL (ICERS Cell)

**Consultancy Service to develop Road Safety
Awareness Program for School Children and to
implement the awareness program in Schools located
in Kancheepuram District**

Terms of Reference

January 2019

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Consultancy Service to prepare Road Safety Awareness Program for School Children and to implement awareness program in Schools located in Kancheepuram District

1. Background

The vision of the Highways Department is to increase the capacity, connectivity, efficiency and safety of the Highways system so as to enable balanced socio-economic development of all sections of the people and all regions of the state.

To improve the safety of road users, various initiatives are being taken by the Highways Department in coordination with Traffic, Health, Police and School Education Department.

Under the road safety initiatives, the Highways Department intends to engage a Consultant to prepare Road Safety awareness program for school children and to implement awareness program in Schools located in Kancheepuram District.

2. Site Appreciation

Kancheepuram District is situated on the north eastern coast of Tamil Nadu and is adjacent to Bay of Bengal and Chennai city. It is bounded in the west by Vellore and Thiruvannamalai district, in the north by Thiruvallur district and Chennai district, in the south by Villuppuram district and in the east by Bay of Bengal. It lies between 11° 00' to 12° 00' North latitudes and 77° 28' to 78° 50' East longitudes. The district has a total geographical area of 4393.37 Sq.Kms and coastline of 87.2 Kms. Kancheepuram, the temple town is the district headquarters. For administrative reasons, the district has been divided into 4 revenue divisions comprising of 13 taluks with 1137 revenue villages.

Kancheepuram is one of the ancient cities in Tamil Nadu. The Pallavas fortified the city with ramparts, moats, etc., with wide and well laid out

roads and fine temples. It is also called as a “Temple city”, as much religious monuments are till consociate with it. The city is connected to all adjacent cities by roads and railway. Since, this is having a tourist important, the vehicular movements are increasing day by day, and so that road safety is very essential in all levels

Kancheepuram district ranks 1st in the number of road accident fatalities in the state. Major National Highways NH48 and NH32 are passing through the Kancheepuram District. Kancheepuram has got about 700km of State Highways and Major District Roads. Considering the no. of fatalities, Kancheepuram district has been selected to implement District level road safety intervention taken up under TNRSP-II.

3. Purpose of the Consulting Services

To prepare Road Safety Awareness Program for School Children and to implement awareness program in Schools located in Kancheepuram District.

4. Objectives

The objectives of the consulting service are

- 4.1. To assess the road safety awareness requirement of school children in Kancheepuram district
- 4.2. To prepare Road Safety Awareness Program (RSAP) for School in Rural / Sub Urban areas Children in Kancheepuram District including content of awareness material, type of awareness, periodicity of campaigns etc.,
- 4.3. To carry out the pilot study of RSAP to test and finalize the content of the Awareness campaign
- 4.4. To carryout Road Safety awareness campaign in Kancheepuram District as per approved RSAP.
- 4.5. To recommend the client a sustainable plan to ensure awareness among School Children about Road safety.

5. Scope and Tasks

5.1. TASK 1: Preparation of “Road Safety Awareness Campaign Program”.

- 5.1.1. Kancheepuram Educational District has got 4 Administrative zones, namely, Tambaram, Chengalpattu, Kancheepuram and Maduranthagam. About 2610 numbers of schools are there in Kancheepuram district which falls in the following category: Government, Government Aided and Private Schools. The schools can be further classified based on the education level which is primary, secondary and higher secondary.
- 5.1.2. The Consultant shall collect list of school, location etc., from the School Education Department.
- 5.1.3. The Consultant shall identify and visit at least 1 school from each category, for the all different level of education **in each zone** in consultation with the School Education Department. The Consultant thus has to visit 36 numbers of schools for the entire district. The above 36 schools will be called as Pilot schools.
- 5.1.4. During the visit the Consultant will assess the requirement of awareness for each zone based on the location, road network, target student population, teachers, facilities available at school, institutional arrangement available at schools, type of road accident occurred near school zone etc.
- 5.1.5. Consultant shall also study the various other awareness program conducted at schools like Hand wash campaign, Swatch Baharat etc., and assess the institutional arrangement for sustaining the campaign program and Monitoring& Evaluation mechanism used for various campaigns.
- 5.1.6. Based on the assessment, Prepare a **“Road Safety Awareness Campaign Program”** incorporating type of activities/ campaigns, cost estimate for each activity/ campaign, resources required, time period, periodicity, institutional arrangement, Monitoring& Evaluation mechanism, sustainability etc..
- 5.1.7. The Consultant shall develop, design and prepare various awareness materials like posters, pamphlets, boards, symbols, group activities, in-house training / workshop, rallies, Monitoring and Evaluating Indicators etc.,

5.1.8. The Consultant shall prepare content for Road Safety Awareness Campaign Program for each of the activity proposed by the Consultant. Awareness campaign shall include the following but not limited to:

- i. Distributing Road Safety rules, symbols, charts to be used for Schools
- ii. Workshop/ in-house training for Teachers / Students
- iii. Demo program for students/ Teachers
- iv. First aid boxes to Schools
- v. Conducting various group activities
- vi. Creating road safety activity group
- vii. Conducting Road Safety awareness rally
- viii. Distribution of Flyers / Pamphlets
- ix. Preparing Road Safety Awareness video and Audio
- x. Road Safety Awareness Boards/ Display units.
- xi. Visiting Road Safety Parks.

5.1.9. Implementation of “Road Safety Awareness Campaign Program” in Pilot Schools.

The Consultant shall conduct/ implement the Road Safety Awareness Program as prepared through School Education department in all the 36 Pilot schools.

The Consultant will identify any shortcomings in the program during its implementation in the Pilot schools. The Consultant shall address the identified shortcomings and submit the final Road Safety Awareness Campaign Program.

5.2. Task 2: Implementation of “Road Safety Awareness Campaign Program”

5.2.1. Identify schools to implement Awareness campaign

The Consultant shall identify 10% i.e. 261 of the total number schools in the district to implement the “**Road Safety Awareness Campaign Program**”. The schools shall be identified in consultation with the Education Department.

- 5.2.2. The Consultant shall carryout awareness campaign through the institutional arrangement of schools as per the approved “Road Safety Awareness Campaign Program” in the above identified schools. The Consultant will notify well in advance, say one month or so, its schedule for dissemination of awareness program. “Final Road Safety Awareness Campaign Program Implementation Report” has to be submitted at the end of the Campaign.
- 5.2.3. Sustainability: One of the objectives of the services is to create sustainable awareness & education. To achieve this, as part of its campaign the Consultant will include a training program for a small group of volunteers from each of the 261 schools. The number of volunteers to be decided in consultation with the Education Department. In the First training session, the group will be trained. In its second training session, these groups will carry out the campaign along with the Consultant in other schools. In times to come, it would be expected from these groups to campaign independently. The training of the Volunteers may be taken up before the commencement of the awareness program at schools, so that the volunteers could accompany the Consultant at the time of the campaign at other schools.
- 5.2.4. Monitoring & Evaluation (M&E): M&E is very important to measure the effectiveness/success of the campaign. The Consultant shall come up with a list of indicators to be monitored and evaluated. The list to be included in the Draft Road Safety Awareness Campaign Program Report under Task 1. Impact assessment surveys to be held during and after the campaign at least at four schools per zone and data shall be analyzed and reported in the Final Road Safety Awareness Campaign Program Implementation Report.
- 5.2.5. The Consultant shall provide Management support to CEO, Kancheepuram in implementing the Road Safety Awareness Campaign. Consultant shall include all cost associated with Management support in financial proposal. Cost associated with

Road Safety Awareness Campaign will be borne by the client.
This cost is not included in the quoted price.

5.2.6. The Consultant shall report to CEO, Kancheepuram.

6. Deliverables timing and payment Schedule

Sl.No.	Description	Period from Date of Commencement
Task 1	Preparation of "Road Safety Awareness Campaign Program"	6 months
Task 2	Implementation of "Road Safety Awareness Campaign Program"	6 months

S.No	Deliverable	Timing	Payment on approval % of contract price
Task I			
1.	Inception Report	Within 15 days	10 %
2.	Draft Road Safety Awareness Campaign Program including content of awareness material	3 rd Month	20 %
3.	Pilot study report	4 th Month	10%
4	Draft Final Road Safety Awareness Campaign Program	5 th month	5%
5	Final Road Safety Awareness Campaign Program	6 th month	5%
Task II			
6	Implementation of Road Safety Awareness Campaign Program	Continuous 7 th month to 12 th month	30% on Pro-rata basis
7	Final Road Safety Awareness Campaign Program Implementation Report		20%

The Consultant shall submit 10 copies of report to client. All reports will be placed before the Review Committee for review. Payment will be made only upon approval of Review Committee.

7. Key Personnel and Expertise requirement

- a. The Consultancy firm should have adequate experience in awareness campaign for School Children about any of the Government initiatives. Experience in Road Safety awareness is desirable. The firm should have successfully completed similar awareness campaign at least one assignment in Tamil Nadu.
- b. The Consultant shall deploy suitable qualified personnel experience in awareness program among School Children

Key- Experts

1	Team Leader	One number	12 man months
2	Communication expert	One number	6 man months

Sub-key Experts

1	Field Officer	One number	12 man months
2	Assistant Field Officers	Two number	6 man months

The Consultant should make their own determination of (a) nature of inputs required to perform these services and (b) need to engage other additional supporting staff. The cost of the same shall be included in the financial proposal.

8. Qualification & Experience

Sl.No.	Position	Education qualification	Experience	
1	Team Leader	Graduate,	10	Experienced in creating

Sl.No.	Position	Education qualification	Experience	
		With Specialization in sociology/visual communication or other related field	years	awareness program in Government projects, organizing school level competitions, exhibition, campaign etc., experience in road safety awareness is preferable.
2	Communication expert	Graduate with , Specialization in media/visual communication or other related field	7 years	Experienced in creating awareness program in Government projects, organizing school level competitions, exhibition, campaign etc.,
3	Field Officer	Graduate,	7 years	Experienced in creating awareness program in Government projects at schools, organizing school level competitions, exhibition, campaign etc.,
4	Assistant Field Officer	Graduate,	5 years	Experienced in creating awareness program in Government projects at schools, organizing school level competitions, exhibition, campaign etc.,

9. Review Committee

The Consultant's main output/deliverables will be reviewed and approved by Review Committee.

1	Superintending Engineer, TNRSP II, Chennai.
2	Joint Director, School Education (NSS), Chennai
3	Superintending Engineer, ICERS Cell, Chennai
4	Chief Educational Officer, Kancheepuram
5	Divisional Engineer, C& M, Chengalpattu
6	Special invitee (with Road Safety Knowledge)

10.Location

The Services shall be delivered in Tamil Nadu i.e., Chennai and Kancheepuram Districts.

11.Facilities and Services provided by the client

1. The available information/data about schools in Kancheepuram district as provided by the School Education Department will be shared to the Consultant. The Consultant will be responsible for the translation of document to process the data
2. The Client will not provide any office, Transport, accommodation or above logistic supports. The Consultant shall make his own arrangements for all.

12.Accommodation and operational support Resources

The Consultant shall be required to ensure the necessary operating resources and supplies etc., for their requirement during performance of the services. Consultants are therefore advice to make appropriate facility in financial part of their proposals of office facilities, resources and supplies etc.

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