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About NCVBDC:

The National Center for Vector Borne Diseases Control (NCVBDC) under Dte.GHS, MoHFW, GoI administers an umbrella programme, namely, National Vector Borne Diseases Control Programme (NVBDCP) for prevention and control of vector borne diseases namely Malaria, Japanese Encephalitis, Dengue, Chikungunya, Kala-azar and Lymphatic Filariasis. Out of them three diseases namely, Malaria, Lymphatic Filariasis and Kala-azar are targeted for elimination.

Under the Grant Cycle 7 (2024-27), of Global Fund to Fight AIDS, Tuberculosis and Malaria (GFATM) supported Intensified Malaria Elimination Project-3 (IMEP-3), selection of NGO-SR at National level for HR and SBCC activities is a budgeted activity for which PCI India has been selected as NGO-SR.

- (i) The NPMU will be a team of technical experts in the areas of malaria control, training and capacity building, monitoring and evaluation, enhanced monitoring and smooth implementation of IHIP, SBCC, and information and technology, and finance.
- (ii) Strengthening of IEC/BCC /SBCC activities, IEC/ SBCC campaign would play a vital role for community awareness, involvement & participation. The NGO SR will develop need-based State strategies & plans, with local innovations to reach all relevant groups through most appropriate channels, materials and tailored activities to address local needs in line with the local culture. Newer technology will be tapped into with extensive multimedia approach with specific messaging and interventions to reach out to target populations, including virtual platforms, to achieve malaria elimination and sustain thereafter. Innovative interventions, besides advocacy with all concerned stakeholders, would include developing mass campaigns to address different aspects of malaria prevention, control and elimination.

About PCI India:

PCI India, a registered Indian society, has been working in India for the past 26 years. We drive interventions to transform the lives of communities at scale by solving complex development problems. Our footprint is in 202 Districts of 15 States of the country.

Vision – A happy, healthy, safe and a sustainable world for all.

Mission – Rooted in community realities, we co create and scale sustainable solutions to complex development problems.

About the Position

National Consultant-IEC/BCC

Number of Position-01

Location- NCVBDC-Delhi

Purpose: To support NCVBDC for effective implementation of GFATM supported Intensified Malaria Elimination Project (IMEP-3) in various States at different levels (National/State/District/Sub-district). The position, based at NCVBDC, would play a critical role in evidence-based decision making at various levels to bring efficiency and effectiveness in the Programme and in bridging the gaps between planning and

implementation of effective and efficient IEC / BCC strategies in all States/UTs to facilitate and sustain malaria elimination in the country.

Job Responsibilities:

- To supervise, monitor and support State/District Consultants in carrying out IEC/BCC activities as per strategic plan to understand the knowledge, awareness, beliefs and practices related to malaria prevention and control; barriers; and adoption of appropriate practices at individual/family/community levels for community mobilization and partnership.
- To supervise and monitor HR at various levels, analyse their monthly activity reports including LQAS reports on the behavioural aspects which affect the health seeking attitudes (especially malaria) of the communities and provide feedbacks to them.
- To coordinate, supervise and facilitate the State/District teams, NGO SRs engaged in devising/implementing IEC/BCC plan and communication strategies for the country in the context of Malaria and other VBDs including problem-solving, course correction, as required, to ensure effective implementation of the project/ programme.
- To develop and facilitate implementation of strategies to involve the panchayats, local NGOs, Mahila Mandals, SHGs and other community groups including indigenous people's awareness development plan in tribal areas to ensure community participation.
- To strengthen the social research aspect of the project/programme. he/she will suggest modalities of incorporating the findings of social research into the programme to assess effectiveness of different media and identify effective media.
- To coordinate, support and develop creative graphics and contents suitable for social media such as Facebook, You Tube, Twitter, etc. at National and State/District level, at the programme website and other social media platforms, including writing, editing and preparing stories and social media messages.
- To support, supervise, monitor and facilitate State/District VBDCPs in designing BCC/social mobilization strategies as well as activities/campaigns that will have reach and impact on the behavior change. Develop content for IPC (Flip Chart, Flash Cards, etc.), Group Counselling (Charts and Pictorials), Social Mobilization (Haat, Mela, Folk Media, Festivals, important days), Programme Communication (audio and video scripts and lyrics etc.), Advocacy (Media, PRI etc.)
- To coordinate and support other teams at NCVBDC, other Regional & State partners, media agencies, partner organizations, and field staff for harmonized planning, implementation and monitoring of different BCC activities/campaigns so as to develop quality outputs, provide thrust and desired results in behavior change.
- To undertake training/capacity building of NCVBDC & other healthcare staff at National, State, District and Sub-district levels, online as well as in-person; and to develop, test and finalize training material and modules, as required.
- To exchange critical and technical information, monitor/ resolve/ support BCC/ social mobilization related issues, and ensure results are achieved as planned.
- To compile the Annual report of IEC/BCC/ social mobilization related activities undertaken in the States.
- To undertake field visits in States/UTs/Districts (at least 10 days a month) to analyze the situation, monitoring the implementation of IEC/BCC activities, finding gaps and take corrective actions accordingly, in a manner that maximizes coverage of health facilities/villages and effective utilization of resources.

- To document and disseminate best practices, strategies, achievements, learning etc. of the Malaria Elimination Programme through publication and organizing dissemination workshops, meetings, special events, etc.
- To ensure that the developed products and strategies are customized for vulnerable population especially tribals.
- To undertake any other task assigned by the Reporting authority.

Qualifications and Experience

Position	Qualification & Experience	Remuneration per month
National Consultant- IEC/BCC	Post Graduate degree in Mass communication/ Journalism/ Social sciences/ Development studies or relevant field from a recognized university with demonstrated understanding of Social & Behavior Change Communication (SBCC) and research with at least 5 years' relevant work experience such as designing SBCC materials, implementing IEC/BCC campaign in state organizations/ NGOs in Public Health at State or National Level. Desirables- • Experience of working in large scale development programmes/ National Health Programmes and international bodies, private organizations or corporate sector. • Knowledge and skills in managing government health projects.	Rs 1,25,000 – Rs 1,50,000

Skills required-

- Computer proficiency with commonly used softwares/ packages like MS Word, Excel, Power Point & Web surfing.
- Sound knowledge of IT-based platforms on knowledge sharing.
- Excellent communication (oral and written) and presentation skills, analytical and interpersonal abilities.
- Demonstrated ability to work in a multi-disciplinary team environment.

Nature of appointment: The appointment will be on contract basis initially for one year and thereafter extendable annually (or specified period) on the basis of performance appraisal (to be assessed for work output, personal attributes, functional competency etc.)

Reporting: Reporting will be to Nodal Officer, GFATM under the overall supervision of Director, NCVBDC

Age: Upper age limit is 45 years and ready to travel extensively.

Rescission: Either party can terminate the contract by giving one month's notice in writing

Selection: Selection and appointment shall be carried out through advertisement followed by written test/interview, if short listed.

How to apply:

Interested candidates can apply for the position by using the link on following websites: NCVBDC, NCDC, PCI India, DevNet & LinkedIn. Last date of application is 29th December 2025.

<https://www.pciglobal.in/jobs/national-consultant-iec-bcc/>

PCI is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct.