

Integrated Rurban Development and Climate Resilience Project (IRDCRP)

ICT/IEC Specialist – Category C

Terms of Reference (TOR)

01. Introduction to the Project

The Integrated Rurban Development and Climate Resilience Project (IRDCRP) is implemented under the Ministry of Agriculture, Livestock, Lands & Irrigation and jointly funded by the Government of Sri Lanka (GOSL) and the World Bank (WB). The IRDCRP is a five-year development project (2025–2030) with a total investment of US\$ 103 million. The project has been designed to uplift small- and medium-scale holdings in agriculture, livestock, fisheries, and plantation for addressing critical gaps along the value chain from farm to folk. Its primary objective is to enhance productivity, competitiveness, and climate resilience in agri-food production within project areas, thereby empowering rural communities, strengthening food security, and ensuring sustainable growth for the nation.

The project objective is to improve climate resilience of farmer families and productivity of irrigated agriculture in selected climatically vulnerable Hot-Spot Areas in Sri Lanka. This will be achieved through increased adaptation of climate-resilient agricultural practices and technologies, and increased access to markets in targeted smallholder farming communities. Project beneficiaries will include smallholder farmers, producer organizations, and agribusiness entrepreneurs who will benefit from improved and modernized irrigation, drainage and flood protection systems; adoption and dissemination of advanced CSA technologies on high efficiency irrigated agriculture techniques and practices; agriculture diversification; and improved market access.

02. Job Summary

The responsibility of the IEC/ ICT Specialist is twofold. One is he has to take the full responsibility of designing the overall Information, Education and Communication campaign for the project and implement it with the PMU at the national level and at the provincial, district, divisional and community level to make stakeholders including political and administrative authorities aware of the Project concept and procedure. The next one is to design and implement a ICT framework for the project collaboration with the M&E Specialist. S/he will take the responsibility of sharing information with the stakeholder agencies and the beneficiaries as well. He/she will assess the need for information, and fill the information as

well as the communication gaps to implement the project with full participation of the all stakeholders.

03. Duties and Responsibilities

As per the project requirement priority will be given for the **Information Communication Technology (ICT)** position.

Information Communication Technology (ICT)

- Continue to engage and operation and maintenance of MIS and ICT systems designed and implemented by the projects
- Develop a set of strategies to empower farmers in the project area by providing better access to improved agricultural technologies, effective production strategies, markets, banking and financial services.
- Develop a plan to make positive attitudes among farmers to use ICT by training programmes through Farmer Business School.
- Encourage the use of ICT tools in farmer communities, by some measures such as: ICT development of infrastructure, training and ICT tools use towards small holder farmers for setting market information.
- Introduce an information Kiosk in each of the ASC enabling farmers to obtain vital agricultural related information such as seasonal variabilities in whether patterns, deterioration in soil conditions, sporadic climate events such as drought, floods and pest and disease outbreaks etc. to take timely decisions.
- Organise training programmes for farmers to make use of ICT to meet their agricultural information needs to achieve agricultural productivity.
- Develop a farmer's crop database at ASC wise including type of crops, size of cultivating areas, period of cultivating, time of harvesting and yield with the support of Agriculture Extension Specialists both in PMU and the DPD offices and with the Climate Smart Agriculture Officials.
- Introduce a user-friendly app to young farmers and young members of the farmer families with support of the ICT section of the MoA and the Agri-Business and Market Development Specialist to access to timely information allowing them to sell their products at higher prices.
- Facilitate to develop and maintain a web site for the IRDCRP, which is accessible to all stakeholders.
- Coordinate and monitor communications between target recipients and project staff.

- He/she will report to the Project Director.
- Other duties as assigned by the Project Director.

Information, Education and Communication (IEC)

- Continue operation and maintains of Media for the project activities through U-tube and social media work to introduce and give wide publicity to IRDCRP
- Design an overall strategy for the IEC campaign with appropriate methods suit to national, provincial, district, divisional and community levels.
- Assess IEC needs of the project and design and develop appropriate IEC materials such as audio-visual, educational (posters, leaflets and pamphlets etc. in local languages to be used in the campaign.
- Make a comprehensive plan to implement the IEC campaign throughout the project period commencing from designing stage of the project.
- Publish a quarterly news bulleting to disseminate knowledge of the project.
 - * Maintain a good rapport with both electronic and print media institutions to obtain their support to implement the IEC campaign.
 - * Ensure that all stakeholders are well aware of the project policies and procedures and participate in the project design, implementation and monitoring process effectively.
 - * Act as the key responsible person for providing all information of project to stakeholders and other outside parties.
 - * Organise lessons learned fora both at national and provincial level appropriately once in a year to share both positive and negative lessons with stakeholders.
 - * Monitor and evaluate IEC/ICT activities and suggest necessary changes if required for modification.

Skills for the post

- Excellent working knowledge of English, both verbal and written; Fluency both written and verbal in Sinhalese/Tamil
- Specialized training or certificate in construction or civil/ structure World Bank funded projects will be an advantage.
- Experience with the World Bank or similar projects is preferable.
- Experience working on development and management of projects
- Managerial, leadership and staff motivation.
- Financial management and administrative skills.

- Data analysis and report writing.
- Be able to use the MS Office package (Word, Excel and Power Point)
- Problems Solving / Coordination Collaboration.
- Excellent communication and organization skills.
- Have the ability to take a strategic view of the results to be delivered and to conceptualize how the IRDCR project can fit into the overall development objectives in the project area.
- Ability to work under pressure and work extra hours when required.

04. Category C - Basic Qualifications and Experience Required

(1) or (2) below.

01. A Bachelor's Degree in the relevant field.

and

A Postgraduate Degree (Masters) Qualification in the relevant field/ An Associate Membership or a similar professional qualification obtained from a recognized professional body in the relevant field/ A membership of Professional Computing Association and Certification related to Computing and Project Management (For IT Specialist).

with

At least 08 years of experience in the relevant field at a managerial level.

02. Class I officer of a government All-Island Services or a similar status in the relevant field.

and

A Postgraduate Degree (Masters) Qualification in the relevant field.

with

At least 02 years of experience in the Class I post or a similar status in the relevant field.

05. Travels to Project Areas

Require to travel project implementation areas when required

06. Duty Station

PMU at Colombo/Battaramulla