

Terms of Reference for the

Executive Director, Capacity Building IEC and Grievance National Health Agency

BACKGROUND

The Ayushman Bharat – National Health Protection Mission (AB-NHPM) aims to provide health coverage to over 10 crore poor and vulnerable families for an annual benefit of Rs. 5 lakhs per family per year on a floater basis. The Scheme, when implemented, shall be one of the largest risk pool in the world in terms of a beneficiaries covered. The Scheme has the following objectives

1. Increased financial protection for the covered population
2. Improved access to quality healthcare services to the covered population

In this aspect it is one of the key instruments to make India progress on the path of Universal Health Coverage. The Scheme functions through strategic purchasing of secondary and tertiary healthcare services from public and private providers to improve the efficiency and outcomes of the Scheme. At implementation level, the Scheme shall be a cooperated effort between State and Centre with funding from the Centre to State in the specified ratio and implementation by the State.

Institutional Mechanism:

Institutional mechanisms have been developed for district, state and central levels and it would be critical to engage right expertise at each level to deliver on the objectives of AB-NHPM:

- At Centre, a dedicated National Health Agency (NHA), headed by a full time Chief Executive Officer (CEO), has been set up to facilitate implementation of AB-NHPM in the form of a Society.
- States/ UTs advised to implement through a dedicated entity, State Health Agency (SHA). They can either use an existing Trust/ Society/ Not for Profit Company/ State Nodal Agency (SNA) or set up a new entity to implement the scheme.
- Responsibility of implementing AB-NHPM shall lie with States. They can choose preferred mode of implementation which can be either through Insurance Companies, Trust or a mixed approach.

In order to facilitate the effective implementation of the AB-NHPM, NHA seeks to set up an institutional framework to support State Governments in the day-to-day operations of the scheme. As part of the framework, NHA has proposed to recruit Executive Directors for different verticals under the

Scheme. This TOR, specifically focuses on hiring of Executive Director, Capacity Building, IEC and Grievance.

ROLE AND RESPONSIBILITY

The Executive Director will be in-charge of Capacity Building, IEC and Grievance Division and under NHA including planning and executing internal and external communication strategies for NHA as per AB-NHPM guidelines.

IEC

- S/he shall support the SHA in all IEC, training and public relations related aspects of and any other health insurance scheme planned by the ministry and/or state. This will require co-ordination of technical inputs from other experts of the NHA and co-ordination with all the States/UT's and the Programme Divisions of MoHFW.
- S/He will be responsible for ensuring development of a sound communication strategy for various phases of the scheme, for mass media and IEC to reach out to the intended beneficiaries effectively, which includes development of various guidelines, policy documents, etc.
- Ensuring development of media plans for mid and mass media campaigns; advise on the appropriate mix of materials to be developed as per the specific request for the communication campaigns and facilitate creating prototypes / artworks for the same
- Review available formative research to develop, guide the development/modification/adaptation of the communication materials
- Manage and oversee the work of agencies contracted for the development of communication campaigns / materials, if needed. This includes guiding as well as overseeing aspects related to creative content development / treatment, graphic design and layout
- Guide in developing and evaluating feasibility, efficiency and quality of IEC materials, support the states in developing conducting awareness raising campaigns, events, information dissemination workshops, etc. for target groups.

Capacity Building

- Ensuring development of capacity building strategy for all stakeholders of scheme.
- Support NHA in devising a suitable training and orientation work plan for various stakeholders at the National State and district level including field functionaries under AB-NHPM so that the implementation of the scheme can be improvised

- Guiding NHA in creating partnerships with national /regional/ state level institutes for support in training of various stakeholders under AB-NHPM.
- Ensure that trainings materials are prepared and trainings are conducted as per the strategy.

Grievance Management

- S/He will be responsible for the grievance management under AB-NHPM. This includes ensuring setting up of respective Grievance Redressal committees at District, State and National level.
- Responsible for disposal of grievances received at NHA or escalated at NHA level
- Monitoring of disposal of grievance at State and district level and supporting States in managing grievances including development of guidelines and implementation, etc
- Guide the setting up of a feedback mechanism to provide a voice to the grievances of the beneficiaries and other stakeholders, including supporting the call centre management along with IT and Operations Division.

Other Tasks

- Guide and lead the Advisors and Consultants working in the capacity building and IEC division as well as ensuring continuous coordination with the other divisions under NHA.
- Guide implementation of scheme in the states through the team in NHA as per the issued policy documents and guidelines.
- Provide continuous technical support to SHAs in all the states for the implementation of the scheme.
- Mentor/coach, develop, and co-ordinate the working of NHA consultants. Co-ordinate with States to facilitate technical inputs and timely information required to further the goals of AB-NHPM.
- Involve and engage in various committees and sub-committees and various other supporting International development Agencies.
- Maintain official records, documents, files, and ensure compliance with government regulations and systems
- Undertake monitoring visits to the states and support the state government for the various issues in monitoring evaluation and fraud and abuse control under the scheme.
- Undertake any other assignment / responsibility given by MoHFW / NHA.

ELIGIBILITY AND QUALIFICATIONS

Essential:

- In case of existing Government officer, an officer of the rank of Joint Secretary/ Director or equivalent in the Government of India/ their respective cadres or Special Secretary/ Secretary to the State Government. In case of a non-Government person s/he shall be PhD or post graduate in mass communication, journalism, public relations, social work, management or an equivalent discipline from a recognized institute/university with a minimum of 15 years of post-qualification work experience of which at least 10 years is in a leadership position.
- Excellent communication, writing & presentation skills, analytical and interpersonal abilities, fluency in English and Hindi and/or any Indian Language
- Demonstrated ability to work in a multi-disciplinary team environment.
- Capacity to effectively co-ordinate and partner with different levels within Central and State Governments, academic and research institutions, civil society, International development Organizations & other stakeholders for the implementation of government public health programmes.

DESIRABLE:

- Proven track record to lead public health programs / health insurance schemes in the capacity building, IEC/awareness generation of various schemes and assist National and / or State Governments with various forms of policy making, development of various guidelines for the implementation of Public Health Programmes.
- Demonstrated experience in planning and strategy development, demonstrated experience in capacity building/ IEC related to health programme.

REPORTING:

Executive Director will report to CEO of NHA through Deputy CEO of NHA.

Location: New Delhi with requirement of extensive travel to states & districts. Travel could be up to 40% of time in a month.

Remuneration Range: As per Government rules or experience and knowledge of the candidate.

Contract Tenure: this position will be on a contractual basis for 3 years, subject to renewal on case to case basis