

EXPRESSION OF INTEREST

Date: March 07, 2017

Name of Country : India
Name of Project : Kerala State Transport Project (KSTP) – II – Road Safety Capacity Building and Program Management under the assistance of the World Bank
Services : Expression of Interest (EOI) for selection of Consultants for the Technical Support Group, Kerala Road Safety Authority (KRSA)

The United Nations Decade of Action for Road Safety, 2011 – 2020, has identified road deaths and injury as one of the world's greatest injury challenges. More than 1.2 million people die around the world each year from road crashes. In India, more than 140,000 persons die each year from road crashes and in Kerala, the annual loss of life totals more than 4,000. In this context the State Government intends to strengthen the Technical Support Group forming the KRSA Secretariat with professionals interested in Road Safety to augment the Road Safety activities undertaken by the KRSA.

The Kerala Road Safety Authority is looking for five professional staffs on contract, initially for three years, to build its capacity and that of its partner organizations to reduce road trauma. An Executive Director and 4 Director level and expert positions are to be filled as part of a technical support group to support the KRSA and other road safety agencies, commencing with a Road Safety Demonstration Corridor Project, as well as developing Kerala's capacity to improve road safety policy and performance across the whole State.

The KRSA is looking for enthusiastic, innovative men and women who are keen to build a career in the emerging discipline of road safety and to work with Police, Public Works, Motor Vehicles, Health, Education departments and many other stakeholders to make a great difference to the Kerala community. In this regard, applications are invited for recruitment to the following posts in KRSA:

1. Executive Director, Road Safety, KRSA
2. Director Road User Safety
3. Director Government Support and Community Liaison
4. Director Data Analysis & performance monitoring
5. Director Campaigns and Public Relations

Interested applicants can refer to www.keralapwd.gov.in for detailed Job Descriptions along with details of required qualification / experience for the above mentioned positions.

Interested applicants need to submit their curriculum vitae, along with a one pager stating why he/she should be considered for the respective position, in a sealed envelope clearly superscripted as "**Application for the post of <Position Name> in Kerala Road Safety Authority**" addressed to the notice inviting authority mentioned below.

Consultant will be selected in accordance with the procedure set out in the World Bank's guidelines "Selection and Employment of Consultants by Bank Borrowers" of January 2011

Interested consultants may obtain further information at the address below:

The Project Director,
Kerala State Transport Project,
T.C. 11/339, Sree Bala Building, Keston Road, Kowdiar P.O.,
Thiruvananthapuram – 695003.
TelNo.: 0471-2318985/8946
E-mail: cepmtkstp@gmail.com
Website: www.keralapwd.gov.in

Expression of Interest must be delivered to the address given above by not later than 17.00 hours on 25th March, 2017.

Sd/-
PROJECT DIRECTOR

Annexure-I: Position Descriptions

1. Technical Support Group Staff

1.1. Executive Director, Road Safety, KRSA

Name of position	Executive Director, Road Safety, KRSA
Reports to	Road Safety Commissioner
Qualification	<ul style="list-style-type: none"> • Ph.D in Transport Economics / Transport Planning / Economics / Public Administration & Planning / Sociology / relevant discipline OR • Post graduate Degree in Civil Engineering / Road Safety / Mechanical Engineering / Project Management / relevant engineering discipline • Professional accreditation (Eg. PMI Certifications etc.) is desirable
Experience / Skills	<ul style="list-style-type: none"> • Minimum experience of 15-20 years in relevant fields • Experience in liaising with government and non-government stakeholders. • Ability to manage large institutional engagements on development and implementation of road safety, public health and/or similar programs. • Experience in developing and implementing public policies, strategies and programmes. • Experience of managing large teams and demonstrated leadership skills with an ability to coordinate with diverse stakeholder groups.
Salary	INR 1lakh
Roles and Responsibilities	
<ul style="list-style-type: none"> • Assess needs in the road safety scenario for Kerala - including gap analysis, formulate project requirements, evaluate project proposals & make 	

recommendations for implementation.

- Convene and chair regular meetings of the Kerala Road Safety Authority (KRSA) Management Group and prepare reports and recommendations from the Management Group to the KRSA Executive Committee.
- Coordinate expertise within the KRSA to inform and advise the Management Group and component departments about critical road safety issues, evidence based countermeasures and opportunities.
- Establish Technical Working Groups with other Departments through the Management Group and chair as required.
- Obtain technical assistance and support for KRSA operations as necessary, including identifying training needs and providing for these.
- Prepare project management plans for the key KRSA activities in consultation with the Management Group and relevant stakeholder agencies.
- Work with relevant agencies to determine and coordinate their proposed actions and timings key initiatives and identify gaps and issues relating to planned actions which will impact planning or delivery.
- Use information provided by the Director, Data Analysis and Performance Monitoring, Traffic Police etc to identify road safety trends at local, District and State levels as required and report to the Road Safety Commissioner, KRSA Executive Committee and Management Group.
- Identify urgent actions needed to address key unsafe behaviours, peak travel periods or increases in road traffic accidents in specific locations.
- Provide ongoing feedback to the agencies on their progress.
- Any other responsibilities as required.

1.2. Director Road User Safety

Name of position	Director Road User Safety
Reports to	Executive Director, Road Safety, KRSA
Qualification	<ul style="list-style-type: none"> • Post Graduate degree in Road Engineering / Mechanical Engineering / Statistics / Sociology / Psychology / Transportation Planning • OR • • Ph.D in sociology, psychology, road engineering, medicine or relevant field •
Experience / Skills	<ul style="list-style-type: none"> • 10 – 15 years of experience in psychology, public health or similar field. • Demonstrated Expertise in social research design and application of findings on policy and program. • Ability to provide expert advice at senior level and negotiate and influence key stakeholders. • Ability to build and maintain effective working relationships with internal and external stakeholders. • Ability to develop the knowledge to provide expert advice on road rules, regulations and legislation in relation to road safety. • Demonstrated ability to manage priorities, meet deadlines, work independently and schedule competing work demands. • Sound knowledge and experience of IT Software packages. • Demonstrated skills and understanding of data integration, analysis, reporting and monitoring.
Salary	<ul style="list-style-type: none"> • INR 75,000
Roles and Responsibilities	
<ul style="list-style-type: none"> • Identification of behavioural sociological factors and formulation of input strategist to enhance effectiveness / efficacy of projects. 	

- Collect and analyse data and information to inform the Executive Director, and the KRSA Management Group of evidence based opportunities to improve road user behavior and reduce road trauma in Kerala.
- In consultation with the Director, Data Analysis and Performance Monitoring, collect and analyse social research, crash, injury, offence and other data and information to set priorities and develop strategies to improve road user behaviour.
- In consultation with the Director, Data Analysis and Performance Monitoring, develop a Road User Monitoring and Evaluation framework to track trends in key road user behaviours and assess the impact of the implemented programmes on behaviour and crashes.
- Provide specialist advice on identification, development and implementation of integrated and targeted road safety countermeasures, policies, and initiatives to reduce the crash risk for road user groups.
- Work with key agencies to identify evidence based road safety initiatives to enhance the safety benefits of road rehabilitation projects.
- Review and develop strengthened policies for deterring unsafe road use behaviour.
- Assist the Executive Director to ensure that policies are aligned with the strategic priorities of the KRSA.
- Advise relevant government departments on recommended changes to existing policy and processes to improve road safety outcomes.
- Assist the Executive Director in negotiations with senior management, external stakeholders and other government agencies that influence successful road user behavior outcomes.
- Monitor and review road rules, regulations and legislation to improve effectiveness.
- Identify beneficial legislative and regulatory changes and advocate their adoption to KRSA to support improved road safety outcomes at state level.

- Ensure new or strengthened regulations and legislations adopted (by government) are effectively implemented to achieve high compliance.
- Develop road safety behaviour knowledge and share this with other KRSA colleagues, Heads and staff of Road Safety Cells and beyond the KRSA.

1.3. Director Government Support and Community Liaison

Name of position	Director Government Support and Community Liaison
Reports to	Executive Director, Road Safety, KRSA
Qualification	<ul style="list-style-type: none"> • Post Graduate degree in Social Work or any relevant field. • Knowledge of Malayalam is mandatory including proficiency in reading and writing.
Experience / Skills	<ul style="list-style-type: none"> • At least 10 years of experience in a role which includes media and/or community liaison roles is desirable. • Ability to identify politically sensitive matters and address where appropriate. • Ability to build and maintain effective working relationships with internal and external stakeholders. • Demonstrated ability to provide advice and engage with the community and government. • Demonstrated expertise in preparation of high quality written documentation for government and non-government agencies, various target groups and purposes including media, community engagements, advertising, online and speaking notes. • Ability to conduct workshops and presentations to community groups and other forums to raise awareness of road safety and increase support for government initiatives. • Demonstrated ability to manage priorities, meet strict deadlines, work independently and schedule competing work demands. • Sound knowledge and experience of IT Software packages.
Salary	<ul style="list-style-type: none"> • INR 50,000
Roles and Responsibilities	
<ul style="list-style-type: none"> • Develop comprehensive briefings on road safety matters for the Executive Director, Road Safety Commissioner, Executive Committee and Management Group (MG) and others as directed by the Executive Director. • Respond to requests from government for assistance with expert advice for 	

others including preparation of written briefings.

- Work with the MG, District Collectors, District Road Safety Councils, and Local communities to fully involve these groups in road safety.
- Conduct community workshops and forums for community groups as required to address key road safety issues and report on outcomes to the Executive Director and MG.
- Work with the Director Road User Safety and Director Campaigns and Public Relations to develop and implement coordinated publicity strategies to support state-wide campaigns and community based road safety initiatives.

1.4. Director Data Analysis & performance monitoring

Name of position	Director Data Analysis & performance monitoring
Reports to	Executive Director, Road Safety, KRSA
Qualification	<ul style="list-style-type: none"> • Relevant Post Graduate degree in Statistics, Civil Engineering / Computer Engineering / Computer Applications or equivalent • Professional accreditation related to database administration desirable
Experience / Skills	<ul style="list-style-type: none"> • 10 – 15 years of experience in roles related to data analysis and reporting. • Demonstrated experience in large data set management. • Demonstrated expertise in data integration, analysis and reporting. • Ability to analyze and present complex data into useful reports and presentations. • Demonstrated ability to manage priorities, meet strict deadlines, work independently and schedule competing work demands. • Well developed interpersonal, communication and presentation skills. • Sound knowledge and experience of IT Software packages.
Salary	INR 1,00,000
Roles and Responsibilities	
<ul style="list-style-type: none"> • Obtain relevant data, including road crash, traffic offences, injury data etc. and carry out regular analysis of this data to identify the current situation and trends at local, District and State levels. • Consult with other Technical Support Group Directors and Road Safety Cells to develop a Monitoring and Evaluation Framework, including establishment of (intermediate and final) Performance Indicators and collection and analysis of baseline and ongoing trend data. • Prepare regular road safety performance reports for the Executive Director and reports and presentations for the KRSA Executive Committee and 	

Management Group and others as required.

- Work with other Technical Support Group Directors to conduct out applied road safety research as and when required.
- Develop and monitor training activities for KRSA and develop training materials for staff in road safety analysis and reporting

1.5. Director Campaigns and Public Relations

Name of position	Director Campaigns and Public Relations
Reports to	Executive Director, Road Safety, KRSA
Qualification	<ul style="list-style-type: none"> • Graduate degree in mass communication/media/journalism/public relations • Professional accreditation related to media management is desirable
Experience / Skills	<ul style="list-style-type: none"> • 5-10 years of experience in advertising/media industry. • Ability to identify politically sensitive matters and address where appropriate. • Ability to build and maintain effective working relationships with internal and external stakeholders. • Demonstrated expertise in managing the development, implementation and evaluation of media campaigns and Public Relations activities. • Demonstrated expertise to prepare quality written documentation for various target groups and purposes including media, community engagements, advertising, online and speaking notes. • Sound knowledge and experience of IT Software packages.
Salary	<ul style="list-style-type: none"> • INR 50,000
Roles and Responsibilities	
<ul style="list-style-type: none"> • Use evidence based behaviour change strategies developed by the Director, Road User Safety and other social research, crash, injury, offence and other data and behaviour as required to identify communication strategies for behaviour change campaigns and other initiatives. • Work with Director Road User Safety, Police and other agencies as required to determine the priorities for annual Road Safety Campaign Action Plans and develop coordinated behavioural change campaigns to support Police enforcement. • Manage advertising agencies to develop behavioural change campaign plans based on the research driven behaviour change sought and campaign “take out” message to be delivered. • Ensure behaviour change campaigns align with specific targeted enforcement efforts by Police. 	

- Manage the development of information campaigns to support and to inform Kerala road users of road laws, new transport initiatives, holiday safety etc.
- Manage procured media agencies to draft options for campaign material preparation, focus testing of draft materials and identify cost effective media options (media time and frequency, including outdoor media, TV/cinema/radio, social media, print, handouts, DVD) to reach targeted groups.
- Obtain required approvals for media plans and related costs and monitor and evaluate campaign reach and impact on the target groups.
- Work with Technical Support Group Directors and Road Safety Cells to monitor changes in road user behaviour and involvement in crashes.
- Consult with other Technical Support Group Directors and Road Safety Cells to build improved public awareness of road safety and provide the evidence basis for specific initiatives.
- Support the Director Government Support and Community Liaison to develop coordinated, community-based road safety initiatives through the provision of publicity/ promotion materials.
- Draft road safety media releases for Government and Ministerial announcements.