



ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body of Govt. of Assam)

Project Management Unit (PMU) of the World Bank financed

Assam Citizen-Centric Service Delivery Project (ACCSDP)

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Draft Indicative Terms of Reference (ToR) for Call-Centre Executive

Background and Objective of the Project:

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank for the 'Assam Citizen-Centric Service Delivery Project (ACCSDP)'. The ARIAS Society is the implementing agency for ACCSDP.
2. The Government of Assam (GoA) is committed to improve governance in the state and public sector performance. It has already embarked upon a number of specific initiatives to support this objective. They include: the Right to Public Service Act (RTPS), RTI, a public grievance redress system, e-District, Common Service Centers, and establishment of State e-Governance infrastructure.
3. Affordable access to public services, especially for the poor people, is one of the key imperatives for inclusive growth. The Government of Assam (GoA) is committed to improve governance in the state and public sector performance and has recognized the need to strengthen the delivery of citizen-centric service, and had therefore enacted the Assam Right to Public Services Act, 2012 (ARTPS) to ensure citizens' access to public services in timely, efficient and accountable manner. The Act enables the citizens of Assam to get notified public services within a stipulated timeframe and also fixes responsibilities on public servants to provide these services in a time-bound manner. GoA has also embarked upon a number of specific initiatives to support this objective, a public grievance redress system, e-District, Common Service Centers, and establishment of State e-Governance infrastructure.
4. To strengthen and deepen these initiatives, GoA has received a \$39.20 million loan from the World Bank financed towards the 'Assam Citizen-Centric Service Delivery Project' (ACCSDP) [Project ID: P150308, IBRD Loan No. 8754-IN]. The ACCSDP aims to improve citizen access to targeted services under the ARTPS, particularly in remote areas. Citizens, especially the rural communities who are heavily dependent on government services, will be the principal beneficiary group of the project. The project will place citizens at the center of the service delivery process by strengthening feedback mechanisms and grievance redress.
5. ACCSDP will facilitate implementation of the ARTPS Act with efficiency and accountability for better delivery of citizen-centric services under ARTPS Act and will support the line Deptts. A high-level delivery unit will be established to monitor the implementation of the ARTPS Act. A blend of technological interventions and administrative reforms for 18 key services will be taken-up initially under the project in four Govt. agencies, viz. Transport, Revenue & Disaster Management, Welfare of Plain tribes & Backward Classes (WPT&BC Deptts) & the Guwahati Municipal Corporation. The project will assist implementing line departments/agencies in restructuring business processes so that citizens can access services digitally within the given timeline of ARTPS Act.
6. The Project Development Objective is to improve access in the delivery of selected public services in Assam. ACCSDP also aims to strengthen institutional operations and improve citizen awareness and participation in order to expand access to services to benefit the rural poor. This inclusive approach will contribute to access improvements in four key ways: (i) by expanding the number of Right to Public Services Act (RTPS) services which are digitized and available on-line; (ii) by improving connectivity infrastructure especially in underserved areas to enhance citizen access to services; (iii) by engaging local populations in service delivery (through both participatory and digital approaches) so that targeted priority services for the rural communities are accessible; and (iv) by rationalizing and strengthening service delivery by front-line institutions. This project design is pivoted around four interrelated components: (i) strengthening RTPS implementation; (ii) improving service delivery processes in targeted departments; (iii) setting up Public Facilitation Centers (PFC) to receive requests for RTPS services and electronically deliver select services to the citizens closer to their homes; and (iv) promoting citizen engagement.

7. A major component under Assam Citizen Centric Service Delivery Project (ACCSDP) is promoting citizen engagement. In this regard, PMU is going to setup a call center to provide assistance to the citizen in accessing services. Therefore, the ARIAS Society is seeking an interested and qualified professional for the position of Call Center Executive (CCE) hereinafter referred to coordinate and to respond efficiently and appropriately, to citizen queries and to maintain an inbound call and outbound call.

Key Tasks, Skills and Responsibilities

- a) The primary task of a Call Centre executive is to handle calls from citizens or clients and provide discuss to their queries.
- b) Should have good Oral and written communication.
- c) An effective communicator, probably fluid with what he/she is speaking.
- d) Must be a computer literate.
- e) He/She must show the willingness to learn new things every time and then.
- f) Must discuss every matter with its supervisor or team leader to get any issue sorted
- g) Must efficiently set goals and work on so as to avoid any escalations and maintain the relevancy and quality while providing service to the public.

8. Essential Qualifications & Experience

- a) **Educational Qualification:** The CCE should possess least a Graduate (minimum three years duration) degree in any field from recognized University/institution.
- b) **Working Experience:** The CCE must have at least three(3) years experience in Call Centre Service work for any public or private sector organization. Candidates not having Two years of experience shall not be eligible for appearing in the interview.
- c) **Computer Skills:** Must be excellent in using computer applications, with advanced knowledge of Office Management, proficiency in MS Office Applications (like Word, Excel, Power Point etc.) including email
- d) **Language:** Good knowledge of written and spoken English, Hindi and Assamese;
- e) **Age:** Age of the candidate should not be more than **35 years** as on **1st February, 2019**.

9. Remuneration and payment terms:

- a) Depending on the qualifications, experience, competency, and also the remuneration/ CTC of the last assignment, the consolidated fixed annual Cost to project (CTP) of the CCE will be determined and mutually agreed with the successful candidate, which would be in the range between **Rs.1.80 lakh** to **Rs.4.20 lakh** per year.
