

# District Manager - Knowledge Management

## Background and General Description:

The Government of India has launched The National Rural Livelihoods Mission (NRLM) under the Ministry of Rural Development (MoRD). The Mission aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase their household income through sustainable livelihoods enhancements and improved access to financial and public services. The agenda is to mobilize the rural BPL households into self- managed, federated institutions and support them for livelihoods collectives. In addition, the poor would be facilitated to achieve increased access to their rights, entitlements and public services, diversified risk and better social indicators of empowerment.

Further to these objectives, the Government of Maharashtra has constituted the Maharashtra State Rural Livelihoods Mission, registered under the Societies Act 1860. A State Mission Management Unit has been constituted as a dedicated support structure to deliver the mission in the State. The MSRLM aims to build a team of high quality professionals for providing technical assistance to the districts in various thematic areas such as social inclusion, rural livelihoods human resource management, creating human and social capital, Environment Management, financial inclusion, monitoring and evaluation, MIS etc.

Knowledge Management involves collection, analysis, synthesis and dissemination of information on key mission issues, success stories, innovations and best practices.

The mission will be operational for a period of 5-7 years. Thus, persons recruited and performing successfully could expect to be associated with the mission on a long term basis. For administrative policy reasons, the contract of this position will be for 11 months and renewed further based on performance and requirement.

## Posting:

The posting will be at District Mission Management Unit (DMMU) level in any one of ten districts under Phase I of implementation in Gadchiroli, Wardha, Yeotmal, Osmanabad, Jalna, Ratnagiri, Nandurbar, Solapur, Gondia and Thane.

## Reporting:

The person recruited will be reporting to the State Co-ordinator – Knowledge Management for functional reporting and District Mission Manager for administrative reporting any other delegated authority.

## Duties and Responsibilities

The following are the indicative **Duties and responsibilities** of **District Manager - Knowledge Management**

- Develop innovative strategies to capture case studies, best practice learning notes, handouts, short films in order to support the overall knowledge management agenda for the
- Closely working with other thematic unit for designing of training materials and IEC Tool, IEC materials kits for dissemination.
- Actively contribute towards content development and regular updation of the mission website
- Build partnership with specific knowledge management resource agencies, academic institutions and research firms at the district level.

- Special effort to document and share towards success stories emerging from vulnerable stakeholders such as women headed households, SC/ST households, Differently abled individuals etc.
- Develop and maintain a database of local media (Print, TV, Radio etc) contacts in the districts and disseminate success stories for circulation in mass media.
- Sharing media coverage of success stories with stakeholders to promote interest in project activities.
- Play a lead role in knowledge sharing including learning and exposure visits, workshops and seminars and in producing knowledge products;
- Any other tasks or activities as per mission requirement and needs.
- Promote enabling work environment in-order to maximise intra thematic and cross thematic exchange of ideas, co-operation, plans and strategies for implementation.
- Report regularly to SMMU in form of generating MPR's, QPR's and other relevant reports.
- Any other task as allocated by competent authority at SMMU

### **Essentials qualification and Experience**

**For Government Officials** - Candidates from Maharashtra State Services/ Banking institutions/ Government departments should have PG degree or diploma in any discipline from a recognised university/Institute with minimum 6 years of experience in Rural Development/Social Mobilisation/Poverty alleviation/Livelihoods promotion programmes.

Relevant experience should be minimum 3 years. Relevant experience would constitute Knowledge Management / Information, Education and Communication/Research and documentation activities in Rural Development/Social Mobilisation/Poverty alleviation/Livelihoods promotion programmes.

**For candidates from open market-** PG degree/diploma in Mass Media or Journalism or Mass Communication or Advertising or Public relations or Business Administration or social work or Development studies or gender related courses or women studies or Economics or Sociology or rural development or Rural management from recognised university/Institute with experience of at least 6 years in working in Rural Development/Social Mobilisation/Poverty alleviation /Livelihoods promotion programmes.

Relevant experience should be minimum 3 years. Relevant experience would constitute Knowledge Management / Information, Education and Communication/Research and documentation activities in Rural Development/Social Mobilisation/Poverty alleviation/Livelihoods promotion programmes.

- Age Limit for Government Employees would not be more than 50 years as on 1<sup>st</sup> April 2013.
- Age Limit for open market candidates would not be more than 40 years as on 1<sup>st</sup> April 2013 and up to 5 years of age relaxation for reservation category and Persons with disabilities (PwD) candidates.
- Knowledge of Marathi and MS Office is essential.

### **Desired Domain Knowledge and Experience**

- Adept at developing quality case studies documenting success stories from vulnerable communities and dissemination of the same.
- Knowledge and experience of handling media contacts and ensuring widest coverage of news and events.

- Knowledge of using social media platforms like Facebook, Twitter, You Tube to disseminate success stories
- Knowledge on video production process including familiarity of different video formats, editing techniques
- Working knowledge of software such as PageMaker, Quark express, Photoshop, Coral Draw etc.

#### **Desired Competency and Attributes**

- *Ability to recognise complexity, analyse and act* – Proactive in identifying issues and bottlenecks with ability to think Out of Box for innovative solutions.
- *Intensity, Integrity and Intelligence* – Willingness to travel 'extra mile' in order to work for communities with the ability to translate knowledge into purposeful action
- *Inclusive Approach* – Sensitive to needs to vulnerable and marginalised communities and including them in the development process
- *Team Player*- Thrives working in a large team with the ability to demonstrate leadership skills wherever required.
- *Integrative Skills* - Understands relevant cross-sectoral areas how they are interrelated;
- *Articulate and demonstrate clear results* – Possesses effective communication skills to deal with different stakeholders with ability to achieving objectives in challenging situations

**Salary-** Gross salary would be up to Rs 50,000/- per month for this position.