

# District Manager – Livelihoods (Non-Farm)

## 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 poor and vulnerable people 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.

MSRLM would make intensive efforts to stabilize and promote existing livelihoods portfolio of the poor in farm and non-farm sectors. As part of promoting livelihoods, MSRLM would develop activity/trade clusters of farm and non-farm enterprises. The clusters would focus on productivity improvement, quality promotion and cost competitiveness and support pro-poor market systems through aggregation of rural producers and facilitate engagement with market players. There is growing evidence that productive partnerships between peoples' institutions, public and private enterprises are very effective in co-producing and delivering services for the poor in the last mile. MSRLM would make dedicated efforts to pilot, learn and scale-up such productive partnerships for various value chain development activities for key livelihoods of the poor including agriculture, dairying/livestock, fisheries, forestry and non-farm sector.

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 -Livelihoods of MSRLM for Functional reporting and District Mission Manager for Administrative reporting or any other delegated authority.

## Duties and Responsibilities

The following are the indicative **Duties and Responsibilities of District Manager- Livelihoods (Non-Farm)**

- Leadership role in designing and developing the annual work plans, perspective plans for the district covering the Livelihoods portfolio in the non-Farm sector.
- Undertake regular consultations with community to understand current livelihoods practices in nonfarm sector and motivating them to upscale current model or adopt innovative livelihoods models.
- Develop comprehensive plan for livelihoods enhancement through establishment of value chain, market linkages, producer companies, etc
- Identify stakeholders who can be trained for Micro enterprise development and extend required support to them.
- Develop business plans for Micro enterprise development and facilitate linkage with financial institutions for working capital loans.
- Promote enabling work environment in-order to maximise intra thematic and cross thematic exchange of ideas, co-operation, plans and strategies for implementation.
- Work with line departments to maximise activities under livelihoods promotion under the convergence model.
- Undertake regular interaction with project stakeholders to check whether mission activities are aligned with the needs of the target community.
- Facilitate the efforts of field staff to promote the livelihoods interventions and provide handholding regularly .
- Write case studies and generate content related to livelihoods in the district for replication
- Monitor the performance of **Block Manager – Livelihoods**.
- 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.

#### **Minimum Qualification and Experience**

**For Government Officials-** Candidates from Maharashtra State Services / 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/ Entrepreneurship development / Rural cooperatives programmes.

Relevant experience should be minimum 3 years in the field of Livelihoods promotion activities in Non-Farm sectors / Micro-enterprise promotion domain.

**For candidates from open market-** PG degree/diploma completed in Business Administration or social work or Development studies or Economics or Sociology or Anthropology or Engineering or rural development or Rural management or Entrepreneurship Development completed from recognised university/Institute with experience of at least 6 years in working in Rural Development/Social Mobilisation/Poverty alleviation/Livelihoods promotion programmes/ entrepreneurship development / Rural cooperatives programmes.

Relevant experience should be minimum 3 years in the field of Livelihoods promotion activities in Non-Farm sectors / Micro-enterprise promotion domain.

- 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**

- Diverse experience on non- farm livelihoods models in the state along with knowledge of issues, opportunities and challenges with implementation of large scale livelihoods promotion and poverty alleviation projects.
- Experience of having worked with vulnerable groups such as Women, Differently-abled, SC/STs and other under privileged sections) aligning all their needs for livelihoods
- Experience in identifying and handholding best practices in livelihoods based projects.

#### **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.