



## GOVERNMENT OF KERALA

### Abstract

Local Self Government Department - Setting up of State and District Mission Management Units under National Rural Livelihood Mission - sanction -accorded-Orders issued.

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### **L O C A L S E L F G O V E R N M E N T ( D D ) D E P A R T M E N T**

G.O.(Rt)No.461./2013/LSGD

Dated, Thiruvananthapuram,21.2.2013

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Read:-1. G.O. (Rt) No. 262/10/LSGD Dated 12.11.2010  
2. G.O. (Rt) No.2529/2010/LSGD dated 2.8.2010  
3. Letter No.KS-M/1178/2010 dated 19.11.2012 from the  
Executive Director, Kudumbashree-State Poverty Eradication Mission

### **O R D E R**

Government of India has decided to restructure Swarna Jayanthi Grameen Swrozgar Yojana (SGSY) into a comprehensive programme focusing on the livelihood of the poor and the new programme is called National Rural Livelihood Mission (NRLM). As per G.O. read as first paper above the State Poverty Eradication Mission (Kudumbashree) is declared as the State Level Mission Under NRLM. The Executive Director, Kudumbashree has been nominated as the State Level Nodal Officer of NRLM vide G.O. read as 2<sup>nd</sup> paper above.

2) Government of India has approved the state perspective / annual action plan for NRLM for a period of 7 years at an outlay of Rs. 1160 crore . The NRLM guidelines stipulate that every state should setup a dedicated mission management unit at State and District Level to provide support to NRLM. As such Executive Director, Kudumbashree has furnished the detailed proposal to establish state and district mission unit under NRLM vide letter read 3<sup>rd</sup> paper above.

3) Government have examined the proposal in detail and are pleased to accord sanction for setting up of State /District Mission Management Units with the following composition and conditions..

## State Mission Management Unit (SMMU)

The State Mission Management Unit is organized in three divisions namely:-

Systems Support	Organization and Social Development	Livelihoods Development
1. Administration	1. Organization & Training	1. Agriculture
2. Accounts	2. Social Development	2. Animal Husbandry
3. Finance	3. Scheduled Tribes	3. Coastal Communities
4. Procurement	4. Gender & Balasabha	4. Micro Enterprises
5. Communication and Public Relations	5. Social Security	5. Collectives
6. Knowledge Management	6. Micro Finance	6. Business Development & Marketing
7. IT & MIS	7. Banking	7. New Media
8. Legal Support	8. Urban Social Infrastructure	8. Skill Development
9. Institutional Linkages	9. Monitoring	9. Urban Livelihoods
10. New Technologies		10. Monitoring

The State Mission Management Unit comprises the following Professional Experts hired as listed below.

### Systems Support Division

Manager, Finance  
 Manager, Procurement  
 Manager - Documentation  
 Manager - IT & MIS  
 Manager – Institutional Linkages  
 Senior Consultant - New Technologies  
 Consultant - HR  
 Accountant  
 Hardware Engineer  
 Consultant – Legal

### Organization and Social Development Division

Chief Operating Officer - Organization & Social Development  
 Programme Manager – Scheduled Tribe sub-mission  
 Programme Manager - Gender & Balasabha  
 Programme Manager – Social Security  
 Senior Consultant - Banking

Consultant - Training  
 Consultant - Social Security  
 Consultant - Disability  
 Consultant - Balasabha  
 Consultant - Nutrition  
 Consultant – Monitoring Social Development

### **Livelihoods Development Division**

Chief Operating Officer - Livelihoods  
 Programme Manager – Animal Husbandry  
 Programme Manager - Coastal Communities sub-mission  
 Programme Manager - Collectives  
 Programme Manager - Business Development  
 Senior Consultant - New Media  
 Consultant – Agriculture Convergence  
 Consultant - Agriculture New Technology  
 Consultant - Coastal  
 Consultant - Producer Companies  
 Consultant - Market Research  
 Consultant - Brand Development  
 Consultant - Product Development  
 Consultant – Marketing 3  
 Consultant – Marketing 4  
 Consultant – Skill Training  
 Consultant - Placement & Industry Linkage  
 Consultant - Monitoring-Livelihood Development

The following existing positions in the State Mission Management Unit are upgraded in line with the new requirement.



## **Systems Support**

Consultant - IT  
Senior Software Engineer  
Data Analyst - MIS  
Data Administrator - MIS  
Web Administrator  
Editorial Assistant  
Documentation Assistant  
Data Analyst – Documentation

## **Organization & Social Development**

Consultant - Asraya  
Consultant – Scheduled Tribes  
Consultant – MF 1  
Consultant – MF 2  
Consultant – Gender 1  
Consultant – Gender 2

## **Livelihood Development**

Consultant – Animal Husbandry  
Consultant – Micro Enterprises 1  
Consultant – Micro Enterprises 2  
Consultant - Samagra  
Consultant – Marketing 1  
Consultant – Marketing 2

## **District Mission Management Units for NRLM**

The activities under District Mission Management Units are:-

- ▲ Organization and Training
- ▲ Micro Finance and Social Security
- ▲ Social Development & Gender
- ▲ Agriculture
- ▲ Animal Husbandry & Fisheries
- ▲ Micro-enterprises & Marketing
- ▲ Skills & Urban
- ▲ Accounts
- ▲ MIS

The District Mission Management Unit comprises the following hired Professional Experts

Assistant DMC – Micro Finance  
 Assistant DMC – Agriculture  
 Assistant DMC – Animal Husbandry & Fisheries  
 Assistant DMC – Skills & Urban  
 Assistant DMC – MIS  
 Consultant – Micro Finance  
 Consultant – Agriculture  
 Consultant – Animal Husbandry  
 Consultant – Social Development  
 Consultant – Skills  
 Accountant

The following positions existing in the District Missions are upgraded in line with the new areas of professional services.

Consultant - Gender  
 Consultant – Micro Enterprises  
 Consultant - Marketing

#### **Staff and financing pattern for Mission Management Units**

The rate and the total cost admissible for hiring professional support for the upgraded and new areas under the State Mission and District Mission management units is as follows:-.

#### **State Mission Management Unit**

<b>Experience</b>	<b>Professional charges to be paid (Monthly rate)</b>	<b>Number of positions</b>	<b>Total Cost per annum</b>
>10 years	Rs.80,000	2	Rs.19,20,000
5-10 years	Rs.50,000	12	Rs.72,00,000
1-3 years with education from higher grade institutes	Rs.20,000	15	Rs.36,00,000
1-3 years	Rs.25,000	7	Rs.21,00,000
Retired	Rs.50,000	1	Rs.6,00,000
Retired	Rs.30,000	1	Rs.3,60,000
Accountant	Rs.15,000	1	Rs.1,80,000
		<b>39</b>	<b>Rs.1,59,60,000</b>

## District Mission Management Units

Experience	Professional charges to be paid (Monthly rate)	Number of positions	Total Cost per annum
5-10 years	Rs.30,000	56	Rs.2,01,60,000
1-3 years	Rs.20,000	94	Rs.2,25,60,000
Retired	Rs.30,000	14	Rs.50,40,000
Accountant	Rs.12,000	14	Rs.20,16,000
		<b>178</b>	<b>Rs.4,97,76,000</b>

Additionally, 20 positions in the State Mission unit and 42 positions in the District Mission units are also permitted to upgrade.

### Method of procurement

In order to enable compliance with the directions of the Government Of India to create the Mission structure while ensuring that the financial implications is kept to the barest minimum, no new post creation is envisaged. Professional expertise needed in various areas should be availed on contract basis through a transparent, competitive process for fixed periods. The induction of professional expertise should be done in a phased manner, depending on need. The period for hiring of professional expertise should not extend beyond the tenure of NRLM and the costs should be limited to Administrative and Office Expense component of NRLM i.e.5% of the total project cost. The terms of contract should be based on clear deliverables and performance/achievement of those deliverables. Where it is optimal to avail the services of a professional agency/institution, this should be done through open, transparent and competitive process. In certain specific cases, such as Agriculture, Animal Husbandry etc., professional services should have to be taken on deputation basis from related Government departments or agencies.

(BY ORDER OF THE GOVERNOR)

V.S. SENTHIL

Prl. Secretary to Government

To

The Joint Secy, SGSY/NRLM, Department of Rural Development, Ministry of Rural Development, Government of India, Krishi Bhavan New Delhi 110 114.(with C/L)

The Commissioner for Rural Development, Thiruvananthapuram.

The Director of Panchayats, Thiruvananthapuram.

All District Collectors.

The Executive Director, Kudumbasree, Thiruvananthapuram.

The Principal Accountant General (Audit), Kerala, Thiruvananthapuram.

The Accountant General (A&F), Kerala, Thiruvananthapuram.

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The Director of Urban Affairs, Thiruvananthapuram.

All Project Directors of Poverty Alleviation Units (through CRD)

All District Panchayat Presidents/Secretaries.

All Block Panchayat Presidents/Secretaries.

(through Commissioner for Rural Development)

All Grama Panchayat Presidents/Secretaries.

(through Director of Panchayats)

The Director of Public Relations, Thiruvananthapuram.

✓ The Director, IKM, Thiruvananthapuram (For publication in the Official Gazette)

Finance Department.(Vide U.O.(F) No. 8282/Dev.2/13/Fin dated 30.1.2013)

Stock file/Office Copy.

Forwarded/By order



Section Officer

