



National Rural Livelihood Promotion Society
National Rural Livelihoods Mission
Ministry of Rural Development
7th Floor, NDCC-II, Jai Singh Road, New Delhi-01

Terms of Reference for the post of Senior Expert- Farm Livelihoods for DAY
National Rural Livelihood Promotion Society

The Government of India has launched DAY-National Rural Livelihoods Mission (DAY-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 household income through sustainable livelihoods and improved access to financial and public services. To implement the mission, GoI has constituted National Rural Livelihood Promotion Society (NRLPS) to provide Technical Assistance to all states. A multidisciplinary professional team, has been constituted in NRLPS. This team consists of senior professionals, experienced consultants and young professionals among others. The details about mission and its structure can be seen at <https://aajeevika.gov.in/en/content/support-structure>

One of the mandates of Mission is to have strong and robust Farm Livelihoods team, thus an application for Experts/Professionals for the post of Senior Expert- Farm Livelihoods is hereby invited. The expert is to be based in Delhi.

Remuneration - Minimum Rs. 1, 75,000/- to 3,00,000/- per month allowance for travel (outside Delhi) & others will be as per norms.

Age- Below 50 Years as on 31st July 2022

Educational qualifications and desired skillset required are provided below.

Position/ Level	Educational qualification required	Key competences required
Senior Expert- Farm Livelihoods	Post Graduate Degree in any Discipline from reputed academic institution; Candidate with Master's Degree in Agriculture, veterinary science & animal husbandry, forest	She/He should have worked in the national level livelihoods project at a senior level; S/he should have worked in wide range of organizations including grassroots development organizations, large scale producers' organizations like cooperatives etc. The person should have demonstrated ability to manage market and commodity



	<p>management, will be given priority;</p>	<p>trading through village level community organizations; Experience in handling major rural produces having significance for rural poor and knowledge in value addition processes relevant for rural produces will be an added advantage. She/He should have worked extensively with Government agencies. Working experience in private sector and experience in handling top-line and bottom-line is an added advantage. She/he should have proven ability and minimum 15 years of experience in relevant area of specialization.</p>
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Job Description

- Lead the Livelihoods team;
- Provide strategic direction and leadership in the roll out of various livelihoods initiatives taken up under DAY-NRLM/ MORD;
- Provide higher order technical assistance to National and State Missions in the implementation/ roll out of livelihoods portfolio;
- Responsible for formulation of Annual Action Plans (AAP)/ Detailed Project Reports (DPRs) of Livelihoods Initiatives of NRLM/MORD;
- Support National Mission Director in the appraisal of AAPs and DPRs;
- Provide views and comments on the feasibility and sustainability of various initiatives/ action plans submitted by State Governments;
- Anchor MKSP/ Sustainable Agriculture Practices / Organic Cluster formulation/ Value Chain and Market Linkages and such other initiatives taken up under NRLM/ MORD;
- Prepare guidelines for promotion of Organic farming practices and transforming sustainable agriculture to Organic Farming;
- Facilitate State Missions in the identification of organic clusters, preparation of farms for taking up Organic Farming, availability of organic manure; train the farmers in the organic farming practices; create a system for certification of Organic Farming in the select cluster and marketing of organic products produced by the SHG Members under DAY-NRLM;
- Develop/ create a pool of Resource Persons to support SRLMs in the roll out of livelihoods initiatives under DAY-NRLM

Deliverables

1. Attend office on a regular basis and adhere to the office decorum;



2. Prepare an action plan for the livelihoods vertical of DAY-NRLM with measurable quarterly deliverables and submit the same to Mission Director, DAY-RNLM; the Action Plan should inter alia covers the following:

- a. Ensure implementation of budget announcements pertaining to livelihoods and allied sectors; For Financial Year 22-23, the Lead, Livelihoods should ensure that SHGs be involved in organic farming, promotion of organic farming by Farmer Producer Organizations (FPOs) and Village Producers' Organizations (VPOs) in 1000 clusters;
- b. Provide support to at least 2-5 Producer Companies formed and nurtured under NRLM to realize better price for its produce and contribute towards doubling the income of member farmers income.
- c. Finalise protocols for identification of organic clusters and promotion of organic farming practices, certification, marketing of organic produce of SHG women;
- d. Ensure achievement of targets approved for DAY-NRLM;
- e. Ensure receipt and appraisal of Livelihoods Action Plans from all the States and review the implementation of action plans by SRLMs and report to an officer appointed by Mission Director;
- f. Ensure development of sub-projects/ special interventions for promotion of value chain development in select commodities.
- g. Review progress of various Livelihoods Initiatives on a regular basis;
- h. Review progress of various technical support agencies hired by DAY-NRLM and SRLMs and provide inputs for improvement of services delivery;
- i. Promote convergence with MGNREGA for building Cattle Shed/ Poultry Shelter/ Piggery shed wherever possible;
- j. Support 5 lakh Mahila Kisans and facilitate existing Mahila Kisans to transform from sustainable agriculture to organic farming in the 1000 organic clusters;
- k. Ensure development of 15 value chain development projects
- l. Provide assistance and supervise timely completion of MKSP Evaluation and initiate necessary action/ course corrections, if any, to implement the recommendations;
- m. Provide inputs/ strategy for design, plan various activities and implement higher level livelihoods activities under the proposed World Bank project (NRLP phase -2);
- n. Ensure regular Field visits to States.
- o. Submit a quarterly status report on the agreed action plans.

Please note the Professionals hired by National Rural Livelihood Mission would be through Human Resource Management Agency. Based on performance and



requirement of NRLPS, the tenure of the position may further be extended. Interested candidates, who are meeting the desired qualification and skillset, may please apply by sending filled application in the prescribed format along with an updated CV. The applications should be emailed to nrlm.advt@gmail.com . **The last date of submission of filled application along with the CVs is 5th September, 2022, 1700 hrs. (IST).**



Application form
National Rural Livelihood Mission

Position Applied For: _____

1. Name : _____
2. Father's Name: _____
3. Date Of Birth: _____
4. Permanent Address: _____
5. Address For Correspondence: _____
6. E-Mail : _____
7. Tel/Mobile No. : _____
8. Educational Qualification:

Degree/Diploma Certificate	Year	College/Institute	Board/University/Institution	Subjects	Division/Marks

9. Experience:

S.No	Name Of Organization	Designation	Tenure in months	Responsibility/Assignment	Achievements
Total Experience in years					

10. Language

Language	Read	Write	Understand

11. Computer Proficiency:

12. Any Other Relevant Information that Applicant may like to add :

13. References :

Name	Address
	Tel No/Mobile: E-Mail Address:
	Tel No/Mobile: E-Mail Address:

Date:

Name:

Place:

Signature: