

## **KARNATAKA STATE RURAL LIVELIHOOD PROMOTION SOCIETY**

### **Public Notification under the Right to Information Act 2005**

This Notification is issued in pursuant to section 4(b) of Right to Information Act 2005 (No.22 of 2005) to provide for right to access to information to the citizens of the State and in relation to the matters connected therewith or incidental thereto.

- **Particulars of the Society formed:** Karnataka State Rural Livelihood Promotion Society was registered under Karnataka Society Act 1960 on 28<sup>th</sup> November 2011 as AAJEEVIKA-Karnataka State Rural Livelihood Promotion Society. Vide Registration No. DRB-C/SOR/202/11-12, Registered by –District Registrar of Societies Central Zone, Bangalore Urban. Operationalizing Order No. RDP/25/SJY/2011 (A1) Bangalore dated 10<sup>th</sup> October 2011.

‘Sanjeevini’ (means ‘one that infuses life’.) is the name given to the Karnataka State Rural Livelihood Mission. The name and the logo symbolize the philosophy behind the whole reform initiative. They also symbolize the commitment of the Government of Karnataka to make this project a rejuvenating one for the rural poor.

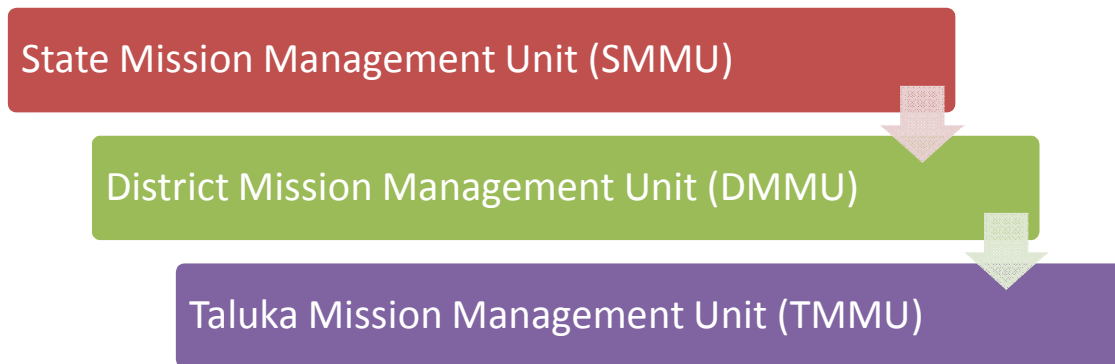
**Project Objective:** The project objective is to enhance social and economic empowerment of the rural poor women in Karnataka through:

- Building self managed community institutions of the poor Enhancing income of the poor through sustainable livelihoods
- Increasing access to social protection including food security through a greater voice
- The core strategy of the programme is to build vibrant and bankable women’s based community institutions in the form of SHGs, who through member savings, internal loaning and regular repayment become self sustaining organizations.
- The groups formed would be based on self savings and revolving fund and not on a single dose of CIF funds for association given as a subsidy.
- The Primary level SHGs would next be federated at the village, by forming Village Organisations, Gram Panchayat level federation and then at a cluster level, to become membership based, social service providers, business entities and valued clients of the formal banking system.

**4(1) (b)(i) THE PARTICULARS OF ORGANISATION, FUNCTIONS AND DUTIES**

**ORGANISATION CHART**

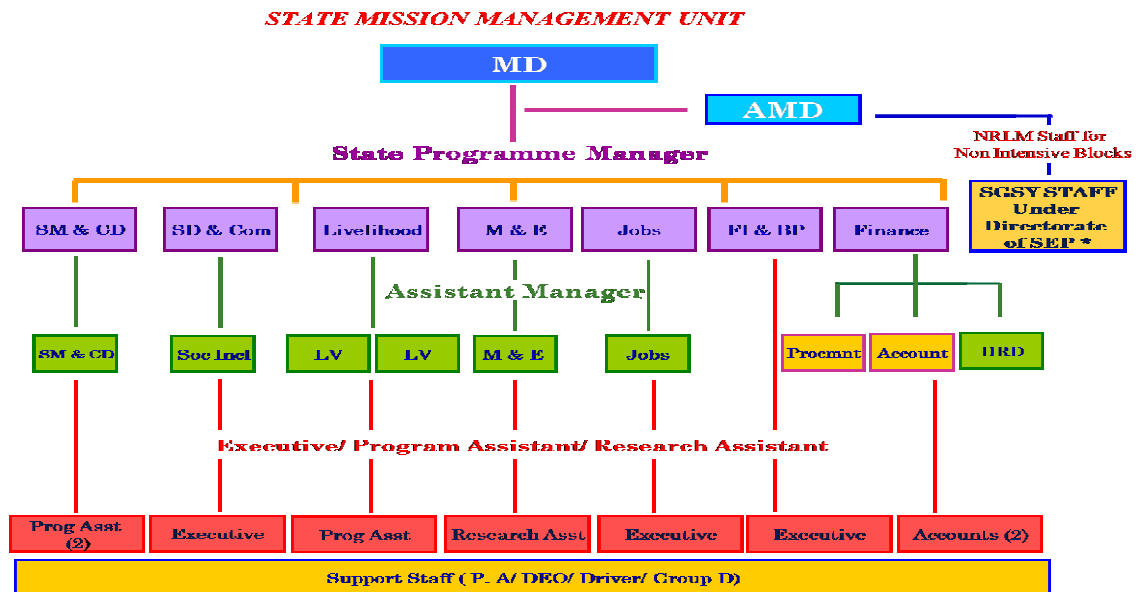
The KSRLM has been structured on the lines suggested by NRLM and consists of three levels:



**State Mission Management Unit (SMMU)**

State Mission Management Unit has been constituted at the state level under the leadership of the Mission Director, drawn from the state government. The state team (State Programme Managers and Assistant Managers) will consist of an array of well qualified individuals from various thematic areas having the passion to work with the poor.

The state team will have the responsibility to ensure planning, monitoring and implementation of the project as guided by the Implementation Monitoring and Evaluation Committee. They will also assist in collaboration among various line departments of the state government to facilitate implementation and convergence of activities for deriving optimal benefits from NRLM and other programmes. The State Mission Management Unit will be fully responsible for management of Sanjeevini NRLM in the State. The state mission management unit has 16 persons who have been recruited. There are 7 State Programme Managers for the components of Financial Inclusion & Finance, Livelihood and Social Mobilization & Capacity Development.



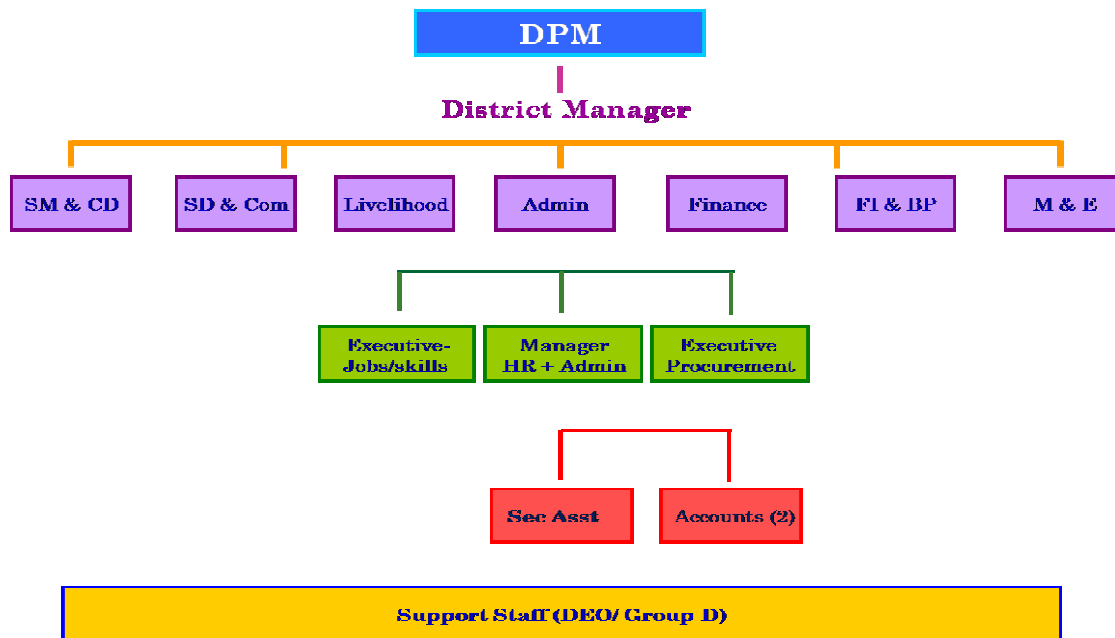
\* a) SEP directorate staff at state level   b) PD and APO at district level

### District Mission Management Unit (DMMU)

The district level unit will be responsible for implementation in the district under the overall supervision of the state Mission.

The district unit will be functionally headed by the District Programme Manager (DPM). He/She will be assisted by a team of District Managers (functional specialists) in the fields of Social Mobilization & Capacity Development, Livelihoods, Social Development & Communication, Financial Inclusion & Bank Partnership, Monitoring & Evaluation, in addition to administration and finance. The district unit will facilitate setting up of Taluka level programme units and position personnel having expertise in social mobilization/institution building, livelihood promotion and SHG book Keeping/accounting.

***DISTRICT MISSION MANAGEMENT UNIT***

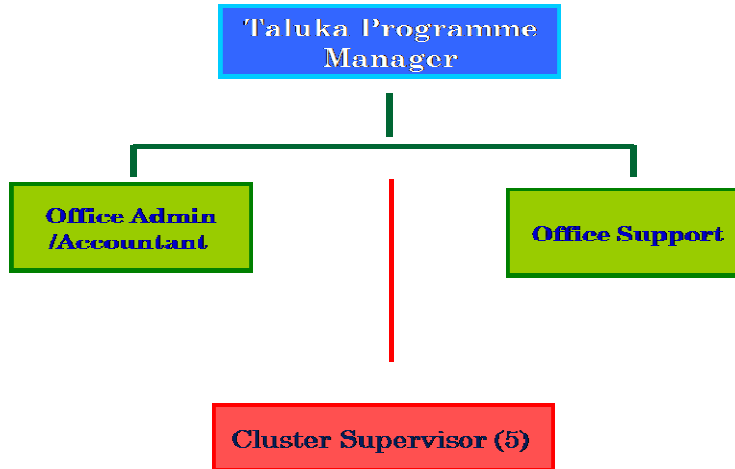


**Taluka Mission Management Unit (TMMU)**

The Taluka level unit is headed by Taluka Programme Manager supported by cluster supervisors under thematic heads for social mobilization/institution building, bank linkage, livelihood promotion and bookkeeping. (1 Cluster supervisor for each thematic head- Social mobilization, Financial Inclusion, Livelihoods, Social Development, Skills )

The principle role of Taluka level unit will be mobilization of all BPL households into the SHG fold and build their capacities. The units will also be responsible for building Gram Panchayat level and Taluka level federations of SHGs depending upon their economic viability which will undertake the bigger tasks of negotiating with the financial and marketing institutions as well as the PRIs. Thus, the people's institutions are expected to take over the entire implementation responsibility of sustaining all activities after the Mission.

**TALUKA MISSION MANAGEMENT UNIT**



**4(1)b(1I) Particulars of its organisations, Positions, Functions & duties**

Sl. no	Name of the Position at State Level	Job description
01	Mission Director	The Mission Director will be responsible for over all implementation and providing guidelines/directions for the effective implementation of the Project.
02	Additional Mission Director	
03	State Project Manager – Social Mobilization and Capacity Development (SPM - SM&CD)	Provide strategic leadership, mentoring support and operational guidelines to the districts for mobilizing institutions for poor and their capacity development. Lead the process of developing Capacity Development materials and Capacity development programs at all levels.
04	State Project Manager – Livelihood Development (SPM – LD)	Provides strategic leadership and guidance for the district tem for the preparation of livelihood profile of each district and blocks, identification of skill, livelihood, technological, financial and infrastructural gaps. Provide guidance to district level staff in preparation of livelihood intervention strategy and implementation programs. In a nutshell, the responsibility of enabling the poor to increase their annual family income on a sustainable basis. The personnel shall obtain the service of sectoral specialists like agriculture,

		horticulture, veterinary, self-employment (manufacturing & service sector) to ensure appropriate livelihood opportunity to the rural poor.
<b>05</b>	State Project Manager – Financial Inclusion and Bank Partnership (SPM – FI & BP)	SPM – FI & BP is responsible to ensure convergence with different banking institutions for obtaining benefits for the beneficiaries of the mission. The objective of SPM – FI & BP should be to ensure all the SHGs and institutions of poor created / fostered by the mission will have the effective bank linkage for their credit and thrift activities. Bank support should be facilitated for all the livelihood activities of targeted beneficiaries.
<b>06</b>	State Project Manager: Finance (SPM: Finance)	SPM – Finance is responsible for planning, directing and controlling financial resources of the mission. The incumbent shall lead the management reporting and accounting and financial reporting as per the requirement of the mission. Manage the finance / accounting staff in the state mission office and functionally manage the finance officers in the districts to oversee the finance monitoring functions across the district mission management units. To support the Mission Director in the areas budget preparation and in the management of fund and cash flow.
<b>07</b>	State Project Manager – Research, Monitoring and Evaluation (SPM – RME)	Conduct various research activities at different levels to facilitate planning and implementation of mission's activities. Should be able to handle complete research cycle from designing to generating quantitative and qualitative reports. Should be able to develop monitoring and evaluation mechanism from state to grass root level. Should work with ICT Manager in adopting M&E mechanism in the suitable technological platform.
<b>08</b>	State Project Manager – Social Development and Communication (SPM – SD & Com)	SPM - SD and Communication is responsible to ensure convergence with different Government line departments and Non-Government Organizations for obtaining benefits of various developmental schemes / programs for the beneficiaries of the mission. The incumbent is also responsible to develop various Information-Education-Communication tools to communicate the programs of the mission to the different audience effectively. The incumbent

		shall act as an information officer at the state level and support MD in corresponding / communicating with different organizations.
<b>09</b>	State Project Manager: SPM - Jobs/ Skill Placement and Marketing	Shall be responsible along with AM Jobs for the skills and placement component. Will do an assessment of human resource in the urban areas both in manufacturing & service sector and work with SPM-Livelihood in placing candidates for suitable wage / salary employment. Involve in developing suitable training programs for the beneficiaries especially life skills, work place behaviour, entrepreneurial skill.
10	AM (Non-Farm Livelihood)	Preparation of a livelihood profile of each district and blocks, Identification of skill, livelihood, technological, financial and infrastructural gaps. Provide guidance to district level staff in preparation of livelihood intervention strategy and implementation programs, Design / adopt livelihood development strategies and programs suitable to the target audience, Providing strategic and technical backstopping on sustainable livelihoods programmes to the district, block office and village level; Developing guidelines/training manual for the participatory planning at the village level to develop a livelihood plan, Developing operational guidelines for implementing programs of the mission effectively, Manage established relationship with NGOs, Private Sector, Financial Institutions and relevant Government departments and engage the different stakeholders/partners in the Non-farm livelihoods pilot projects formulation and implementation; and for employment linkage opportunities, Coordinate with AM - CD and AM – Jobs in developing entrepreneurship and skill development training programs for the targeted audience, Participate in the process of conducting periodical market feasibility studies, skill gap analysis and other studies related to Non-farm livelihood promotion, Visit different districts for the effective periodical monitoring and supportive supervision

11	AM – Livelihood (Farm)	Preparation of a livelihood profile of each district/taluks, Identification of Farm livelihood gaps, Provide guidance to district level staff in preparation of livelihood intervention strategy and implementation programs, Providing strategic & technical backstopping on sustainable livelihoods programmes to the district/Taluk and village level; Developing guidelines/training manual for the participatory planning at the village level to develop livelihood plan, Study the farm based / linked livelihood activities being implemented in different states & within the state and implement the same, To develop partnership with agriculture, horticulture and Agricultural Missions of the government for effective convergence, Build linkages in coordination with Marketing team to provide market linkages for the products of the beneficiaries, Promote agricultural allied / linked livelihood activities which can be taken up by farmers, Support SPM in developing operational guidelines for implementing farm livelihood programs, Participate in the process of conducting periodical market feasibility studies, skill gap analysis and other studies related to farm livelihood promotion and Work closely with SPM – SM&CD / SPM – Jobs in planning suitable livelihood farm programs for the beneficiaries and
12	Assistant Manager – Social Inclusion	Provide operational leadership, mentoring support and operational guidelines to the districts for mobilizing institutions for poor, Responsibility of the incumbent is to develop / adopt effective social mobilization strategy to mobilize community at different levels; federate the institutions of poor at different levels; Work with resource groups from other states for the effective implementation of resource block strategy and facilitate district teams in replicating the same in other blocks.
13	Assistant Manager - Human Resource & Operations	Shall be responsible for human resource development at SMMU/DMMU/TMMU. She/he should have adequate experience in HR / Administration / Project Management. Will have the sole responsibility of developing an HR manual/policy. Responsibilities include: -Recruitment and induction of new staff -Team Building and Shared Vision in the Mission. -Performance Appraisal of the Staff. -Grievance Redressal of Staff.



		<ul style="list-style-type: none"> <li>-Preparing Staff Capacity Building Plan.</li> <li>- Institutionalising System for Services, conduct, and discipline in the Mission.</li> <li>- Maintaining standard rate of staff retention in the Mission.</li> <li>- Designing various policy frameworks and intertwining them</li> </ul>
<b>Sl. no</b>	<b>Name of the Position at District Level</b>	<b>Job Responsibilities</b>
<b>1</b>	District Programme Manager	Will be responsible for giving a district perspective to the Project and popularise it among all leading development institutions, civil society organisations and line department. DPM will be implementing partnership activities and business facilitation jobs in the field, collating, consolidation and analysis of project data will be another important sphere of functioning for him/her. Will also be responsible for consolidation of district plan, monitoring activities and reporting according and extending procurement support to the block units. The DPM will have to play a critical role in building a Team of those associated with Project implementation, Plan and administer administrative support programmes, review Project Management Cost Budgets, Coordinate in organizing meetings, seminars, workshops etc, develop communication procedures to ensure that all members of staff are informed regarding policies and directions of Project, assisting/guiding communities in development of Livelihoods plan, Monitor and supervision of Project activities.
<b>2</b>	District Manager-Social Mobilisation & Capacity Development	District Managers will help DPM to ensure coordination in respective specialised field. This broadly includes: Handholding the block unit on VO strengthening, Implementing partnership at district level. Facilitate livelihood activity management and market linkages. HR functions include– training to block administrative and finance staff, assisting SMMU in HRD assessment and strengthening learning process among block team. Facilitate reviews, monitoring and communication within Mission. Coordination in establishing linkages between Financial
<b>3</b>	District Manager-Social Mobilisation & Capacity Development	
<b>4</b>	District Manager-Social Development & Communication	
<b>5</b>	District Manager-Livelihoods	
<b>6</b>	District Manager-	

	Financial Inclusion & Bank Partnership	Institution and SHG/VOs Coordination among various financial Institutions, SHGs, VOs, Other agencies in organizing training and exposure programmes.
7	District Manager-Monitoring & Evaluation cum MIS	
<b>Sl. No</b>	<b>Name of the Position at Taluk Level</b>	<b>Job description</b>
<b>01</b>	Taluk Programme Manager	For effective implementation of Mission in the taluk, the Taluk Programme Manager shall be appointed who shall work under the supervision of District Programme Manager and Executive officer of the Taluk Programme The Taluka level unit will be headed by Taluka Programme Manager supported by cluster supervisors under thematic heads for social mobilization/institution building, bank linkage, micro finance, livelihood promotion and bookkeeping. ( 1 Cluster supervisor for each thematic head-Social mobilization, Financial Inclusion, Livelihoods, Social Development, Skills. )
<b>02</b>	Cluster Supervisor	
<b>03</b>	Community Co-ordinator/facilitator	
<b>04</b>	Office Assistant	<b>Support staff</b>

**4(1)b(III) The Procedure followed in the decision making process including channels of supervision and accountability.**

The Karnataka Rural Livelihood promotion Society (KSRLPS) is led by its General Body, from which a more functional **Executive Committee** has been formed for taking all policy level decisions and advising the functionaries of the society on the management of the Karnataka Rural Livelihoods Projects. Representatives from the Government of Karnataka, Civil society, Private Sector, Banks, Academia and developmental institutions will form the executive committee of the Society. The Executive Committee under the chairmanship of the Additional Chief Secretary and Development Commissioner will provide over all guidance to the Mission.

**4(1)b(IV) Channel of Supervision maintained in the Office:**

Mission Director  
I  
Additional Mission Director  
I  
State Programme Manger  
I  
Assistant Programme Manager

**4(b)(V) List of Rules, Regulations, Instructions, Manuals held by it or under its control or used by its employees for discharge of functions.**

- Annual Action Plan of the State SRLM Procurement Manual [www.rdpr.nic.in](http://www.rdpr.nic.in)

**4(b)(VI) The particulars of any arrangement that exists for consultation with, or representation by, the members of the public in relation to the formulation of its policy or its implementation. If so, the nodal officer for the same**

- No such arrangements exists right now.

**4(b) (VII) List of the boards/councils/committees/any other Body, and their composition, constituted to advise the working of the SRLM**

- **Implementation Monitoring and Evaluation Committee** - headed by the Principal Secretary, Rural Development and Panchayat Raj Department as empowered by the Executive Committee will monitor and guide the Mission at the State level and take all the important decisions. The committee consists of the following members: Secretary, Panchayat Raj; Mission Director, KSRLM; Additional Mission Director, KSRLM; two Directors from RD&PR Dept; Commissioner, Dept of Agriculture; Commissioner, Dept of Animal Husbandry; Commissioner, Dept of Women & Child Welfare; Commissioner, Dept of Industries & Commerce; CEOs of Phase I districts, Bankers from SLBC and any other officials required by the Mission.
- **State Advisory Committee:** Chaired by Principal Secretary to Government, Dept of Rural Development and Panchayat Raj will broadly look into the strategy document, act as a think tank in conceptualizing programs, deliberates on thematic and thrust areas, observes and alerts convergence of activities. The committee consists of the members from selected Govt Organizations, CSOs, NGOs, Academia, Banks, Corporates / Industrial Confederations etc. The committee meets at least once a quarter.

**4(b)(VIII). Budget allocated to each of the accounting heads of the office:**

- a. Particulars of proposed expenditure of each thematic unit
- b. Particulars of actual expenditure submitted to NMMU, Ministry of Rural development
- c. Audit certificates

(Enclosed in Annexure-1)

**4(b)(IX) The names, Designations and contact details of PIOs:**

PIO 1: K.Krishnaswamy

State Programme Manager (Social Development & Communication) KSRLPS, Infantry Road,  
Bangalore-1

PIO 2: H.Prakash

Joint Director (SEP),  
MS Building, Bangalore-1

Annexure-1

**Budget allocated to each of the accounting heads of the office: [Audi4545t Report.pdf](#)**