

## **Young Professional Policy, under (PSRLM) Punjab State Rural Livelihoods Mission.**

Government of Punjab aims to develop a talented pool of Young Professionals (YPs) who have a passion for working with poor and have the potential to become mature development professionals. The YP programme will help to develop a cadre of Young professionals who will learn and acquire requisite skills as well as Competencies for serving the development sector, and particularly to contribute in mission implementation. It will be a unique opportunity for the YPs to learn community development approach to fight against poverty through well-structured field and thematic exposure.

The YP programme intends to select on internship newly passed out post graduates from premiere academic institutes across the country. These post graduates will be drawn from disciplines like rural management, management, social work, agriculture, engineering, marketing, finance, HR etc. These young professionals will be selected on internship either through campus placement or through open market annually. The selection methodology will follow test of aptitude, attitude, interest and commitment to work with the poor. Based on requirement, campus, selection will be conducted periodically by PSRLM to get the YPs on board. Young professionals, who are fulfilling the requisite qualifications, will also be hired from the open market through a competitive selection process. The selection methodology again will involve test of aptitude, attitude, knowledge and skill etc.

### **Eligibility for being YP**

The eligibility criteria for an individual to apply for YP will be as follow:

- Post graduate diploma/degree from national/International institutes of repute.
- Individual having above educational qualification with related work experience will also be eligible. However, the experience should not exceed 3 years in total.
- Individual should not be more than 30 years of age.
- Punjabi subject must be passed upto class 10<sup>th</sup>.

In order to be competitive, a combination of the following attributes will be desirable for YP during the selection:

- S/he should have passion for working with poor.
- S/he should have ability to work in/with teams.
- S/he should have a commitment to undertake grassroot level assignments and stay with rural poor community.
- S/he should be proficient in Punjabi & English and preferably regional language.

PSRLM will follow "equal opportunity" concept for selection of YPs. However, qualified men and women differently able and those coming from ST/SC Community will be given preference during the selection.

### **Programme Specification**

YPs will be selected for supporting thematic operations of PSRLM at state as well as district/block / cluster level. The tenure of an YP will be for a maximum period of 2 years in general. However, the services of YP may be terminated at any time during this period, if the performance of the YP is not found satisfactory. Once selected, these YPs will be given necessary orientation and trainings of the programme by PSRLM. They will be tagged with a Resource Block for grass root level firsthand experience of IB&CB and FI for a period of initial six months.

After six months, based on the performance and expertise, the YP may be assigned with the district level thematic responsibility in addition to IB & CB and FI of the block. After completion of one year, based on the performance, the YPs may be assigned to look after the responsibility of proposed new blocks, which are going to be implemented through internal CRP promoted through Resource Blocks and service of few YPs may be taken at the State level. However, the services of a YP can be taken at any level on the basis of interest shown by the YP to work in specified vertical and requirement of the mission.

It is expected that the YP will have substantial exposure of the thematic operations during her/his tenure. This will lead to a bright career in development sector with valued experience of working with marginalized communities, across caste, gender and ethnicity. As per Project requirement, YPs may be deployed at any level after induction.

**Role of YP at State Level:**

- Developing programme support system within PSRLM.
- Designing and extending technical assistance to PSRLM.
- Supporting knowledge management and strategic communication.
- Review and monitoring activities, including key performance indicators.
- Capacity building programmes.
- Conducting impact assessment and other studies.
- Conducting pilots, special and innovative interventions.

**Role of YP at District & Block Level:**

- Work closely with the Project Facilitation Team & Community Cadres by visiting the grass roots institutions i.e, SHGs, VOs and CLFs.
- To create a system of quantifying the income increase or return derived through the intervention made or investment done through this project.
- Undertake periodic impact assessment studies & monitoring project activities.
- Identify areas of special intervention and innovation & work for them.
- To prepare guidelines, implementing quality pilot & projects.
- Supporting block & district teams and rolling out the projects.
- Capturing and disseminating success stories/case studies.
- Any other activities as assigned by the DPM.

**Theme area for YPs:**

- Institution Building
- Capacity Building
- Financial Inclusion
- Human Resource (HR)
- Convergence
- Food Nutrition& Health and Wash
- Social Inclusion
- Livelihood

**Performance Evaluation:**

A bi-monthly review system will be conducted for assessing performance and progress of the YPs. State Mission Director, PSRLM will preside this bi-monthly review meeting along with all SPMU staff. Besides this, YP will have to submit a fortnightly/monthly progress report to PSRLM. The nodal person will design the reporting format for the YP.

The YP's will go through a yearly performance appraisal. This will decide whether the YP's contract is to be extended further or not. An exclusive team appointed by the State Mission Director, PSRLM will conduct the performance appraisal of the YPs. After a thorough appraisal, If the YPs performance is rated/found non-satisfactory, the appraisal team could recommend for discontinuation of the contract.

### Process of selection

Young Professionals may be selected through campus selection from the academic institutions of good repute. Post graduates YPs from various institutions with the background of social work, rural development, forestry, management etc from all over India, will be selected. YP may also be taken on board through open market. The Selection Committee for Campus Interview and screening of candidates from open market shall be minimum three members of the following. State Mission Director, Project Director, Financial Advisor, General Manager (HR), any officer of PSRLM nominated by State Mission Director, representative of NMMU and a Developmental Project Expert.

### Recruitment of YPs

As mentioned above, YPs will be recruited from prestigious academic and training institutes. Their recruitment plan will be as follows.

Name of the academic and training institute	1 <sup>st</sup> year recruitment	2 <sup>nd</sup> year recruitment
(i) XLRL, FMS, IRMA, TISS, JNU, Delhi School of Social Work and any other P.G institutions of national eminence like Gandhi Followers . (ii) International Institutes of eminence (Like universities of Colambia, John Hopkins, Howard, Yale, Oxford, London School of Economic etc.	15	10

### Remuneration and allowance:

YPs will be selected from educational and academic institutions as per the guidelines of NRLM and Punjab Government.

Category	Institutions	Monthly Gross Compensation in INR
1	(i) International Institutes of eminence (Like universities of Colambia, John Hopkins, Howard, Yale, Oxford, London School of Economic etc.)	50,000
2	(ii) All IIMs, all IITs, XLRL, FMS, IRMA,	40,000

	Delhi School of Economics, IIFM, TISS, JNU, XISS, XIMB, National Law Schools (like NLS, NALSAR, Punjabi University, GND University Amritsar, Panjab University Chandigarh , PTU Jalandher etc.), Delhi School of Social Work and any other P.G institutions of national eminence.	
3	(iii) Thapar University Patiala, IIT Ropar, Chandigarh Group of Collage Landran, Shri Guru Granth Sahib University Fatehgarh Sahib, Baba Banda Singh Bahadur Engineering Collage, Chandigarh University Gharuan, Desh Bhagat University Mandi Gobingarh, Guru Nanak Dev University Amritsar. Institute of Engineering Collage Bhaddal, PTU Jalandher ,Government of Engineering Collage Chandigarh.	30,000

Other entitlements will also applicable for YP as described below.

1. An annual increment will be given to YPs as per his performance.
2. A 12 days Casual leave shall be available to the YPs in a Year.
3. Maternity leave will given as per the rules and regulations of Punjab Government.
4. The TA/DA for YPs will be as per NRLM Scheme.

### **Reporting:**

All the YPs on the roll of PSRLM are required to submit monthly progress reports to the thematic head in the case of YPs working with SPMU. YP working at district/block level will report on monthly basis to DPMs.

### **Capacity Building for YPs :**

PSRLM will be responsible for identifying areas of improvement for each of the YPs. Accordingly, the respective mentor will be provid required input to YPs. Regular field visits will be conducted by the mentor to provide on the spot solutions at field level. Mandatory orientation and training on NRLM Principal, CRP strategies, thematic components and programme management aspects will be provided to all the YPs in phased manner. The mandatory exposures to best practices location will be another feature in YPs Capacity Building Programme.

**Joint Development Commissioner–Cum-  
CEO, Aajeevika Punjab.**

# **NATIONAL RURAL LIVELIHOODS MISSION**



Aajeevika - National Rural Livelihoods Mission (NRLM) was launched by the Ministry of Rural Development (MoRD), Government of India in June 2011. The Mission aims at creating efficient and effective institutional platforms of the rural poor by bringing them in the fold of SHGs and enabling them to increase household income through sustainable livelihoods enhancements and improved access to financial services.

## **NRLM Mission**

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"To reduce poverty by enabling the poor households to access gainful self-employment and skilled wage employment opportunities, resulting in appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots institutions of the poor."

## **NRLM Guiding Principles**

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- Poor have a strong desire to come out of poverty, and they have innate capabilities
- Social mobilization and building strong institutions of the poor is critical for unleashing the innate capabilities of the poor.
- An external dedicated and sensitive support structure is required to induce the social mobilization, institution building and empowerment process.
- Facilitating knowledge dissemination, skill building, access to credit, access to marketing, and access to other livelihoods services underpins this upward mobility.

## **NRLM Values**

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The core values which guide all the activities under NRLM are as follows:

- Inclusion of the poorest, and meaningful role to the poorest in all the processes
- Transparency and accountability of all processes and institutions

- Ownership and key role of the poor and their institutions in all stages – planning, implementation, and, monitoring
- Community self-reliance and self-dependence

## Main Components of NRLM

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### Universal Social Mobilization

At least one woman member from each identified rural poor household, is to be brought under the Self Help Group (SHG) network in a time bound manner. Special emphasis is particularly on vulnerable communities such as manual scavengers, victims of human trafficking, Particularly Vulnerable Tribal Groups (PVTGs), Persons with Disabilities (PwDs) and bonded labour. NRLM has devised special strategies to reach out to these communities and help them graduate out of poverty.

### Participatory Identification of Poor (PIP)

The inclusion of the target group under NRLM is determined by a well-defined, transparent and equitable process of participatory identification of poor, at the level of the community. All households identified as poor through the PIP process is the NRLM Target Group and is eligible for all the benefits under the programme.

Target Group is identified through the Participatory Identification of Poor (PIP) method. The NRLM Target Group (NTG) derived through the PIP is de-linked from the BPL. The efforts to roll-out PIP in the states have begun. PIP needs to be a community-driven process. To ensure this, the first PIP exercise is conducted after the formation of the primary federation (6-12 months after village entry). The PIP is conducted at frequent intervals to revise the list of poor in the village. The list of poor identified through the PIP must be vetted by the Gram Sabha and approved by the Gram Panchayat. All the households in the PIP list are eligible to receive all benefits under NRLM.

### Community Funds as Resources in Perpetuity

- NRLM provides **Revolving Fund (RF) 10,000/- to 15,000/- per SHG** and **Community Investment Fund (CIF) @ 40,000- 1.10 lac** based on the availability of funds with SRLMs as resources in perpetuity to the institutions of the poor, to strengthen their institutional and financial management capacity.
- Apart From above funds, **VO Start up Fund @ 35,000 per VO** and **CLF start up Fund @ 75,000 per CLF** is provided to Cluster Level Federation's. VO's are also

provided with the support of **VRF (Vulnerability Reduction Fund) @ 1 Lac per VO.**

- These institutions are further credit linked with the banks, **SHG can avail loan upto Rs 10 lac** from the bank in the multiple doses @ 7% interest.
- In addition to this, if SHG make prompt repayment of its installments then they are given the benefit of **Interest subvention in which rate of interest further reduces to 4%.**

## Financial Inclusion

NRLM works on both demand and supply sides of financial inclusion. On the demand side, it promotes financial literacy among the poor and provides catalytic capital to the SHGs and their federations. On the supply side, the Mission coordinates with the financial sector and encourages use of Information, Communication & Technology (ICT) based financial technologies, business correspondents and community facilitators like 'Bank Mitras'. It also works towards universal coverage of rural poor against risk of loss of life, health and assets. Further, it works on remittances, especially in areas where migration is endemic.

## Livelihoods

NRLM focuses on stabilizing and promoting existing livelihood portfolio of the poor through its three pillars – 'vulnerability reduction' and 'livelihoods enhancement' through deepening/enhancing and expanding existing livelihoods options and tapping new opportunities in farm and non-farm sectors; 'employment' - building skills for the job market outside; and 'enterprises' - nurturing self-employed and entrepreneurs (for micro-enterprises).

NRLM promotes and supports collectives towards Sustainable Livelihoods of the Poor (CSLP) around these and other key livelihoods of the poor. These collectives offer their members access to livelihoods knowledge, skills, technology, market intelligence, risk management products and credit support through their SHGs and Federations to individual members/households.

## Convergence and partnerships

**Convergence:** NRLM places a high emphasis on convergence with other programmes of the MoRD and other Central Ministries. Convergence is also sought with programmes of state governments for developing synergies directly or indirectly with institutions of the poor.

**Partnerships with NGOs and other CSOs:** NRLM has been proactively seeking partnerships with Non-Government Organizations (NGOs) and other Civil Society Organizations (CSOs), at two levels - strategic and implementation. The partnerships are guided by NRLM's core beliefs and values, and mutual agreement on processes and outcomes. Partnership guidelines to partner with NGOs, CSOs have been finalized and approved this year.

**Linkages with PRIs:** In view of the eminent roles of Panchayat Raj Institutions (PRIs), it is necessary to consciously structure and facilitates a mutually beneficial working relationship between Panchayats and institutions of the poor, particularly at the level of Village Panchayats. Formal platforms would be established for regular consultations between such institutions and PRIs for exchange of mutual advice, support and sharing of resources

## Support Structure:

NRLM has set up dedicated sensitive support units at the National, State, district and sub-district levels, to catalyze social mobilization, build institutions, capacities and skills, facilitate financial inclusion and access to financial services, support livelihoods and to promote convergence and partnerships with various Programs and stakeholders.



# Implementation

N.R.L.M is a highly process oriented programme and requires intensive application of resources, both financial and human, in order to mobilize the poor into functionally effective institutions, promote their financial inclusion and diversify and strengthen their livelihoods. It is, therefore, not feasible to roll out the programme in full scale across the country in one go, and therefore, it has been decided to phase the implementation of the programme over period of 10 years.

The blocks and districts in which all components of N.R.L.M are implemented are treated as ‘intensive’ blocks and districts, whereas the remaining as ‘non-intensive’ blocks and districts

## Implementation at Block Level

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NRLM intends to work in a block for a period of ten years till community federations take responsibility of implementation. A typical block having about 13,500 (90% of total poor) mobilize-able poor households spread over 100-120 villages is divided into 4 clusters of 30 villages each. In a typical intensive block, the first 3 years are spent in building the organizations of the poor by mobilizing them into SHGs, Federations at Village, Cluster level and Block level. Funds flow to the community institutions over the first 4-5 years. The middle years, years 3-6, are invested in deepening the activities and addition of various layers such as health, nutrition, interventions for Persons with Disability (PwD), etc. Last 4 years is essentially a maintenance and withdrawal phase where the community institutions graduate to self-reliance and self-sustainability.

Implementation in the blocks is being done in four ways –

1. **Resource Blocks**-with the support from National Resource Organization(s) (NRO) [5-6% blocks in a state];
2. **Intensive Blocks**-implemented with SRLM staff and internal community resource persons and the CRPs generated in resource blocks;
3. **Partnership Blocks**- with the support from local community federations and NGO partners; and
4. **Non-intensive Blocks**- are the remaining blocks in the state which are not taken up for implementation in the initial phase.

## INTRODUCTION TO PSRLM

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NRLM was launched in Punjab on 1st April 2012. Initially in 2012-13, the activities were undertaken in 5 resource blocks namely Sanour, Sunam, Guruharsahai, Valtoha and Dhariwal in Patiala, Sangrur, Ferozepur, Tarntaran and Gurdaspur Districts respectively. Resource block strategy was adopted for implementation of NRLM. In 2015-16, the activities were extended in other 2 districts i.e. Bathinda and Muktsar. In the year 2016, PSRLM has extended the mission to all the 22 districts of Punjab covering 35 blocks in the year 2016-17.

Sr. No	Name of District	Name of Block		
		Resource Blocks	Intensive Blocks covered as on year 2016-17	Blocks proposed to be covered under Intensive strategy during 2017-18
1	Patiala	1.Sanaur	1. Rajpura	1.Ghanour
			2. Pattran	
2	Sangrur	2.Sunam	3. Sangrur,	2.Andana
			4. Lehragaga	
3	Tarn Taran	3.Valtoha	5. Khadoor Sahib	3.Tarn Taran
			6. Chola Sahib.	
4	Ferozepur	4.Guruharsahai	7. Ghalkhurd	4.Ferozpur
5	Gurdaspur	5.Dhaliwal	8. Dera baba Nanak	5.Kalanour
			9. FatehgarhChurian	-
6	Bathinda	6.Phull	10. BhagtanBhaika	-
			11. Sangat	-
7	Mukatsar	7.Lambi	12. Malaout	-
			13. Gidderbaha	-
8	Roop Nagar	-	14. NurpurBedi	-
9	Mansa	-	15. Jhunir	-
10	Amritsar	-	16. Harsachhina	-
11	Barnala	-	17. Sehna	-
12	Faridkot	-	18. Kotakapura	-
13	Fazilka	-	19. Jalalabad	-
14	Hoshiarpur	-	20. Talwara	-
15	Jalandhar	-	21. Adampur	-
16	Kapurthla	-	22. SultanpurLodhi	-
17	Ludhiana	-	23. Sidhwabet	-
18	Moga	-	24. Nihalsinghwala	-
19	S.B.S Nagar	-	25. Balachaur	-
20	Pathankot	-	26. Dharkalan	-
21	S.A.S Nagar	-	27. Mazri	-
22	Fatehgarh Sahib	-	28. Khera	-

The implementation of NRLM in remaining 12398 villages has been phased out and the activities will be undertaken in all villages upto 2024-25. Financial year 2017-18 will be the year of deepening of NRLM activities in the old intensive blocks, expansion in the new intensive blocks, convergence with other rural development schemes and communitization in resource blocks. The existing social capital developed in the form of women activists, smoohsakhis and internal CRPs etc will be used for expansion of the programme in the State.

It is planned to cover 5 more blocks from the first 5 resource districts in the year 2017-18. The mission has now been going on in all the 40 intensive blocks and various activities are being carried out in these blocks. The list of the Resource and Intensive blocks covered and plan to be covered in the FY 2017-18 is given bellow:

## Phasing Plan

Coverage	Financial Year									Cumulative
	Cumulative as on Jan.17 2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
Districts	22	0	0	0	0	0	0	0	0	22
Blocks	35	5	15	15	15	27	35	0	0	147
GPs	635	745	1500	1650	1600	2155	2470	1140	1137	13032
<b>Institutions</b>										
SHGs	3581	5215	5800	6200	6000	7200	8950	4700	3200	50846
VOs	217	500	551	600	590	720	800	450	300	4728
CLF/BLF	7	30	36	30	29	30	40	22	15	239

It is proposed to cover 5 more blocks in the districts which were started in year 2012-13 during the year 2017-18. It is also proposed to expand in all the 147 blocks of the state by 2022-23 and the saturation in all the blocks will be achieved by 2024-25.