

World Bank assisted Tamil Nadu Empowerment and Poverty Reduction Project –
Sanction of the posts for the Tamil Nadu Empowerment and Poverty Reduction Project –
Recruitment for the State/District/Cluster Level.

SOCIAL WELFARE AND NUTRITIOUS MEAL PROGRAMME (SW.3-2) DEPARTMENT

G. O. (Ms) No. 67

Dated: 03.05.2005.

Read:

- 1) G. O. (Ms) No.79, SW & NMP Dept,, Dated: 12.05.2004
- 2) G. O. (Ms) No.33, SW & NMP Dept,, Dated: 09.03.2005

Read also:

- 3) From the Project Director, Tamil Nadu Empowerment and Poverty Reduction Project, Letter No.743/WB/2005, dated 11.03.2005.

ORDER

In the Government Order first read above, a core team has been formulated for the preparation of the Tamil Nadu Empowerment and Poverty Reduction Project. The Core Team has prepared the project proposals and also the Project Implementation Plan for the implementation of the Pilot Project. The World Bank in its appraisal mission in February 2005 appraised the Project and has stated that the Project meets with appraisal requirements.

2. The Project Director, Tamil Nadu Empowerment and Poverty Reduction Project in the reference third cited has stated that the Tamil Nadu Empowerment and Poverty Reduction Project is proposed to be implemented in four phases as under:

- First Phase : 7 Districts and 15 Blocks
- Second Phase : 8 Districts and 15 Blocks
- Third Phase : 20 Blocks – July 2006
- Fourth Phase : 20 Blocks – October 2006

and the following Districts based on the Below Poverty Level families percentage and preparedness of District have been selected for implementation of the Project for the First Phase of the programme: -

1. Theni, 2. Tiruvarur, 3. Vellore, 4. Salem, 5. Namakkal, 6. Tiruvannamalai
7. Coimbatore.

3. The Project Director, Tamil Nadu Empowerment and Poverty Reduction Project has further stated that the appraisal of the Project by World Bank has been completed during February 2005 and negotiations for the project is likely to take place during May 2005. The World Bank has indicated the following as pre-conditions for negotiations among others: -

1. To recruit remaining Core Team members at State Level
2. To select and sign the contract with Human Resource Agency to recruit first year District Project Teams and Project Facilitation Teams (PFTs) , at Cluster Level,
3. The Government Order to be issued approving the agreed Staff positions at the State, District and Cluster levels.

Hence, the Project Director, Tamil Nadu Empowerment and Poverty Reduction Project has sent a detailed proposal for sanctioning and filling up of the following positions (which have been agreed to by the World Bank) for State, District and Cluster Level to implement the Project: -

- (i) Conversion by reclassifying the post of "Decentralization Specialist" (which was already sanctioned) into that of "Capacity Building Specialist".
- (ii) Sanction of six additional posts of subject specialists (i.e.) Capacity Building Specialist, Business Development and Partnership Specialist, Disability and Vulnerability Specialist, Human Resources and Administrative Specialist, Accounts Officer and MIS Specialist) and ten Administrative staff with certain qualification, experience and salary for State Level Core Team.
- (iii) Sanction of one District Project Manager and seven Assistant Project Managers on various subjects with five administrative staff with certain qualification, experience and salary for the Project District.
- (iv) Recruitment of Project Facilitation Team of five members at the Cluster Level.
- (v) The recruitment of both contractual staff from the open market as well as deputationist from the Government Departments will be outsourced to the Human Resource Agency.
- (vi) As it is mandatory to meet the above mentioned requirements before negotiations which is proposed to take place in May 2005, the above proposals were placed before the Steering Committee for its approval.

4. The Steering Committee of the Tamil Nadu Empowerment and Poverty Reduction Project met on 22.03.2005 under the Chairmanship of Development Commissioner and Principal Secretary, Finance Department and has recommended the proposal of the Project Director, Tamil Nadu Empowerment and Poverty Reduction Project with certain modifications.

5. The Government have examined the proposal of the Project Director, Tamil Nadu Empowerment and Poverty Reduction Project with the recommendations of the Steering Committee and decided to accept the recommendations of the Steering Committee and sanction is accorded for creation of the following posts: -

State Level:

1. Business Development Partnership Specialist
2. Human Resources and Administrative Specialist
3. Disability and Vulnerability Specialist
4. MIS Specialist
5. Accounts Officer

The existing on post of "Decentralization Specialist" sanctioned in G.O.(Ms.) No.79, Social Welfare & NMP Department, dated 12.05.04 shall be reclassified as "Capacity Building Specialist".

Additional Ministerial Staff:

Accountant	- 1
Assistants	- 4
Personal Secretaries/Steno	- 2
Office Assistants	- 2
Receptionist	- 1

District Level:

District Project Manager
Assistant Project Manager – Village Funds
Assistant Project Manager – Business Finance
Assistant Project Manager – Livelihood
Assistant Project Manager – Marketing and Linkages
Assistant Project Manager – Social Safeguards
Assistant Project Manager – Capacity Building
Assistant Project Manager – Monitoring and Learning.

Support Staff:

Accountants	- 2
Administration Assistant	- 1
MIS Assistant	- 1
Office Assistant	- 1

6. The details of the posts to be filled up as sanctioned in para 5 above with qualification, emoluments and source of recruitment, terms of appointment to the State, District and Cluster Level are detailed in the Annexure. I, II and III to this order.

7. In the letter third read above, the Project Director, Tamil Nadu Empowerment and Poverty Reduction Project has stated that the recruitment is large number and it does not have the wherewithal to carry out the recruitment. Hence, he has requested that a Placement Agency may be engaged on the same lines as in the case of the Project Facilitation Team, ordered in Government Order second read above. This was placed before the Steering Committee and was approved by the same. The Government hereby accepts the recommendation of the Steering Committee and direct that a Placement Agency may be engaged for the recruitment of both contractual staff as well as Government Staff on deputation. After selection by the agency, the District Societies will issue the appointment orders.

8. The following procedures and conditions may also be followed while recruiting the staff as mentioned in Annexure I, II and III at State, District and Cluster Level:-

- (i) The personnel for the posts mentioned in Annexure I shall be recruited by the Selection Committee constituted in G.O.(MS) No.69, Social Welfare & NMP Dept., dated 29.03.2003 either on deputation or from the open market.
- (ii) All the appointments except those on deputation should be on contractual basis initially for a period of 2 years and should be renewed for the project

period based on performance. The contract should be performance based, and reviewed annually.

- (iii) The staff should be recruited on deputation basis from other Government Departments based on their suitability and if suitable candidates are not available, candidates should be recruited on contract basis from the open market.
- (iv) The recruitment would be done in 4 phases commencing from the date of approval of the Project by the World Bank in July 2005 and should be completed by October 2006 as recommended by the World Bank.
- (v) Adequate care should be taken during recruitment to ensure that only people who can add value to the project are selected.
- (vi) It is imperative that good officers man the various posts for the project to succeed. Managers should be recruited on deputation based on suitability as per the existing Government orders in force and recruitment from the open market may be resorted to only, if suitable Government Officers are not available.
- (vii) Due to utmost care should be taken during recruitment as the success of the project will depend critically on the persons manning the different project positions.
- (viii) For the Government Staff who are taken on deputation, normal deputation terms will apply.

9. The expenditure for the above posts sanctioned in para 5 above shall be met from the World Bank Project, for which necessary provisions are made in the Budget Estimate 2005-2006 under the following head of account:

"2235-Social Security and Welfare. 02-Social Welfare. 103-Women's Welfare Scheme in the Tenth Five Year Plan-II State Plan – LQ – World Bank aided Tamil Nadu Empowerment and Poverty Reduction Project. 09-Grants in Aid 03 - Grants for Specific Schemes".
(DPC 2235 02 103 PD 0931).

10. This order issues with the concurrence of Finance Department vide U.O.No.31566/Finance(SW)/2005-1 and U.O.No.32598/Finance(CMPC)/2005-1, dated:02.05.2006.

(BY ORDER OF THE GOVERNOR)

L.N.VIJAYARAGHAVAN
SECRETARY TO GOVERNMENT

Annexure – I

Details of the posts to be filled up with qualification, emoluments and source of recruitment for the State Level Core Team.

Position	Role	Qualification / Experience	Salary	Source
1	2	3	4	5
Business Development Partnership Specialist	To look after Livelihood Promotion including Marketing, establishing linkages with Private Sector etc.	MBA/PG Diploma in Management from reputed institutions. Two years relevant experience for candidate from IIMs. Five years relevant experience for candidates from IRMA/IIFM	30,000 - 40,000	Open Market
Disability and Vulnerability Specialist	Plan, Manage and Monitor special assistance component for Disabled and vulnerable	MSW Master of Rehabilitation 5 years experience with disabled	20,000 - 30,000	Open Market
Human Resources and Administrative Specialist	To look after the Human Resource Management of the Project and administration	MBA/PG diploma in Management with specialization in Human Resource Management 5 years experience in HR in reputed organizations.	30,000 - 40,000	Open Market
MIS Specialist	Data Collection/ Analysis and preparation of reports.	M.Sc (IT) / MCA 5 years experience in Database Management		Deputation/ Open Market
Accounts Officer	To look after the Financial management and accounting	Deputation - AO/CAO with professional qualification like CA/ICWA preferably with ACS qualification		Deputation

Support Staff

i) Accountant	- 1	Will be filled up through deputation from the Government Departments
ii) Assistants	- 4	
iii) Personal Secretaries/Steno	- 2	
iv) Office Assistants	- 2	On Contract basis through outsourcing
v) Receptionist	- 1	

Annexure – II

Details of staffing pattern proposed for each Project Districts with method of recruitment, qualification and salary

Position	Qualification	Experience	Salary	Source
1	2	3	4	5
District Project Manager	1. In the cadre of Joint Director of Govt. Departments/ Scale II or above Managers in Public Sector Banks	Experience in Rural Development, Industrial Co-operation, Agriculture, Animal Husbandry, Forestry will be preferred	25,000 – 30,000	Deputation
	2. PG Degree / Diploma in Management	8 years in Rural Development / Banking		Open Market
	3. From IIM/IRMA/ Indian Institute of Forest Management	3 years in Rural Development / Banking		
Assistant Project Manager (Village Funds)		AO Cadre from Govt. Depts./Boards/ Undertakings Scale: Rs.8000-275-13500	14,000	Deputation
	M.Com / M.A.(Corporate)	10 years relevant experience		Open Market
	CA- ICWA Inter	2 years relevant experience		
Assistant Project Manager (Business Finance)	Graduate / PG at Officer level from Nationalised or Scheduled Banks or Co-op Banks	2-3 years relevant experience as Officers in Nationalised/ Scheduled Banks. VRS bankers will be preferred.	14,000	Deputation
	PG/UG Qualification			Open Market
Assistant Project Manager (Livelihood)	M.A.(Rural Devt.)/ M.A. (Co-operative), M.Sc. (Envt.) / (Agri.) / (Forestry)	5 years experience in working with the community and promoting income generating activities	14,000	Open Market
	eg. Agricultural Officer, Officers or Asst. Directors in the Depts., of Rural Dev., Animal Husbandry, Sericulture, Horticulture etc.	Scale: Rs.6500-200-11100 Rs.8000-275-13500		Deputation

Position	Qualification	Experience	Salary	Source
1	2	3	4	5
Assistant Project Manager (Marketing & Linkages)	MBA	2 years in Marketing	14,000	Open Market
	BBA / BBM / M.A. (Rural Dev.) eg. Asst. Director Khadi & Village Industries Board, Asst. Director (Industries/Marketing) from Industries Department with marketing experience	5 years in Marketing		
Assistant Project Manager (Social Safeguards)	MSW / M.A. (Rehabilitation)	5 yrs. in the relevant field	14,000	Open Market
	eg. District Rehabilitation Officer/ Junior Rehabilitation Officer	Scale: Rs.6000-9000 Rs.8000-13500 Experience in working with the disabled/tribal will be preferred		Deputation
Assistant Project Manager (Capacity Building)	eg. 1. CDPO with PG Qualification preferably from Trainer promotee 2. Assistant Director from Govt. Depts., with relevant experience in training/ capacity building	3 years Scale: Rs.5900-200-9000		Deputation
Assistant Project Manager (Monitoring & Learning)	MCA/M.St./M.S.(IT) / M.A.(Mass Comn.)	3-5 years in relevant field	Rs.12,000	Open Market
	Statistical Officer, Asst. Director of Statistics	Rs.6500-10500 Rs.8000-13500		Deputation

Support Staff:

i) Accountants	2	Deputations
ii) Administration Assistant	1	Government Departments
iii) MIS Assistant	1	Open Market – On Contractual basis
iv) Office Assistant	1	Rs.4000/-

Annexure – III

**Details of staffing pattern proposed at Cluster Level (Project Facilitation Team)
with qualification, experience and proposed salary**

Position	Qualification	Experience	Salary	Source
1	2	3	4	5
Team Leader	i. Post Graduate	5 years experience in Rural Development/ Income Generation/ Livelihoods promotion/ working with NGOs in Livelihood sector	8,000	Open Market
	ii. Graduate	7 years experience in Rural Development/ Income Generation/ Livelihoods promotion/ working with NGOs in Livelihood sector		
	eg. Block Development Officer, Agricultural Officer, Horticultural Officer, Co-operative Sub Registrar etc.	Scale: Rs.6500-200-11100 Rs.5900-200-9900		Deputation
Facilitator (Social Mobilisation & Communication)	Post Graduate MSW/ M.A.Sociology/ M.A.(Women Studies) MA (Mass Commn.)	3 years in Community Mobilisation/ Communication	6,000	Open Market
	Graduate	5 years in Community Mobilisation/ Communication		Open Market
	eg. ICDS Supervisors Gr.I and Gr.II, Gramavikas, Asst. Agricultural Officer, Block Extension Officers, Sector Health Nurses etc.,			Deputation
Facilitator (Livelihoods)	BBA, BBM, B.Com. B.A. (Co-operative) B.A. (Corporate)	3 years experience in promoting income generating projects and marketing	6,000	Open Market
	eg. Extension Officer (Animal Husbandry), Asst. Agricultural Officer, Horticulture, Agriculture Officers/ Sericulture Inspectors/ Industrial Co-operative Officer	Scale: Rs.4000-100-6000 Rs.5000-150-8000 Rs.5500-175-9000		Deputation

Position	Qualification	Experience	Salary	Source
1	2	3	4	5
Facilitator (Business Finance)	BBA, BBM, B.Com. B.A. (Co-operative) B.A. (Corporate)	3 years experience in promoting income generating projects and marketing	6,000	Open Market
	eg. Sr. Inspectors from Co-operative Department, Co- operative Sub- Registrars			Deputation
Facilitator (Accounting & Monitoring)	B.Com /BBA/BBM	3 years in accounting field	6000	Open Market
	eg. Accountant/ Jr.Asst. cadre in any dept.	Scale: Rs.3200-85-4900		Deputation