

International Fund for Agricultural Development (IFAD) assisted Post Tsunami Sustainable Livelihood Programme – Formation of Project Management Unit and District Units – Sanction of Posts.

Rural Development & Panchayat Raj (CGS-2) Department

G.O. (Ms) No.163

Dated : 24.09.2007

1. G.O.(Ms) No.99, RD & PR (CGS-2) Dept., dated 13.06.2007.
2. From the Managing Director, TNCDW Ltd., D.O. Letter No.184/IFAD/ 2007, dated 18.06.2007.

ORDER

The Government in the Order 1st read above had designated the Tamil Nadu Corporation for Development of Women Ltd., as the Lead Programme Agency for implementing Post Tsunami Sustainable Livelihood Programme with assistance from International Fund for Agricultural Development (IFAD). One of the conditions for loan effectiveness of the programme is establishment of Project Management Unit (PMU) at Tamil Nadu Corporation for Development of Women Ltd., at the head quarters and 6 District Implementation Offices in the Districts of Kancheepuram, Thiruvallur, Villupuram, Cuddalore, Nagapattinam and Kanyakumari. The design document prepared by International Fund for Agricultural Development for the programme has outlined the structure of Project Management Unit (PMU) at the head quarters which will be headed by a Project Director and 6 District Implementation Offices (DIOs) in the districts. In addition to the Project Director, 5 Managerial level posts and 8 staff level posts at Project Management have been provided at the Project Management level. At the district level, one District Implementation Officer and 4 officer level posts and 8 staff positions have been provided for each district.

2. The Managing Director, Tamil Nadu Corporation for Development of Women Ltd., has in his letter second read above has sent a proposal requesting the sanction of Government for creation of the posts for Project Management and District Implementation Offices, the method of recruitment, the cost involved and to initiate the process of recruitment for implementing the Post Tsunami Sustainable Livelihood Programme with assistance from International Fund for Agricultural Development.

3. The Government after careful examination of the proposal of the Managing Director, Tamil Nadu Corporation for Development of Women Ltd., has decided to accept the proposal of the Managing Director, Tamil Nadu Corporation for Development of Women Ltd., and accordingly order to create a Project Management Unit at the head quarters and 6 District Implementation Offices in the districts with the following staff structure: -

I. Project Management Unit (State Level)

(i) Managers :

S. No.	Name of the Post	No. of Post	Method of recruitment	Scale of Pay / Salary
1.	Finance and Administration Manager	1	<p>Deputation: An experienced officer in the cadre of Chief Accounts Officers / Joint Director on deputation from Government Departments / undertakings.</p> <p>Open Market : Chartered or Cost Accountant with minimum of 3 years experience in financial planning and management, budgeting, accounts etc., with public or private sector organization. Familiarity with Government financial procedures will be an advantage.</p>	<p>Rs.10000-325-15200 (or) Rs.12000-375-16500</p> <p>Upto Rs.30000/-</p>
2.	Livelihood / Micro Finance Manager	1	<p>Deputation: An officer with experience in RD/SHG promotion or credit linkages or NGO management in the cadre of Deputy Director / Joint Director on deputation from the State Government / State Government undertaking / Central Government undertaking.</p> <p>Open Market: Post Graduates with minimum 5 years experience in RD / SHG promotion / micro finance / Banking or graduates with 7 years experience in RD / SHG promotion / micro finance / banking</p>	<p>Rs.10000-325-15200 (or) Rs.12000-375-16500</p> <p>Upto Rs.30000/-</p>
3.	Enterprise Development Manager	1	<p>Deputation: An officer with experience in livelihood promotion or coastal livelihood promotion or coastal livelihoods promotion of micro enterprises or marketing of rural products in the cadre of Deputy Director / Joint Director on deputation from the State Government / State Government undertaking / Central Government undertaking.</p> <p>Open Market: Post graduates with minimum 5 years experience in rural livelihood promotion / promotion of micro enterprises or cottage industries, marketing of rural / SHG products or graduates with 7 years experience in the above mentioned areas.</p>	<p>Rs.10000-325-15200 (or) Rs.12000-375-16500</p> <p>Upto Rs.30000/-</p>
4.	Monitoring & Evaluation Manager	1	<p>Deputation: An officer with experience in monitoring and evaluation of development programme in the cadre of Deputy Director / Joint Director on deputation from the State Government / State Government undertaking / Central Government Undertaking.</p> <p>Open Market: Masters Degree in Statistics or Business Studies with minimum 5 years experience in project planning, monitoring and evaluation.</p>	<p>Rs.10000-325-15200 (or) Rs.12000-375-16500</p> <p>Upto Rs.30000/-</p>
5.	Communication & Information Technology Manager	1	<p>Deputation: An officer with experience in MIS, database management in the cadre of Deputy Director / Joint Director on deputation from the State Government / State Government undertaking / central Government Undertaking.</p> <p>Open Market: Masters degree in Information Technology / Master degree in Computer applications with minimum 3 years experience in MIS, System design, planning and implementation.</p>	<p>Rs.10000-325-15200 (or) Rs.12000-375-16500</p> <p>Upto Rs.30000/-</p>

(ii) Support Staff:

S. No.	Name of the Post	No. of Post	Salary – Scale of Pay / Consolidated Pay	Source
1.	Accounts Assistant	1	Rs. 4000-100-6000 (or) Rs.10000	Deputation / Contract basis through outsourcing
2.	Project Assistant	1	Rs. 4000-100-6000 (or) Rs.10000	
3.	Junior Assistant / Data Entry Operator	3	Rs. 3200-85-4900 (or) Rs.7500	
4.	Driver	2	Rs. 3200-85-4900 (or) Rs.7500	
5.	Office Assistant	2	Rs. 2500-55-2660-60-3200 (or) Rs.4000	

II. District Implementation Office (for each district)

(i) Officers:

1. District Implementation Officer:

The Mahalir Thittam Project Officer shall be designated as District Implementation Officer and made in charge of Post Tsunami Sustainable Livelihood Programme.

2. Other Officers:

S. No.	Name of the Post	No. of Post	Method of Recruitment	Scale of Pay / Salary
1.	Finance & Administration Officer	1	Deputation: An experienced officer from Government Depts. / Undertakings. Open Market: Master Degree in Commerce / Inter pass in Chartered Accountancy / Cost Accountancy with minimum of 3 years experience in financial planning and management, budgeting, accounts, etc. with public or private sector organization. Familiarity with Govt. financial procedures will be an advantage.	Rs.6500 – 200 – 10500 (or) Rs.8000 – 275 – 13500 Upto Rs.15,000/-
2.	Community Development Officer	1	Deputation: An officer with experience in promotion of community based organizations or capacity building or NGO management from the State Government / State Government Undertaking. Open Market: Graduates with minimum 5 years experiences in RD/SHG promotion / Micro Finance / Banking.	Rs.5900 – 200 – 9900 (or) Rs.6500 – 200 – 10500 Upto Rs.15,000/-
3.	Enterprise Development Officer	1	Deputation: An officer with experience in livelihood promotion or promotion of cottage industries, marketing of rural products from the State Govt. / State Govt. Undertaking.	Rs.6500 – 200 – 10500

			Open Market: Graduates with minimum 5 years experience in Rural Livelihood Promotion / Promotion of micro enterprises or cottage industries, marketing of rural / SHG products.	Upto Rs.15,000/-
4.	Monitoring & Evaluation Officer	1	Deputation: An officer with experience in monitoring of schemes from the State Govt. / State Govt. Undertaking. Open Market: Degree in Statistics or Economics or Computer Applications or Information Technology with minimum 5 years experience in project planning MIIS. Monitoring and Evaluation.	Rs.6500 – 200 – 10500 Upto Rs.15,000/-

(iii) Support Staff:

Sl. No.	Name of the Post	No. of Post	Salary – Scale of Pay / Consolidated Pay	Source
1.	Office Manager	1	Rs.5500-9000 in the cadre of Superintendent	Deputation from Govt. Depts. / Govt. Undertakings.
2.	Project Assistant	2	Rs.4000-100-6000 (or) Rs.9000	Deputation / Contract basis through outsourcing
3.	Data Entry Operator / Clerk	2	Rs.3200-85-4900 (or) Rs.6000	
4.	Office Assistant	1	Rs.2550-55-2660-60-3200 (or) Rs.3500	
5.	Driver	1	Rs.3200-85-4900 (or) Rs.5000	

(i) In case in future if there is a move to have dedicated District Implementation Officer for the Project, the post of Office Manager shall be disbanded.

(ii) The Project Management Unit will be the central administrative unit of the project with the primary responsibilities for ensuring funds flow, financial management and monitoring and evaluation of the project. The Project Management Unit will be headed by the Project Director who will be drawn from among the officers of the Indian Administrative Service to ensure co-ordination with line departments and the District Collectors. (The Executive Director of Tamil Nadu Corporation for Development of Women has been nominated as Project Director, Post Tsunami Sustainable Livelihood Programme).

(iii) The Manager and officers posts shall be filled up either by deputation or from open market depending on the availability of suitable candidates.

(iv) The responsibilities of the managerial positions at Project Management Unit and officers at District Implementation Offices are described in Annexure – I and II.

(v) The post of Finance and Administration Manager at PMU shall be filled up by giving preference to serving officers from the Government or recently retired Government officials who are well versed with Government accounting and procurement procedures.

(vi) The post of Enterprise Development Manager at PMU shall be filled up by giving preference from among the Assistant Project Managers recruited by Vazhndhu Kattuvom Project because of their experience in livelihood promotion.

(vii) In case suitable officers in the cadre of Deputy Director or Joint Director are not available on deputation., Assistant Director level officers with relevant experience shall be considered.

(viii) The normal recruitment procedure of advertisement, short listing and interview shall be adopted for recruitment from open market. A selection committee is therefore constituted with the following members to select the candidates: -

- 1) Secretary to Government, Rural Development and Panchayat Raj Department.
- 2) Managing Director, TNCDW
- 3) Project Director, IFAD Assisted PTSLP
- 4) Joint Secretary, Rural Development and Panchayat Raj Department.

(ix) The persons recruited from the open market shall be appointed on contract basis initially for a period of one year which shall be the probation period. On satisfactory completion of the probation period, the contract shall be extended for a period of 2 years at a time.

(x) Drivers shall be hired from TEXCO as per the existing Government policy on Drivers. For this TEXCO rates will apply.

(xi) The officers and staff taken on deputation are eligible for project allowance of 10% of Basic Pay and Dearness Pay.

4. This orders issues with the concurrence of Finance Department vide its U.O. No.61647/RD&PR/P/07-1, dated 21.9.07.

(By order of the Governor)

K. ASHOK VARDHAN SHETTY
SECRETARY TO GOVERNMENT

Annexure – I

POST TSUNAMI SUSTAINABLE LIVELIHOOD PROGRAMME

Responsibilities of Managers at PMU

1. Finance & Administration Manager

- Preparing annual budgets based on annual work plans and assisting District Implementation Officers in drawing up of district budgets.
- Ensuring maintenance of adequate records of all financial transactions;
- Assisting District Implementation Units in Financial, procurement and Personnel matters;
- Monitoring of funds management at the district level in the project districts including monitoring of financial management procedures of the projects implementation;
- Expediting release of funds to implementing agencies for timely implementation of project activities;
- Preparing reimbursement claims for submission to State Government for onward transmission to Department of Economic Affairs, GOI; and
- Preparing timely requests for release of funds from the State Government with required utilization certificate and follow up with the same;
- Ensuring adequate internal and external audit procedures are in place for project funds;
- All aspects related to personnel and general administration matters;
- Any other tasks assigned by the management.

2. Livelihood / Micro Finance Manager

- Assisting in forming and training SHGs, preparing lending procedures and policies for infra – group lending, linking with banks and reviewing performance periodically.
- Liaising with banks to ensure enabling environment for SHGs in opening accounts and accessing credit Revolving problems encouraged by NGOs/ SHGs in accessing required banking facilities;
- Conducting workshops/ training programmes to increase the level of confidence between communities and FFIs, etc;
- Liaising with NGOs, etc to compile needs of SHGs for different support services related to development of income generating activities and communicating these needs to the line departments for on-farm activities and to other service providers identified for non-farm activities;
- Liaising with line departments to ensure enabling environment for NGOs to access line department services at the local / grass root level for the SHGs;

- Resolving problems encountered by NGOs/ SHGs in accessing required support services;
- Liaising with identified service providers for non-farm activities for provision of required services to the SHG members e.g. design support, skill up gradation and development of market linkages; and
- Facilitation contact between marketing agents and group / women requiring marketing assistance
- Any other tasks assigned by the management.

3. Enterprise Development Manager

- Overseeing the identification and motivation of potential livelihood clients;
- Assist in arranging exposure visits of livelihood activities and communication of costs and benefits of various livelihood opportunities to them;
- Co-ordinating with forward and backward linkage providing agencies, assisting in provision of BDS to the 3 micro enterprises in a timely, cost effective and quality manner;
- Monitoring on a regular basis of cash flows, gathering information of social impact analysis for micro enterprises and trouble shooting for existing or potential problems;
- Liaison with State Government and NGO staff involved in implementation;
- Any other tasks assigned by the management.

4. Monitoring and Evaluation Manager

- Preparing consolidated monitoring and progress reports, based on reports received from the participating districts and submitting to various agencies;
- Preparing periodic overviews of the project outlining the difference trends, strategies and innovations in the participating districts for discussions at internal project management review meeting;
- Compiling consolidated Annual Work Plan and periodical action plan for the project;
- Overseeing collection of data for the MIS system;
- Monitoring of Project activities at the field level to review project performance and progress and assisting in removal of implementation of blockages;
- Preparing annual and quarterly action plans based on experience from concurrent Monitoring & Evaluation exercise and or field observations;
- Identifying appropriate agencies / individuals to undertake techno-economic surveys for the project districts, making necessary contractual arrangements and monitoring the implementation of the surveys;
- Liaising with Monitoring & Evaluation agency contracted to undertake concurrent monitoring and evaluation, to agree work program, obtain feedback on project

performance and initiate appropriate actions to improve project design and implementation;

- Designing and implementing a participatory monitoring and evaluation system in collaboration with the selected resource agency;
- Any other tasks assigned by the management.

5. Communication and Information Technology Manager

- Establishing a computerized programme monitoring system including developing formats and procedures;
- Ensuring gender dis-aggregation and analysis;
- Feeding into the MIS and generating progress reports, trends on monthly basis for review and action;
- Identifying resource persons / agencies for the production of communication materials;
- Liaising with District Project Managers, NGOs and other interveners to provide guidance and assistance where required to provide effective communication support to expedite project implementation ;
- Overseeing implementation of the communication strategy and all activities related to development of communication tools and dissemination of project results;
- Disseminating the strengths and weaknesses of the programme implementation for undertaking mid course correction;
- Any other tasks assigned by the management.

Annexure – II

POST TSUNAMI SUSTAINABLE LIVELIHOOD PROGRAMME

Responsibilities of Managers at DIO

1. District Implementation Officer

- Day-to-day management of project implementation in the district;
- Identifying potential partner NGOs, selecting clusters of villages for project implementation;
- Liaising with selected NGO partners and monitoring their performance;
- Undertaking field visits to review project progress and performance and in particular to oversee adherence to the overall project philosophy and immutable principles;
- Organising district level orientation workshops and training programmes for beneficiaries, NGOs staff, line department staff, bankers and other partners including in participating planning processors;
- Preparing annual and quarterly work plans and budget for the district and action plans to achieve the same;
- Compiling the training needs of all the project participants based on information received from the NGOs, field observations, etc;
- Liaising with district administration and other service providers to ensure effected participation of supporting services in project implementation and to resolve any implementation problems;
- Overseeing collection of monitoring data and information, its analysis and preparation of regular monitoring and progress report, vis-à-vis the target;
- Any other tasks assigned by the management.

2. Finance and Administration Officer

- Preparing annual budgets based on annual work plans and assisting District Implementation Office in drawing up of district budgets;
- Ensuring maintenance of adequate records of all financial transactions;
- Monitoring of funds management at the district level in the project districts including monitoring of financial management procedures of the projects implementation, e.g. NGOs
- Expediting release of funds to implementing agencies for timely implementation of project activities;
- Ensuring adequate internal and external audit procedures are in place for project funds;
- All aspects related to personnel and general administration matters;
- Any other tasks assigned by the management.

3. Community Development Officer

- Guiding and assisting NGOs / Community Resource Centres in community institution building;
- Co-ordination and supervision of all activities related to training and development of community institutions, SHGs, staff of Community Resource Centers and ensuring adequate capacity building of them;
- Supervision of activities; related to utilization of infrastructure fund and other assistance to the community institutions;
- Co-ordination with the line agencies to ensure harmonization and convergence of government sponsored schemes with that of the programme interventions;
- Resolving problems encountered by NGOs / SHGs in accessing required banking facilities;
- Liaising with identified service providers for non-farm activities for provision of required services for the SHG members e.g. design support, skill up gradation and development of market linkages;
- Facilitation contract between marketing agents and group / women requiring marketing assistance;
- Interacting with women in communities to gain better-understanding of women's perceptions and guiding NGOs in approaches to integrating women into project activities;
- Ensuring adequate representation of women in all project activities;
- Monitoring impact of project activities on status women;
- Monitoring gender orientation of communities and participating agencies;
- Co-ordination with the line agencies to ensure harmonization / convergence of government sponsored schemes with that of the programme interventions;
- Any other tasks assigned by the management.

4. Enterprise Development Officer

- Overseeing the identification and motivation of potential livelihood clients;
- Assist in arranging exposure visits of livelihood activities and communication of costs and benefits of various livelihood opportunities to them;
- Co-ordinating with forward and backward linkage providing agencies, assisting in provision of BDS to the3 micro enterprises in a timely, cost effective and quality manner;
- Monitoring on a regular basis of cash flows, gathering information of social impact analysis for micro enterprises and trouble shooting for existing or potential problems;
- Liaison with State Government and NGO staff involved in implementation;
- Any other tasks assigned by the management.

5. Monitoring & Evaluation Officer

- Overseeing collection of data for the MIS system:
- Monitoring of Project activities at the field level to review project performance and progress and assisting in removal of implementation of blockages:
- Analyzing MIS data and preparation of management reports detailing management issues for discussions at internal project management review meeting.
- Consolidating monitoring data and information based on report received from the participating district and preparing quarterly monitoring and progress reports for Project Management Unit, Project steering committee and for submission to various agencies.
- Preparing annual and quarterly action plan\ for implementation of the project activities based on experience from concurrent Monitoring and Evaluation exercise and or field observations.
- Analyzing income generating activities taken up by women with particular emphasis on assessing the financial returns to the women and problems encountered.
- Any other tasks assigned by the management