CHAPTER-4

NATIONAL RURAL LIVELIHOOD MISSION:
IMPLEMENTATION
INTRODUCTION

The basic objectives of the rural development programmes has been alleviation of poverty and unemployment through creating basic social and economic infrastructure, self-employment of rural poor and to provide wage employment to marginal farmers, landless labourers so as to discourage seasonal and permanent migration to urban areas.

Under the decentralized planning process, rural development programmes have assumed greater significance as their planning and implementation has been transferred to Panchayati Raj Institutions (PRIs). Department of Rural Development is responsible for effective implementation of many Centrally Sponsored Schemes (CSS) of Rural Development Ministry and state sector schemes of similar and complementary nature. In all the Centrally Sponsored Schemes, the district wise physical and financial targets are decided by the Ministry of Rural Development, Government of India.

The development of rural areas and improvement in the quality of life of the rural people has been the primary concern of the department. In order to correct the development imbalance and to accord due priority to rural areas, a number of initiatives have been taken by the department for the creation of social and economic infrastructure in rural areas.

At the time of India’s independence, the socio-economic scenario was characterized by a predominantly rural economy with feudal structure. There was widespread poverty, dismal literacy rate, geographically and culturally isolated population, a rigid social structure and extremely poor transport and communication system. The state leaders and policymakers during the initial years of development planning were also not adequately acclimatized to development activities.
Initiative taken by government of India as measure of poverty reduction under five year plans

In view of the impediments to social and economic development, the fulcrum of the planning process has been on the strategic goal of ‘economic development with social justice’. Thus, the Five Year Plans in India over the years underscored the development of backward areas and disadvantaged population groups.

The First Five Year Plan (1951-56) was an attempt to strike a balance between the prevailing socio-economic conditions and the building up of a model society founded on the Indian Constitutional norms relating to the protection and advancement of the people belonging to the weaker sections. This realisation led to the implementation of the nation-wide programme of Community Development, with the objective of facilitating socio-economic change primarily in the life of the rural population. The community development was also considered as an instrument in tackling poverty during the first plan. The basic premise of this programme was founded on the assumption that efforts at the local level could be instrumental in motivating the community to participate in the development process. The expectation was that if motivational impulses could be successfully generated then it would not really be difficult to sustain the programme once it gains momentum. The introduction of the Panchayati Raj Institutions (PRIs) provided the much-needed impetus towards the implementation of the programme. However, the Community Development Programme, despite having been continued during the subsequent plan periods, failed to generate the desired results because of the over-dependency of the programme not only on the government initiative but also on government funding. The programme failed miserably in places characterised by a lack of government funding as the much-needed local contribution was not forthcoming. Thus, the programme of community development, upon which the planners in India were initially banking to alleviate poverty, failed to bring about the desired results in terms of improving the lives of the poor.
However, an important institutional change that took place in the first plan period was the evolution of a comprehensive land reform policy, which led to the abolition of intermediary institutions and systems of land holding like zamindari, jagirdari, etc., which were highly exploitative and a root cause of rural poverty. The ownership of lands was transferred to the indigent population with the intention of ameliorating the deplorable condition of the rural poor. However, the benefit of land reform was confined only to a few agriculturally progressive states.

The Second Five Year Plan (1956-61) embarked upon a strategy of development based on P.C. Mahalonobis model (1953). The objective of acceleration of economic growth, as perceived and applied during this period, was primarily based on higher investment in the domestic capital goods producing sector. Since private entrepreneurial capacity in the capital goods sector was inadequate and the political scenario was more inclined towards a public sector expansion, the second plan heralded a massive industrial development programme with an emphasis on balanced regional development of the industrial and the agricultural economy. The Industrial Policy Resolutions, too, echoed the importance of balanced regional development in order to ensure that the people in backward areas derived benefits of industrial development through increased employment and enhanced incomes. As a result of these policy pronouncements, some major industrial projects came up in the poverty-stricken states of Bihar, Madhya Pradesh and Orissa. This plan also fueled the development of small scale industries, which was perceived as a prime mover in addressing the problem of unemployment especially in rural areas. However, despite its much-needed emphasis on balanced regional development, the second plan ran into trouble in the late fifties on account of a serious balance of payment crisis and acute food deficit. The problems got compounded with an exacerbation in inflationary pressures and rapid growth of population.

The Third Five Year Plan (1961-66) tried to address the problems that cropped up in the second plan period without bringing about any basic
changes in the policy of public sector driven industrialisation and protectionism. A major development that took place during the third plan period, however, was the beginning of a comprehensive programme of rural works with the objective of generating additional employment opportunities and utilizing the large reserve of rural labour force for accelerating the process of economic development. In spite of this positive development, the performance of the third plan remained far below expectation. The growth rate plummeted down to 2.7 percent per year as compared to a targeted growth rate of 5.6 percent per year. The phenomenal decline could be attributed partly to poor harvests and partly to wars with China and Pakistan in 1962 and 1965, respectively.

The Fourth Five Year Plan (1969-74) ‘Growth with Stability’ was the main objective of this Plan. The Plan expected to increase the national income at the rate of 5.5 percent per annum through the growth of agriculture and industries. The Crash Scheme for Rural Employment, Drought Prone Area Programme, Small Farmers Development Agency, Tribal Area Development Agency, Pilot Intensive Rural Employment Programme, Minimum Needs Programme and Command Area Development Programme were the major rural development programmes during this period. All these programmes helped to accelerate the overall development of the country but their contribution to reduce the rural poverty or to generate employment was not much.

On the eve of the Fifth Five Year Plan (1974-79), the policymakers realised that the institutional changes and the special programmes that had been in operation to complement the low economic growth rate could not succeed in making a significant dent on those excluded from the growth process. It was observed that the set of people, who failed to derive the benefits from the growth process, were much widespread and diverse in character than was originally anticipated in the previous five year plans. The contemporary empirical research evidences reaffirmed that poverty had been more acute among wage labourers, scheduled tribes and scheduled castes and people
inhabiting the backward regions. These findings provided the rationale for complementing growth promoting policies with increasing number of direct measures in the form of targeted programmes intended for a much larger set of disadvantaged population groups.

Thus, a number of targeted income and employment generation programmes were introduced as a component of the development strategy of the Fifth Five-Year Plan with the objective of ameliorating the living conditions of the disadvantaged. The decade of the seventies is thus considered as a landmark with the introduction of a series of programmes based on a three-pronged approach to attack poverty and unequal distribution which included: (i) creation of income-generating asset base for the rural poor (ii) generation of opportunities for wage employment; and (iii) area development programmes in backward regions like dry land, rain-fed, drought prone, tribal, hill and desert areas. Furthermore, since industrial development was considered as an avenue for large-scale labour absorption, the government also introduced Rural Industrialisation Programme (RIP) and Rural Artisans Programme (RAP). Although the strategy for poverty alleviation during this period had yielded fruits in terms of poverty reduction, the extent of poverty reduction was, however, not commensurate with the resources put in. This strategic emphasis on growth with redistribution continued during both the Sixth (1980-85) as well as the Seventh Five Year Plan (1985-90) periods.

The Eighth Five Year Plan (1992-97) was another important landmark in the development strategy when the limitation of an income and commodity-centric notion of poverty and human well-being was recognised. In line with Amartya Sen’s celebrated work ‘Development as Freedom’, poverty came to be recognised as not simply “a state of low income or consumption” but as the lack of freedom of a person to choose and live the life he has reasons to value. The notion of freedom to choose and live, brought to fore the process aspect of life defined as capability, which is contingent upon the state of health, level of education, demographic characteristics, socio-cultural environment, which determines the access to development opportunities. This recognition of the
multifaceted nature of poverty generated an urge among the policymakers for complementing poverty alleviation strategy with special programmes for building up the capabilities of the poor and the disadvantaged.

The Ninth Five Year Plan (1997-2002) laid stress on a genuine thrust towards decentralisation and people’s participation in the planning process through institutional reforms. It emphasized strengthening of the Panchayati Raj and Civil Society Groups for promoting transparency, accountability and responsibility in the development process. The role of the government, in general, had to shift, from being the provider, to the facilitator of development processes by creating right types of institutional infrastructure and an environment conducive to broad-based economic development.

The Tenth Five Year Plan period (2002-07) has observed a healthy transformation in the policy sphere with the emergence of a more vibrant civil society and media and the evolution of a more dynamic and sensible judiciary. These developments accompanied by social mobilisation has prompted the Supreme Court of India to issue a series of directives to the governments at the centre and the states to allocate adequate resources, ensure people’s participation in implementation and monitoring of poverty alleviation programmes, use excess food stocks to run Food For Work (FFW) schemes in drought affected states and serve cooked mid-day meals to primary school children.

In the wake of starvation deaths in states like Orissa, Rajasthan and Madhya Pradesh at the onset of the millennium, the Supreme Court acted quite promptly in response to a petition filed by People’s Union of Civil Liberty (PUCL). The petition tried to link food security with the right to life, which is recognised as a fundamental right (under Article 21 of the Indian Constitution).

The civil society also put pressure on the government to initiate steps towards guaranteeing development benefits to the poor. The enactment of ‘Right to Information Act, 2005’, the ‘National Rural Employment Guarantee Act, 2005’ and making education for children aged 6 to 14 years a fundamental
right are some of the important steps initiated by the Government of India towards that end.

Under the Eleventh Five Year Plan (2007-12), adequate provision has been made for the state share in continuing Centrally Sponsored Schemes like Swarna Jayanti Gram Swarozgar Yojana (SGSY), Indira Awas Yojana (IAY), Integrated Waste Land Development Programme (IWDP), Drought Prone Area Programme (DPAP), Mid Day Meal Scheme and National Rural Employment Guarantee Scheme (NREGS).

The first and essential step in the Eleventh Five Year Plan is to design a set of poverty elimination initiatives keeping the broad strategy outlined above and evolve mechanisms for effective implementation keeping in view the state specific context. Direct enabling assistance in the form of safety nets from the state becomes an essential condition to prepare them to participate in poverty elimination programme.

According to 2011 census, the country’s rural population is almost 83.25 crore (68.8% of total population). There has been wide consensus that the rural development should be inclusive and sustainable in order to alleviate the poverty. The tentative Gross Budgetary Support (GBS) for the Ministry of Rural Development for the Twelfth Five Year Plan (2012-17) is Rs. 44,3261 crore (against the Rs. 29,1682 crores of Eleventh Plan period) which includes the major programs.

Although agriculture now accounts for only 14 per cent of Gross Domestic Product (GDP), it is still the main source of livelihood for the majority of the rural population. As such rapid growth of agriculture is critical for inclusiveness. Important structural changes are taking place within the sector and there are definite signs of improved performance. Agricultural growth has accelerated compared to the Tenth Plan and diversification is proceeding.1

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112th Five Year Plan, Planning Commission, Govt. of India.
Dependence on Agriculture in rural areas- Farmers are shifting to non-agricultural work and tightening the labour market in agriculture and putting pressure on farm wages. Focus area of the 12th Five Year Plan will be improving viability of small farms, Extended Information reach to farmers, investments both on-farm and in watershed development to enable better responses to depleting natural resources and weather risk, focus not just on production but also on farm incomes, stressing service delivery and suggesting encouragement of group activity with land and tenancy reforms put back on the agenda. Two major rural development programs focus on employment creation. Mahatma Gandhi National Rural Employment Guarantee Act offers the wage employment and National Rural Livelihoods Mission (NRLM) aims to generate the sustainable livelihood for the BelowPoverty Line households by mobilizing them in to Self-Help Groups (SHGs) and creation of their Federations.

**Poverty Alleviation and Livelihood Programmes and Schemes in India**

Rural development and poverty alleviation have been the major areas of concern and thrust for the nation since independence. A brief summary and table of various programmes initiated by the Government of India is as under:-

1. **Community Development Programme**

   The programme was launched on a pilot basis in 1952 to provide for a substantial increase in the country’s agricultural production, and for improvements in systems of communication, in rural health and hygiene, and in rural education. The community development programme was rapidly implemented. In 1956, by the end of the first five year plan period, there were 248 blocks, covering around a fifth of the population in the country. By the end the second five year plan period, there were 3,000 blocks covering 70 per cent of the rural population. By 1964, the entire country was covered under Community Development Programme.
2. **National Extension Service**

The people in the entire project areas of community development programme responded enthusiastically and the need for a rapid expansion of the programme to other parts of the country was urgently felt. Limited resources however, did not permit a rapid expansion of the community development projects. A year later, in 1953, the National Extension Service (NES) programme was launched with the idea of having wider coverage at less cost and more people's participation.

3. **Drought Prone Areas Programme (DPAP)**

Drought Prone Area Programme was the earliest area development programme launched by the Central Government in 1973-74 to tackle the special problems faced by those fragile areas which are constantly affected by severe drought conditions. These areas are characterised by large human and cattle populations which are continuously putting heavy pressure on the already fragile natural resources base for food, fodder and fuel. The major problems are continuous depletion of vegetative cover, increase in soil erosion and fall in ground water levels due to continuous exploitation without any effort to recharge the underground aquifers.

4. **The Minimum Needs Programme**

This programme was introduced in 1974 with the objective of establishing a network of basic services and facilities of social consumption in all the areas up to nationally-accepted norms within a specified time-frame. The programme was designed to assist in raising living standards and in reducing the regional disparities in development. The programme is essentially an investment in human resources. The basic needs of the people identified for this programme are Elementary Education, Adult Education, Rural Health, Rural Roads, Rural Electrification, Rural Housing, Environmental Improvement of Urban Slums and Nutrition.
5. **The Twenty Point Programme (TPP)**

Twenty Point Programme was launched by the Government of India in 1975. The programme was first revised in 1982 and again in 1986. Over the years, the need for restructuring the programme has been felt in the light of achievements and experiences, as well as the introduction of several new policies and programmes by the Government of India.

The programmes and schemes under the Twenty Point Programme-2006 are in harmony with the priorities contained in the National Common Minimum Programme (NCMP). It renews the nation’s commitment to eradicating poverty, raising productivity, reducing income inequalities and removing social and economic disparities.

6. **The Hill Area Development Programme (HADP)**

The Hill Area Development Programme was introduced in Nilgiris District in 1975. It was funded by the Government of India to supplement the plan resources of the state by providing Special Central Assistance. The main objective of Hill Area Development Programme was eco-restoration, eco-development and eco-preservation. While taking care of the socio-economic and developmental needs of the District, the Hill Area Development Programme was to develop land use planning for forest areas to cultivable areas to conserve soil, water and increase productivity of land, economic upliftment of tribals in an isolated settlement and also to ensure peoples participation in all developmental activities.

7. **Integrated Rural Development Programme (IRDP)**

The Integrated Rural Development Programme (IRDP) was a rural development program of the Government of India launched in financial year 1978 and extended throughout India by 1980. It was a self-employment program intended to raise the income-generation capacity of target groups among the poor. The target group were formed largely of small and marginal farmers, agricultural labourers and rural artisans living below the poverty line. The pattern of subsidy was 25 per cent for small farmers, 33-1/3 per cent for
marginal farmers, agricultural labourers and rural artisans and 50 per cent for Scheduled Castes/Scheduled Tribes families and physically handicapped persons. Within the target group, there was an assured coverage of 50 per cent for Scheduled Castes/Scheduled Tribes, 40 per cent for women and 3 per cent for the physically handicapped. Priority in assistance was also given to the families belonging to the assignees of ceiling surplus land; Green Card Holders covered under the Family Welfare Programme and freed bonded labourers.

The objective of Integrated Rural Development Programme were to enable identified rural poor families to cross the poverty line by providing productive assets and inputs to the target groups. The assets which could be in primary, secondary or tertiary sector were provided through financial assistance in the form of subsidy by the government and term credit advanced by financial institutions. The programme was implemented in all the blocks in the country as a centrally sponsored scheme funded on 50:50 basis by the Centre and State.

8. **Training of Rural Youth for Self Employment**

The Training of Rural Youth for Self--Employment (TRYSEM) was a supporting component of the Integrated Rural Development Programme, started as a centrally sponsored scheme on 15th August, 1979. Its focus was on providing technical and entrepreneurial skills to rural un-employed youths in the age group of 18-35 years from the families below the poverty line to enable them to take up income generating schemes.

9. **Development of Women and Children in Rural Areas (DWCRA)**

The Development of Women and Children in Rural Areas (DWCRA) programme was launched as a sub-component of Integrated Rural Development Programme and a centrally sponsored scheme of the Department of Rural Development with the co-operation of United Nations International Children’s Education Fund (UNICEF) in order to strengthen the women's component of poverty alleviation programmes. It was directed at raising the income levels of women of poor households so as to enable their organised participation in social development towards economic self reliance. The
primary thrust of this programme was on the formation of a group of 15 to 20 women from poor households at the village level for delivery of services like credit and skill training, cash and infrastructural support for self employment. Through the strategy of group formation, the programme aimed to improve women's access to basic services of health, education, child care, nutrition and sanitation.

10. **Rural Landless Employment Guarantee Programme (RLEGP)**

This was a totally centrally financed programme introduced in 1983. While most of the objectives and stipulations under this were similar to those of National Rural Employment Programme, it was to be limited only to the landless, with guaranteed employment of 100 days. Moreover, there was earmarking of funds specifically for certain activities- 25 per cent for social forestry, 10 per cent for works benefiting only the Scheduled Castes/Scheduled Tribes and 20 per cent for housing under Indira Awaas Yojana.

11. **Indira Awaas Yojana (IAY)**

Indira Awaas Yojana was launched during 1985-86 as a sub-scheme of Rural Landless Employment Guarantee Programme (RLEGP) and continued as a sub-scheme of Jawahar Rozgar Yojana (JRY) since its launching from April, 1989. It had been delinked from the JRY and had been made an independent scheme with effect from January 1, 1996.

The objective of Indira Awaas Yojana was primarily to provide grant for construction of houses to members of Scheduled Castes/Scheduled Tribes, freed bonded labourers and also to non Scheduled Castes /Scheduled Tribes rural poor below the poverty line. The target groups for houses under Indira Awaas Yojana are people below poverty line living in rural areas belonging to Scheduled Castes/Scheduled Tribes, freed bonded labourers and non Scheduled Castes /Scheduled Tribes subject to the condition that the benefits to non Scheduled Castes /Scheduled Tribes should not exceed 40 per cent of total Indira Awaas Yojana allocation during a financial year.
12. Million Wells Scheme (MWS)

The Million Wells Scheme was taken up as a sub-scheme of National Rural Employment Programme (NREP) and Rural Landless Employment Guarantee Programme (RLEG) during the year 1988-89 had continued under Jawahar Rojgar Yojana. till 1989-90, the objective of the scheme was to provide open irrigation wells to small and marginal farmers amongst the Scheduled Caste/Scheduled Tribes and freed bonded labourers who were below poverty line. From 1990-91 onwards, under Million Wells Scheme, the following works were also included. (a) Construction of open irrigation wells for the target group; (b) Where wells were not feasible, other scheme of minor irrigation like irrigation tanks, Water Harvesting Structures for the benefit of target group could also be taken up; and, (c) The provision under million wells scheme could also be utilized for the land development of the target groups.

13. Jawahar Rozgar Yojana (JRY)

Jawahar Rozgar Yojana was launched as a centrally sponsored scheme on April 1st, 1989 by merging the National Rural Employment Programme (NREP) and Rural Landless Employment Guarantee Programme (RLEG). The main objective of the programme was the generation of additional gainful employment for unemployed and under employed men and women in rural areas through creation of rural economic infrastructure, community and social assets. The resources under the scheme were allocated to the states/Union Territories (UTs) on the basis of proportion of rural poor in the states/Union Territories (UTs) to the total rural poor in the country. The programme was targeted at people living below poverty line with preference to Scheduled Castes/Scheduled Tribes and freed bonded labourers. At least 30 per cent employment was to be provided to women under the scheme. Works under the scheme could be taken up during any part of the year as per the felt need for employment generation preferably during the lean agricultural season but could be continued thereafter as per the necessity.
14. Integrated Wastelands Development Programme (IWDP)

A Centrally Sponsored Programme had been under implementation since 1989-90, and was transferred to the erstwhile Department of Wasteland Development along with the National Wasteland Development Board in July, 1992. From 1st April 1995, the programme was being implemented through watershed approach under the common guidelines for Watershed Development. The development of wastelands and degraded lands under the programme was expected to promote the generation of employment in the rural areas besides enhancing the participation of people at all stages, leading to sustainable development of land and equitable sharing of the benefits.

15. Supply of Improved Tool-Kits to Rural Artisans (SITRA)

Supply of Improved Tool-Kits to Rural Artisans (SITRA) was launched as a sub-scheme of the Integrated Rural Development Programme (IRDP) in July 1992 with the objective of enabling rural artisans below poverty line (BPL) to enhance the quality of their products, increase their production and income and ensure a better quality of life for them. This was also expected to help reduce migration to urban areas.

16. Employment Assurance Scheme (EAS)

The Employment Assurance Scheme (EAS) aimed at providing wage employment in unskilled manual works to the rural poor who were in need of employment and seeking it. The secondary objective was to create economic infrastructure and community assets for sustained employment and development. The Employment Assurance Scheme for generating employment opportunities to the rural poor on an assured basis had been launched from 2nd October, 1993. The resources under the scheme had been shared between the Centre and the State in the ratio of 75:25 respectively. Men and women over 18 years of age and below 60 years of age normally residing in the village were covered.
17. **The Member of Parliament Local Area Development Scheme**

The scheme was introduced in December 1993 by former Prime Minister, P.V. Narasimha Rao to enable legislators to execute small works of a local nature to meet the urgent needs of their constituents. Under the scheme, each legislator may identify projects and sanction up to Rs. 2 crore per year for public works in their constituencies. The scheme was mooted after Member of Parliament demanded that they should be able to recommend certain development projects in their constituencies. The projects include assets building such as drinking water facilities, primary education, public health sanitation and roads.

18. **Rural Employment Generation Programme**

On the basis of recommendation of the High Power Committee Report, submitted in May 1994, headed by the then Prime Minister of India, the Khadi and Village Industries Commission (KVIC) launched Rural Employment Generation Programme (REGP) with effect from 1st April, 1995 for generation of two million jobs under the Khadi and Village Industries sector in the rural areas of the country.

19. **National Family Benefit Scheme (NFBS)**

National Family Benefit Scheme (NFBS) was implemented by the Ministry of Rural Development, Government of India on 15th August, 1995 to assist the families living Below Poverty Line. The financial assistance was given to the family on the death of the breadwinner in the family. The death of such primary breadwinner could have occurred whilst he or she was 18 to 64 years of age. The amount of assistance was Rs. 10,000.

21. **The National Social Assistance Programme (NSAP)**

National Social Assistance Programme (NSAP) came into effect from 15th August, 1995. It was a significant step towards the fulfillment of the Directive Principle of State Policy in Article 41 of the Constitution. The programme introduced a National Policy for Social Assistance for the poor and aims at ensuring minimum national standard for social assistance in addition to
the benefits that states are currently providing or might provide in future. National Social Assistance Programme at present comprises of Indira Gandhi National Old Age Pension Scheme (IGNOAPS), Indira Gandhi National Widow Pension Scheme (IGNWPS), Indira Gandhi National Disability Pension Scheme (IGNDPS), and National Family Benefit Scheme (NFBS).

22. **Ganga Kalyana Yojana (GKY)**

   It was a centrally sponsored scheme, being launched with effect from 1st February, 1997. The objectives of the scheme was to provide irrigation through exploitation of ground water (borewells and tubewells) for individual and group of beneficiaries belonging to the target group.

24. **Jawahar Gram Samridhi Yojana (JGSY)**

   Jawahar Gram Samridhi Yojana (JGSY) was the restructured, streamlined and comprehensive version of erstwhile Jawahar Rojagar Yojana, designed to improve the quality of life of the poor, Jawahar Gram Samridhi Yojana had been launched on 1st. April, 1999. The primary objectives of the scheme was creation of demand driven community village infrastructure including durable assets at the village level and assets to enable the rural poor to increase the opportunity for sustained employment. The secondary objective was the generation of supplementary employment for the unemployed poor in the rural areas. The programme was implemented entirely as a centrally sponsored scheme on cost sharing basis between the Centre and the State Government in the ratio of 75:25.

25. **Swarnajayanti Grama Swarojagar Yojana (SGSY)**

   The objective of Swarnajayanti Grama Swarojagar Yojana (SGSY) was to provide sustainable income to the rural poor. The programme aimed at establishing a large number of micro-enterprises in the rural areas building upon the potential of the rural poor. It was envisaged that every family assisted

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under SGSY would be brought above the poverty line in a period of three years. This scheme was launched on 1st April, 1999, the programme replaced the earlier Self Employment and allied programmes Integrated Rural Development Programme, Training of Rural Youth for Self Employment, Development of Women and Child in Rural Area, Supply of Improved Tool-Kits to Rural Artisans, Ganga Kalyan Yojana and Million Wells Scheme which are no longer in operation. The programme covers families living Below Poverty Line in rural areas of the country within this target group. Special safeguards have been provided by reserving 50% of benefits for Scheduled Castes/Scheduled Tribes, 40% for women and 3% for physically handicapped persons subject to availability of funds. It is proposed to cover 30% of the rural poor in each block in the next five years. Swarnajayanti Gram Swarojagar Yojana (SGSY) is a credit cum subsidy programme. It covers all aspects of self employment such as organization of the poor into self-help groups training, credit technology, infrastructure and marketing. Swarnajayanti Gram Swarojgar Yojana is a centrally sponsored scheme and the funding is shared by the Central and State Government in the ratio of 75:25.

26. The Pradhan Mantri Gram Sadak Yojana (PMGSY)

The programme was launched on 25th December, 2000 as a fully funded Centrally Sponsored Scheme. The primary objective of the Pradhan Mantri Gram Sadak Yojana was to provide connectivity to all the eligible unconnected habitations of more than 500 persons in the rural areas (250 persons in the hilly and desert areas) by good quality all-weather roads.

27. Antyodaya Anna Yojana

The scheme was launched by Shri Atal Bihari Vajapayee, former Prime Minister of India, on 25th December, 2000. This scheme reflected the commitment of the Government of India to ensure food security for all and create a hunger free India in the next five years and to reform and improve the
Public Distribution System so as to serve the poorest of the poor in rural and urban areas.

28. Annapurna Scheme

The Ministry of Rural Development launched the scheme in 2000-2001. Indigent senior citizens or 65 years of age or above who though eligible for old age pension under the National Old Age Pension Scheme (NOAPS) but were not getting the pension were covered under the scheme. Ten kilograms of food grains per person per month are supplied free of cost under the scheme. From 2002-2003 it has been transferred to State Plan along with the National Social Assistance Programme comprising the National Old Age Pension Scheme and the National Family Benefit Scheme.

29. National Food for Work Programme

The National Food for Work Programme was launched in November 2004 in 150 most backward districts of the country identified by the Planning Commission in consultation with the Ministry of Rural Development and the State governments.

The objective of the programme was to provide additional resources apart from the resources available under the Sampoorna Grameen Rozgar Yojana (SGRY) to 150 most backward districts of the country so that generation of supplementary wage employment and providing of food-security through creation of need based economic, social and community assets in these districts are further intensified. The scheme was 100 per cent centrally sponsored.

30. Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA)

The Parliament of India enacted the National Rural Employment Guarantee Act in 2005. The Act provides guaranteed employment to rural
households whose adult members volunteer to do un-skilled manual work not less than 100 days of such work in a financial year in accordance with the scheme made under the Act. The scheme has been launched on 2nd February, 2006 in 200 districts of the Country. The programme is expected to enhance people’s livelihood on sustained basis by developing economic and social infrastructure in rural areas. It is a direct attack on the causes of chronic poverty such as drought, deforestation and soil erosion.

**The scheme is different from the earlier wage employment programmes in the following ways:**

It provides legal guarantee of 100 days work to every rural household whose adult member volunteer to do un-skilled manual work. If an applicant is not provided employment within 15 days he/she shall be entitled to unemployment allowance. Rural Employment Guarantee Scheme is demand-driven instead of being supply-driven. The focus of the scheme is on water conservation, water harvesting, drought proofing including afforestation, tree plantation, irrigation canals including micro and minor irrigation works, provision of irrigation facilities to land owned by households belonging to Scheduled Castes /Scheduled Tribes or beneficiaries of land reforms or that of the beneficiaries under Indira Awaas Yojna (IAY).

Conditions for guaranteed rural employment under the scheme are:-

1. Registration to be made at the level of Gram Panchayat for issuance of job cards.

2. Duty of the Gram Panchayat is to issue the job card after making such an enquiry as it may deem fit.

3. The registration for not less than 5 years and to be renewed from time to time.
4. Every job card holder entitled to apply for unskilled manual work under the scheme.

5. All registered persons belonging to a household entitled to employment in accordance with the scheme for as many days as each applicant may request, subject to a maximum of 100 days per household in a given financial year.

6. Such job to be provided within a period of 15 days of the receipt of an application or from the date he/she seeks work in case of advance application whichever is later.

31. **Indira Gandhi National Old Age Pension Scheme**

On 19th November, 2007, the Government of India launched the Indira Gandhi National Old Age Pension Scheme that would provide a monthly pension to people over 65 years of age and living below the poverty line. With rapid urbanization, breakdown of the joint family system, growth of nuclear families and increasing longevity, the elderly people were finding it difficult to sustain themselves. In the midst of all this, the launching of the Indira Gandhi National Old Age Pension Scheme is considered as a good step. The Centre would give a monthly pension of Rs. 200 to each beneficiary and expects the States to contribute an equal amount.

32. **The National Policy on Skill Development**

The National Policy on Skill Development has been brought out by the Ministry of Labour & Employment considering the increasing proportion of working age group of 15-49 years providing the advantage of demographic dividend to the country. In order to harness the demographic dividend through appropriate skill development efforts, it has been targeted to impart skill in different employable areas to fifty crore people by the year 2022. Accordingly, looking at the requirement of skilled manpower in agriculture sector, a target of
two crore skilled manpower has been set for the Agriculture Ministry. Extensive consultations have been held with the different departments of the Ministry to work out the details of the institutions capable of rendering the identified skill sets and to develop a comprehensive scheme for implementing the National Skill Development Mission (NSDM) in a phased manner up to the year 2022.

33. National Rural Livelihood Mission (NRLM)

The National Rural Livelihood Mission (NRLM), launched in Rajasthan’s tribal district of Banswara, on 4\textsuperscript{th} June, 2011 aims to create self-help groups among the estimated 7 crore Below Poverty Line (BPL) families in rural areas and enhance their livelihood options through access to easy loans, capital grant and skills training.

The main objective of the mission is to reduce poverty among rural Below Poverty Line by promoting diversified and gainful self-employment and wage employment opportunities which would lead to an appreciable increase in income on sustainable basis. In the long run it will ensure broad based inclusive growth and reduce disparities by spreading out the benefits from the islands of growth across the regions, sectors and communities.\textsuperscript{3}

34. Mahila Kissan Sashaktikaran Pariyojana (MKSP)

In order to improve the present status of women in agriculture, and to enhance the opportunities for their empowerment, Govt. of India has announced MKSP in 2010-2011 as a sub-component of NRLM. MKSP recognizes the centrality of women in Agriculture and there for aims to provide direct and indirect support to enable them to achieve sustainable agriculture production. It will initiate a learning cycle by which women are enabled to learn and adopt appropriate technologies and farming system.\textsuperscript{4}

\textsuperscript{3} Mani, N., "Micro Finance, Self-Help Groups and Poverty Eradication in India", New Century Publications, New Delhi, 2014, p. 77

35. **The National Food Security Act, 2013**

The main aim of this act was to provide subsidized food grains to approximately 1.2 billion people of India. This act converts into legal entitlements for existing food security programmes of the Government of India. It includes the Mid-Day Meal Scheme, Integrated Child Development Services scheme and the Public Distribution System. Further, it recognizes maternity entitlements. The Mid-day Meal Scheme and the Integrated Child Development Services Scheme are universal in nature whereas the Public Distribution System will reach about two-thirds of the population (75 per cent in rural areas and 50% in urban areas).

**Implementation of National Rural Livelihood Mission**

The Swarnjayanti Gram SwarozgarYojana (SGSY) was a flagship programme of the Ministry of Rural Development. It was started in 1999 and was restructured in Financial Year 2010-11 for implementation as the National Rural Livelihoods Mission. The Swarnajayanti Gram Swarozgar Yojana aimed at providing sustainable income to rural Below Poverty Line households through income generating assets/economic activities in order to bring them out of poverty.

Evaluation of the Swarnajayanti Gram Swarozgar Yojana by National Institute of Rural Development (NIRD), Bankers Institute of Rural Development (BIRD) and several others institutions showed mixed results.

Out of estimated 25 million households organised into Self-Help Groups until 2010, only 22 per cent succeeded in accessing bank credit. The studies showed that there were significant variations in the extent of mobilization of poor Self-Help Groups and the quality of their operation. The one-off assetization programme focusing on single livelihood activity did not meet multiple livelihood requirements of the poor. Often, the capital investment was provided up-front as a subsidy, without adequate investment in social mobilization or group formation.
Furthermore, uneven geographical spread of Self- Help Groups, high attrition rates among members of Self- Help Groups, and lack of adequate banking sector response impeded the program performance. Several states did not fully invest the funds received under Swarnajayanti Gram Swarozgar Yojana. This fact indicated a lack of proper delivery systems and dedicated efforts for skill training and building capacity for resource absorption among the rural poor. There was a considerable mismatch between program capacity and program requirements. Absence of collective institutions in the form of Self-Help Groups federations precluded the poor from accessing higher order support services for productivity enhancement, marketing linkages or risk management.

It is in this context that the Ministry of Rural Development (MoRD), Government of India (GoI) constituted a Committee on Credit Related Issues under Swarnajayanti Gram Swarozgar Yojana (under the Chairmanship of Prof. Radhakrishna) to examine various aspects of the scheme implementation. The Committee recommended adoption of a ‘Livelihoods Approach’ to rural poverty elimination. The approach encompassed the following four inter-related tasks:

- Mobilizing poor households into functionally effective Self- Help Groups and their federations
- Enhancing access to bank credit and financial, technical and marketing services
- Building capacities and skills for gainful and sustainable livelihoods development
- Converging various schemes for efficient delivery of social and economic support services to poor households

The government accepted the recommendation of the Committee and restructured Swarnajayanti Gram Swarozgar Yojana into National Rural Livelihoods Mission (NRLM) in Financial Year 2010-11 to provide a sharper and greater focus as well as momentum for poverty reduction. The decision also aimed to achieve the Millennium Development Goals (MDGs) by 2015.
The Framework for Implementation for National Rural Livelihood Mission was approved by the Ministry on 9th December, 2010 and the Mission was formally launched on 3rd June, 2011.\footnote{Suggestions for Designing of NRLM, A Review of SGSY 2009: 1.}

**National Rural Livelihood Mission**

National Rural Livelihood Mission implementation is in a Mission Mode. This enables

(a) shift from the present allocation based strategy to a demand driven strategy enabling the states to formulate their own livelihoods-based poverty reduction action plans,

(b) focus on targets, outcomes and time bound delivery,

(c) continuous capacity building, imparting requisite skills and creating linkages with livelihoods opportunities for the poor, including those emerging in the organised sector, and

(d) monitoring against targets of poverty outcomes. As National Rural Livelihood Mission follows a demand driven strategy, the States have the flexibility to develop their livelihood based on perspective plans and annual action plans for poverty reduction. The overall plans would be within the allocation for the state based on inter-se poverty ratios.

**National Rural Livelihood Mission**

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.

**National Rural Livelihood Mission Guiding Principles**

- 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.

**National Rural Livelihood Mission Values**

The core values which guide all the activities under National Rural Livelihood Mission 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

**Figure 1**

*Source*: NRLM, Framework for Implementation, MoRD, GOI.
Universal Social Mobilization

At least one woman member from each identified rural poor household is to be brought under the Self- Help Groups (SHGs) 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. National Rural Livelihood Mission has devised special strategies to reach out to these communities and help them graduate out of poverty.\(^6\)

Implementation

National Rural Livelihood Mission 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 indicative phasing is as under:

**Figure 2**

*Source: NRLM, Framework for Implementation, MoRD, GOI.*

The blocks and districts in which all components of National Rural Livelihood Mission are implemented are treated as ‘intensive’ blocks and districts, whereas the remaining as ‘non-intensive’ blocks and districts.

\(^6\)NRLM Framework for Implementation, MoRD, GOI: 8.
Implementation at Block Level

National Rural Livelihood Mission 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 per cent 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 organisations of the poor by mobilising them into Self-Help Groups, 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 and interventions for Persons with Disability (PwD). 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 –

a) **Resource Blocks** with the support from National Resource Organisation (NRO) 5-6% blocks in a state;

b) **Intensive Blocks** implemented with State Rural Livelihood Mission staff and internal Community Resource Persons and the Community Resource Persons generated in resource blocks;

c) **Partnership Blocks** with the support from local community federations and Non-Governmental Organisations partners; and

d) **Non-intensive Blocks** are the remaining blocks in the state which are not taken up for implementation in the initial phase.

Support Structure

National Rural Livelihood Mission 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 programmes and stakeholders. These units would be staffed with professionally competent and dedicated human resources.
At the national level, Ministry of Rural Development (MoRD) is required to provide technical and professional support to the states to establish the mission societies, implementation of architecture and systems and guide them in the implementation and monitor their progress. For this, National Rural Livelihood Mission Empowered Committee (EC) has been set up which reviews and approves the Implementation Plans and Annual Action Plans and release the funds to State Rural Livelihood Missions. The Joint Secretary/Additional Secretary, Rural Livelihoods (RL), Ministry of Rural Development leads National Rural Livelihood Mission as Mission Director and Chief Executive officer (CEO) of National Rural Livelihoods Promotion Society (NRLPS) with the Union Minister In-charge of the Ministry/Department dealing with the Society shall be the ex-officio President of the Society. National Rural Livelihood Promotion Society comprises of multidisciplinary team of professionals from open market on contract, and requisite support staff to provide wide ranging professional and technical support to the National Rural Livelihoods Mission and the State Rural Livelihoods Missions in the implementation of their mission objectives.
• At the state level, the State Rural Livelihoods Mission (SRLM) constituted by State Government, would oversee the implementation of all National Rural Livelihood Mission related activities in the state. An autonomous body under the State Government, State Rural Livelihood Mission would be incorporated as a society, trust or company. State Mission Management Unit (SMMU) would implement the National Rural Livelihood Mission activities in the state through an State Mission Management Unit, at the state level, headed by a full-time State Mission Director (SMD). A multidisciplinary State Mission Management Unit team would be comprising of experts in Social Inclusion, Financial Inclusion, Livelihoods, Programme Management and Programme Support would support the State Management Director in implementing National Rural Livelihood Mission in the state.

• District Mission Management Unit (DMMU): The District Mission Management Unit of the State Rural Livelihood Mission would be responsible for meeting National Rural Livelihood Mission objectives and implementing National Rural Livelihood Mission activities in the district. District Mission Management Unit, linked suitably with District Rural Development Agency, would be a facilitating and support unit for field structures. A multidisciplinary District Mission Management Unit, led by District Mission Manager (DMM), hired from open market on contract or on deputation from Government, includes functional specialists in Social Inclusion, Financial Inclusion, Livelihoods, Capacity Building, Programme Management and Programme Support and support staff, as required. These specialists and staff would be hired in a phased manner, as required, on contract or on deputation.

• Support Structures at Sub-district level: The Sub-district level Support Structure is either
  o A Block Mission Management Unit (BMMU) led by a Block Mission Manager (BMM) and consisting of 3-5 spearhead teams;
o A Project Facilitation Team at cluster (sub-block) level;

o The members of sub-district structure(s), including the Block Mission Managers, if any, would be recruited from the open market or on deputation.

Skill Development and Placement Support

Creating one job per poor household, in the formal sector, is the surest way to bring the whole family out of poverty in a short span of time. Formal sector employment brings in stable and higher levels of income. Therefore, National Rural Livelihood Mission would attempt to bridge the skill gap and entry level barriers for the rural Below Poverty Line youth and facilitate their entry into relatively high wage employment in the growing sectors of the economy. It would offer complete ‘jobs’ solution - identifying the unemployed, skilling and re-skilling them, placing them in jobs, providing post placement support, counseling and mentoring and promoting an alumni network. These skill development programmes would be demand driven and placement-linked. National Rural Livelihood Mission/State Rural Livelihood Mission would support a network of academies delivering job related courses and build networks with the private sector to explore employment opportunities. These programmes would also enable the poor to migrate to growth centers for jobs in organised sector on better terms, with better skills, higher wages and a sensitive support network instead of distressed migration as in the past. Various models of partnership with different skill development organizations in general and the private sector in particular would be developed and pursued. Industry associations, sector specific employers’ associations and banks would be involved. National Skill Development Corporation (NSDC) would be one of the leading partners. National Rural Livelihood Mission would partner with National Skill Development Corporation and the Ministry of Labor & Employment, Government of India to facilitate establishment of a high profile Skill Development Council with various stakeholders drawn from the industry and training institutions as members to guide the entire effort.

The key activities for State Rural Livelihood Mission under this component would include:
• Identifying eligible youth from the poor households in need of employment;
• Planning and organizing supply side conditions to deliver customized job solutions such as partnerships with placement agencies and accreditation agencies and franchisee arrangements with training academies, technical training and development institutions;
• Assessing skills in demand, surveying employers and engagement with companies and hiring agencies for building pro-poor demand side systems in the jobs market;

**Nation Rural Livelihood Projects**

National Rural Livelihood Mission has been designed to be implemented in all States and Union Territories except Delhi and Chandigarh. However, it would be difficult to implement National Rural Livelihood Mission which involves a fundamental systemic reform simultaneously in all the 29 States and 7 Union Territories in India, unless a ‘proof of concept’ is established and the states are prepared to transit from Swarnajayanti Gram Swarozgar Yojana to National Rural Livelihood Mission. Apart from creating an enabling environment in the states, the institutional capacities of the Central and State governments need to be developed to understand, adopt and implement the National Rural Livelihood Mission to produce significantly higher outcomes. Further, not all the states have similar community institutional environment which is central to National Rural Livelihood Mission.

In this context, Government of India has availed credit from the International Development Association (IDA) for implementing the, National Rural Livelihood Project (NRLP), under National Rural Livelihood Mission. National Rural Livelihoods Project (NRLP) has been designed as a sub-set of National Rural Livelihood Mission to create ‘proof of concept’, build capacities of the Centre and States and create an enabling environment to
facilitate all States and Union Territories to transit to the National Rural Livelihood Mission. National Rural Livelihood Project would be implemented in 13 high poverty states accounting for about 90 percent of the rural poor in the country. Intensive livelihood investments would be made by the National Rural Livelihood Project in 107 districts and 422 blocks of 13 states (Assam, Bihar, Chhattisgarh, Jharkhand, Gujarat, Maharashtra, Madhya Pradesh, Orissa, Rajasthan, Uttar Pradesh, West Bengal, Karnataka and Tamil Nadu). Distribution of project funds among the states would be state based on inter-se poverty ratios.

National Rural Livelihood Project will broadly support the following components:

- Institution and human capacity development at the national, state, district and sub-district level such that support institutional structures are created,
- State livelihood support towards establishment of institutional platforms of the rural poor for improved access to financial, livelihood and public services,
- Innovation and partnership to identify and partner innovative ideas which address the livelihood needs of the rural poor and help pilot or scale them,
- Project management and monitoring and learning systems.

The Planning Commission has allocated an amount of Rs. 29,000 crore for National Rural Livelihood Mission for the 12th plan period. In addition, Government of India signed an agreement with International Development Association/World Bank in July 2011. In order to provide additional resources for the high poverty states to undertake intensive investments, Government of India signed an agreement with International Development Association/ World Bank

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Bank in July, 2011, for credit of an amount of US $ 1 billion (approximately Rs. 4500 crore) for National Rural Livelihoods Project (NRLP) to be availed over a period of five years, which has since been restructured and the credit amount reduced to $500 million. This credit amount is being used to augment resources available for implementing the mission in select blocks of 13 high poverty states which account for 90 per cent of the rural poor in the country.\(^8\)

**Implementation of Haryana State Rural Livelihood Mission**

The Govt. of Haryana has decided to implement National Rural Livelihood Mission through autonomous society. Accordingly, ‘The Haryana State Rural Livelihoods Mission’ was established as a society. The Society was registered under The Societies Registration Act – 1860 on 24th May, 2011 (Memorandum of Association and Rules and Regulations). The Society will work for the empowerment of the poor and for poverty reduction by focusing on Livelihoods of the poor and vulnerable sections of the society in rural areas. The poor household shall be empowered to overcome all social, economic, cultural and psychological barriers by promoting institutions of poor at various

\(^8\) Ibid.
levels. An environment conducive for the realisation of full potential and inherent capacities of the poor will be created through social mobilization – awakening and promoting opportunities for the poor. The society should work to enable the poor people perceive the possibilities of change and bring about desired change by collective action and participation of the poor in implementation.

Objectives of the Haryana State Rural Livelihood Society

The Society shall function as the apex coordinating organization for the implementation of the National Rural Livelihoods Mission (NRLM). The society shall have the following specific objectives:

- Alleviate poverty of poor men and women by improving their capacities and opportunities to participate in and control their own development.
- To make necessary interventions to empower active affinity based groups of disadvantaged people.
- To make necessary interventions to create income security opportunity for the rural poor.
- Through village institutions collaborate and influence Panchayati Raj Institutions (PRIs) to become more effective, accountable and inclusive.
- Bring about coordination, convergence and synergy among the various components of different poverty alleviation programmes of the State and Central governments with a view to accelerate programmes towards elimination of poverty in the state.

Function of Haryana State Livelihood society

The Society will perform following function for betterment of NRLM in Haryana:

- Take all such actions and to enter into all such actions as may appear necessary or incidental for the implementation of the project and in particular for the achievement of the vision and objectives of the society.

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• Formulate guidelines for implementation of the various programs of the Society.
• Act as Guardian of Rules and “non-negotiable principles” of the projects, and enforce the rules and guidelines for the implementation of the projects.
• Accept or provide any grant of money, loan, securities or property of any kind and to undertake and accept the management of any endowment trust, fund or donation not inconsistent with the objectives of the Society.
• Purchase, hire, take on lease, exchange or otherwise acquire property, moveables or immovable and construct, alter and maintain any building or buildings as may be necessary for carrying out the objectives of the Society.
• Open a bank account, along with the signatories to the account.
• Receive funds from the State Government or other sources through budget releases and release money to the lower offices based on their requirements and utilization of funds previously released.
• Incur expenditure after drawing up a budget and with due regard for economy and propriety.
• Make rules and regulation for the conduct of the affairs of the Society and add or amend, vary or rescind them as and when required.
• Establish its own organizational structure, offices and employ, retain or dismiss personnel as required, decide salary and benefit structure for the Society.
• Accept, make, enclose or otherwise execute cheques, drafts, receipts, bills of exchange or other instruments and securities as required for the conduct of the business of the Society.
• Enter into contracts without a requirement for government approval, other than by government representatives on the Executive Committee and undertake any legal action that may be necessary to ensure the fulfillment of contracts made between the State Society and others.
Exercise overall responsibility for management of Project on behalf of the Government of Haryana within the framework of project/ mission guidelines.

**Community Learning Academies**

In the National Rural Livelihood Mission framework, the cluster coordinators/Primary Level Federations (PLFs), the community resource persons and the community service providers play a critical role not only in the formation and nurturing of community institutions and facilitating their access to finance but also in the promotion of individual household and collective livelihood activities. As the project expands, the need for capacity building of the front line functionaries would be greater. Further, it would be necessary to ensure that the training content is continuously updated to be in tune with the changing requirements of the mission. More importantly, there should be a certain amount of uniformity existing in the content, methodology, duration and impact of training organised at multiple locations using a wide array of resource persons. Therefore, the National Rural Livelihood Mission provides for setting of community learning academies to ensure provision of continuous capacity building inputs of a uniform quality, managed by community institutions themselves. Apart from the key trainers, the academies could draw and use the services of community resource persons and professionals who have distinguished themselves in implementing project activities and benefitting from them.

**Role of Learning Academies**

The learning academies would be able to deliver a wide variety of services such as the following effectively:

**Dissemination of National Rural Livelihood Mission Strategies:** Easy dissemination of National Rural Livelihood Mission strategies through habitation/ hamlet wise meetings with the help of Self- Help Groups and federations.

**Social Mobilization:** Quick training of the Programme Implementation Plan(PIP) teams, relatively easy mobilization of left over poor and reactivating defunct Self- Help Groups.

Federation Building: Training of federation members on democratic and financial norms, bookkeeping, preparation of Micro Investment Plans (MIPs), preparation of federation level operational plans.

Promotion of Livelihoods: Training on livelihood resource mapping, assessment of resources, value chain gaps and identification of potential activities in agriculture, livestock and dairy.

Promotion of Special Self-Help Groups: Creation of awareness among the public about disability and help promote special Self- Help Groups for the disabled.

Insurance: Provision of information on various insurance services to the poor.

The Community Learning Academies could be launched by the time the identification of Community Resource Persons, Para-professionals and other community service providers is completed. The State Rural Livelihood Mission would undertake the following activities leading to the establishment of community learning academies:

- develop and nurture a strong cadre of community professionals;
- streamline the services provided by the community professionals (with special emphasis on cost recovery);
- conduct an exposure visit to states like Andhra Pradesh and Tamil Nadu, where such initiative is already in progress;
- conduct a vision building workshop for the leaders among the community professionals;
- enhance the capacity of the State resource Centre to take the initiative forward;
- develop a vision on Community Learning Academy among the frontline professionals as well as among the consultants/ trainers attached with the programme; and
• Support the community professionals to develop by-laws to facilitate the registration of the academies as statutory bodies.

IMPLEMENTATION PLAN

There will be a strategy for the implementation of Haryana State Rural Livelihood Mission:

**Resource Block Strategy:**

• In the First Phase National Rural Livelihood Mission will be rolled out in 4 Resource Blocks namely: Siwan, Matanhail, Tauru and Bawani Khera.
• Haryana State Rural Livelihood Mission has signed Memorandum of Understanding with Society for Elimination of Rural Poverty (SERP) for Resource Block Strategy and for Training and Capacity Building.
• Blocks to be divided into clusters (2-4) depending upon the number of villages /low income families
• Each cluster will have one Professional Resource Persons and a team of 5 community resource persons
• Resource agency will depute experienced Professional Resource Persons & Community Resource Persons to implement National Rural Livelihood Mission in Resource Blocks
• Develop internal Community Resource Persons with the help of Resource Agency
• State Rural Livelihood Mission staff to be trained by Resource Agency
• Training of Panchayati Raj Institutions, Bankers, local community leaders will be arranged through Resource Agency
• Two days Orientation Workshop for staff organized.

**Intensive Blocks Strategy:**

• 12 Intensive Blocks including 4 resource blocks.
• Core team in 8 blocks
• Orientation and Immersion Training of newly recruited staff
• Mapping of Self-Help Groups in each block
• Training/Strengthening and Capacity Building of the existing Self-Help Groups

• Exposure visits of the stake holders

• Focus on Self-Help Groups bank linkage

• Sensitisation of bankers at block/district/state level

• Identification of internal Community Resource Persons and their capacity building

• Identification of Master Trainers for training

**Non Intensive Blocks:**

• Staff at state level is placed to look after this work

• Existing staff of District Rural Development Agency will be utilized wherever available

• Training and Capacity Building of existing Swarnajayanti Gram Swarojgar Yojana staff and Self-Help Groups

• Mapping of Self-Help Groups in each block

• Exposure Visits of stakeholders and Self-Help Groups members/leaders

• Training/Capacity Building of Self-Help Groups

• Focus on Self-Help Groups bank linkage

• Sensitisation of bankers at block/district/state level

• Identification of internal Community Resource Persons and their Capacity Building Identification of Master Trainers for various trainings

**Phasing of Haryana State Rural Livelihood Mission**

The Haryana State Rural Livelihood Mission Society will implement National Rural Livelihood Mission in Haryana in a phased manner. The detail as per the given table.
Table No. 4.2

<table>
<thead>
<tr>
<th>Phase</th>
<th>Year</th>
<th>Districts</th>
<th>Blocks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>1st</td>
<td>Bhiwani, Jhajjar, Kaithal and Mewat (4)</td>
<td>12 Blocks</td>
</tr>
<tr>
<td>2nd</td>
<td>2nd</td>
<td>Bhiwani, Kaithal and Mewat. (3) Sonipat, Gurgaon, Y/Nagar, Hisar, Panipat, Rohtak, Karnal, M/garh and Fatehabad (9)</td>
<td>30 Blocks</td>
</tr>
<tr>
<td>3rd</td>
<td>(2015-16)</td>
<td>Y/Nagar, Sonipat and Karnal (3) Rewari, Sirsa, Jind and Palwal (4)</td>
<td>21 Blocks</td>
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<tr>
<td>4th</td>
<td>(2016-17)</td>
<td>Rewari, Sirsa, Sonipat, Karnal, Jind, Palwal (6) Ambala (1)</td>
<td>21 Blocks</td>
</tr>
<tr>
<td>5th</td>
<td>(2017-18)</td>
<td>Fatehabad, M/garh, Jhajjar, Hisar, Panipat, Bhiwani, Mewat, Kaithal, Gurgaon (9) Kurukshetra, Panchkula and (3)</td>
<td>40 Blocks</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>21 Blocks</td>
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</table>


Detail of 1st Phase of National Rural Livelihood Mission

The details of first phase of National Rural Livelihood Mission Implementation is given in table.

Table No. 4.3

<table>
<thead>
<tr>
<th>S No.</th>
<th>District</th>
<th>Block</th>
<th>Below Poverty Line Families</th>
<th>Existing Self-Help Groups</th>
<th>Left Out Below Poverty Line Families</th>
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<tbody>
<tr>
<td>1</td>
<td>Kaithal</td>
<td>Siwan*</td>
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<td>Guhla</td>
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<td></td>
<td>Rajond</td>
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<td>271</td>
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<td>Bhiwani</td>
<td>Bawani Khera*</td>
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<td>6417</td>
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<td></td>
<td>Tosham</td>
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<td>7398</td>
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<tr>
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<td></td>
<td>Bhiwani</td>
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<td>360</td>
<td>16762</td>
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<td>Jhajjar</td>
<td>Matanhail*</td>
<td>3344</td>
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<td></td>
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<td>70</td>
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<td></td>
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<td>2517</td>
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</table>

*Resource Blocks Selected under National Rural Livelihood Mission

Financial Inclusion

The mission aims at achieving universal financial inclusion, which will go beyond providing basic banking services to all the poor households/Self-Help Groups/federations.

Access to finance at affordable price, desired amount and convenient repayment terms is critical for poverty reduction. Repeated doses of credit are essential to help poor to smooth consumption and support investments in assets (acquisition, renewal and expansion). The poorest and vulnerable in several parts of the country still depend upon wages in kind. In times of food, health and other shocks, they borrow food or money from informal sources at usurious interest rates which is repayable in kind, labour and produce. The poor therefore need to come out of this debt trap as a first step out of poverty. The Reserve Bank of India defines financial inclusion as providing access to appropriate financial products and services to the most vulnerable group of the society in a fair, transparent and cost-effective manner by the mainstream financial institutions. Making poor the preferred clients of the banking system is core to the National Rural Livelihood Mission financial inclusion strategy. Mobilization of bank credit is crucial for accomplishing investment goals under National Rural Livelihood Mission.

Financial Inclusion under the National Rural Livelihood Mission includes:

- Provision of basic banking services
- Revolving Fund support to eligible Self-Help Groups
- Preparation of Micro Credit/Investment Plans
- Self-Help Groups Credit Linkage with Banks
- Provision of Interest subvention

Skill Development & Placement

Creating one job per poor household brings the whole family out of poverty in a short period of time. The rationale generates from the idea that formal sector employment brings in stable and higher levels of income. Several labour intensive industries and service sectors face shortage of skilled
manpower even while there is a vast segment of unemployed youth. The
mission aims to take steps to make skill development an entitlement of the rural
poor and attempt to bridge the skill gap and entry level barriers for the youth
from the poor and vulnerable households and facilitate their entry into
relatively high wage employment in the growing sectors of the economy.

The mission will offer complete ‘jobs’ solution to the unemployed rural
youth i.e. identifying the unemployed, skilling and re-skilling them, placing
them in jobs, providing post placement support, counseling and mentorship,
leverage an alumni network. This also enables the poor to migrate to growth
center for jobs in organized sector on better terms, with better skills, higher
wages and a sensitive support network instead of distressed migration.

Sanctioned Projects in Haryana by Ministry of Rural Development

The Ministry of Rural Development, Government of India has
sanctioned 11 projects in the state of Haryana. A total number of 39330
candidates will be trained under the project within a period of 3 years.

The details regarding the sanctioned projects are provided below:-

Table No. 4.4

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the Project Implementing Agency</th>
<th>Trade</th>
<th>Name of districts</th>
<th>Total no. of persons to be trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IKYA- Human Capital Solutions Private Limited</td>
<td>Technician- White goods services, IT- DEO, Hospitality Food and Beverage services, Retail customer relationship and sale</td>
<td>Ambala, Jind, Kurukshetra, Panipat, Yamunanagar, Sonipat</td>
<td>4000</td>
</tr>
<tr>
<td>2</td>
<td>Indian Institute of Skill Development</td>
<td>CNC turning, Construction Electrician</td>
<td>Ambala, Faridabad, Mewat</td>
<td>2200</td>
</tr>
<tr>
<td>3</td>
<td>ICA infotech Private Limited</td>
<td>Accounts and back office executive, Customer sales executives</td>
<td>Ambala, Bhiwani, Faridabad, Gurgaon, Jhajjar, Karnal, Kurukshetra, Mewat, Panipat, Panchkula, Rohtak, Sonipat, Yamunanagar</td>
<td>6400</td>
</tr>
<tr>
<td>4</td>
<td>Adyana Learning Solutions Private Limited</td>
<td>Automobile services technician- entry level</td>
<td>Ambala, Bhiwani, Faridabad, Gurgaon, Jhajjar, Rewari, Rohtak</td>
<td>2000</td>
</tr>
<tr>
<td>Sr. No</td>
<td>Name of the Project Implementing Agency</td>
<td>Trade</td>
<td>Name of districts</td>
<td>Total no. of persons to be trained</td>
</tr>
<tr>
<td>-------</td>
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</tr>
<tr>
<td>5</td>
<td>Eagle Hunters solutions limited</td>
<td>Retail</td>
<td>Bhiwani, Mahendergarh, Rohtak</td>
<td>3000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hospitality</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>All India Society for electronics and computer technology (AISECT)</td>
<td>Retail executives</td>
<td>Ambala, Bhiwani, Gurgaon, Jhajjar, Jind, Karnal, Panipat, Palwal, Panchkula, Rohtak, Sonipat</td>
<td>2000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sale executive</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Office automation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BPO executives</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DTP operators</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>India Can education solutions private limited</td>
<td>Retail</td>
<td>Fatehabad, Hisar, Jhajjar, Kaithal, Karnal, Kurukshetra, Mahendergarh, Panchkula, Rewari, Sirsa</td>
<td>7860</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sale</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Office assistant</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Hospitality</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>DBPO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>AFC India Limited</td>
<td>Medical and Nursing</td>
<td>Bhiwani, Faridabad, Gurgaon, Jhajjar, Panchkula.</td>
<td>1845</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Electrical</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Security</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business and Commerce</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Wazir advisors Private Limited</td>
<td>Retail/Sales associate</td>
<td>Faridabad</td>
<td>600</td>
</tr>
<tr>
<td>10</td>
<td>Centum works India Limited</td>
<td>Sales persons (Retail)</td>
<td>Bhiwani, Fatehabad, Hisar, Jind, Kaithal, Sirsa</td>
<td>7800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sales Persons (Door to Door)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BPO</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hospitality assistant</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telecom Sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Mcon's Media Marketing Private Limited</td>
<td>IT</td>
<td>Bhiwani, Hisar</td>
<td>1625</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Retail</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hospitality</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Haryana Skill Development Mission, Govt. of Haryana.

Rural Self Employment Training Institutes

Rural Self Employment Training Institute concept is built on the success of Rural Development Self Employment Institutes (RUDSETI) model pioneered by collaborative partnership between Sri Dharmasthala Manjunatheswara Educational(SDME) Trust, Syndicate Bank and Canara Bank. The model envisages transforming unemployed youth into confident self-employed entrepreneurs through a short duration experiential learning program.
followed by systematic long duration hand holding support. The trainings are executed in such a way that they build entrepreneurship qualities improve self-confidence, reduce risk of failure and develop them into change agents. Unique to this model is complete involvement of the banks in selection, training and post training follow up stages.¹⁰

National Rural Livelihood Mission encourages public sector banks to set up Rural Self Employment Training Institutes (RSETIs) in all districts of the country. A one-time grant of Rs.1 crore will be made to set up one Rural Self Employment Training Institute in each district in each state, while the state governments will provide free land for the institutes in the districts. Other recurring costs of the institutes will be borne by the sponsoring banks.

National Rural Livelihood Mission will partner with Rural Development Self Employment Institutes (RUDSETI) to provide structured technical assistance to banks and Rural Self Employment Training Institutes for improving the effectiveness of their programs. The areas of technical assistance would include trainee selection methodologies, course development, training pedagogy, Management Information System (MIS) and post-training follow-up mechanisms.¹¹

**Branding of National Rural Livelihood Mission**

Effective branding of National Rural Livelihood Mission would make the mission live and breathe for the target audience and stakeholders. The key issues to define National Rural Livelihood Mission’s value proposition - listing the features and benefits from the mission, differentiating it from Swarnajayanti Gram Swarozgar Yojana. The primary takeaway message would be National Rural Livelihood Mission is not business as usual.

¹⁰ NRLM : Framework for Implementation MoRD, GOI, p. 29
¹¹ NRLM : Framework for Implementation, MoD, GOI, p. 30
Elements of Brand Identity of National Rural Livelihood Mission

Figure 4

Source: NRLM Framework for Implementation, MoRD, GOI.

The National Rural Livelihood Mission brand would be established by a combination of its visual identity (logo, fonts, color schemes etc.) and by the actions of National Rural Livelihood Mission staff and management at the national level and in the State Rural Livelihood Missions. It would be critical to create an organizational culture that promotes the belief that National Rural Livelihood Mission stands for empathy and compassion for the poor, mutual respect, professionalism, determination, and innovativeness. The branding strategy should promote a sense of ownership of the mission by the primary and secondary stakeholders. Social media can be very effective in promoting such a sense of ownership such that every friend of National Rural Livelihood Mission becomes its brand ambassador.

Poverty alleviation was always remained centre of focus for Indian Governments after independence. Governments framed many poverty eradication programmes and schemes. But these programmes partially achieved the given targets. These programmes failed in implementation part due to lack of people's participation, weak institutional arrangements, apathy of bureaucracy and not designed as per the needs of local conditions. For the success of National Rural Livelihood Mission these weaknesses of earlier programmes should be addressed. In this regard implementing agencies should be strengthened through training programmes and incorporating Information and Communication Technologies (ICT) and programmes should designed as per the needs of beneficiaries.