Rural Development Leadership

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Disclaimer

- These are personal opinion and experiences
- Can vary from state to state
- There is no general solution; and hence enlisting ideas
Overview

• Part A - **Ideas** for DCs job

• Part B - **Rural Development** (Kudumbashree)

• Part C - **Web based monitoring**

• Part D - Interactions/ Questions
Part A - Ideas / Suggestions for future DC/ DMs
Biggest Quality?

• Next?
• Next?
• Next?
• (Top 4, in order)
Answers

• Integrity

• Courage/ Conviction

• Monitoring

• Activeness/ Enthusiasm
Step 1 (Ideal)

- **Learn about Acts**/ Rules
- **Read Acts now** (one per week)
- **Interact with HoDs** with your DC post in mind
- **Talk to DCs**, and understand the job
Step 2 (Start of job)

- **Talk to previous DC** for at least 2 hours
- Call **a meeting of Revenue** officials
- Call **a meeting of District Heads**
- **Attend all meetings for 3 months**; and then only delegate
- **Visit** institutions/ field, attend programs (don’t sit in the office)
- **Plan** for 2/3 years (anticipation is the key to success)
Step 3 (as job progresses)

- **MONITOR** (Conduct weekly reviews)
- **LEARN** about schemes (people will approach you for help)
- Do **PROJECTS**
  - Govt’s projects
  - Minister/ MP/ MLAs projects
  - Projects on local needs
  - Personal projects
Examples project (1,2,3)

- ADAVI developing a tourism destination (MLA)
- Drinking water plants and Medical facilities for Pilgrimage (Local need)
- Land acquisition for bye pass / Anganwadi / Road (Govt/MLA/local)
- Utilise buildings (local need)
- Distribution of ration card/ certificates for PWD (Govt)
Examples of Project (4, Personal Projects)

• Two types, viz. 1. Infrastructure and 2. Services

• Q: One Big/ Many Small?

• Adv: You have passion, Will enjoy

• Adv: You are involved, Will get results

• Dis: Continuity is a challenge (but not difficult)

• Dis: Diversion of attention (from routine/ statutory jobs)
Examples of Project (4, Personal Projects)

- Pond Cleaning
- Mangrove protection
- Skill development for children
- Toy for Anganwadi
- Tribal livelihood
- Food for the needy
Examples of Project (4, Personal Projects)

- Film Festival / Events/ Marketing
- Jobs for mentally challenged children/ mothers
- Creating an urban space (infrastructure), park, stadium, walkway, city road, training centre, conference hall
- Training for staff in IIM
- Publishing a book on history of the district
- Numbering of city buses/ Road safety campaign
Summary

• We were @ Part A, Ideas for DCs job

• Quality

• Step 1 (before the job)

• Step 2 (start of the job)

• Step 3 (as job progresses)

• MONITOR, LEARN, DO PROJECTS
Part B - Rural Development (Kudumbashree)
Kudumbashree

• ‘Kudumbam’ + ‘Shree’ = **Prosperity of family**

• **Aim:** *Poverty Eradication*

• Also, *women empowerment*, and *social development*

• **How?**

  • Self Help Groups/ Network/ Micro Finance

  • *Livelihoo*ld

  • Women Empowerment
Kudumbashree State Poverty Eradication Mission
Summary

• **2.77 lakh SHGs**

• **3 tier network** (Each Panchayat - CDS; Each ward - ADS)

• **1 woman from a family represented. 43 lakh families**

• **SHG meet weekly**; Thrift and credit

• **SHGs avail bank loan**

• **SHGs do livelihood**
LIVELIHOOD

- Self Employment v/s Wage Employment
- Farm v/s Non Farm (Service and Production)
- Collectives/ Producer Companies
- Contracting jobs
- What you will have to do? Create Opportunities
- (Example: Drama Unit)
Numbers

• 31,000+ **Micro Enterprises**

• 60,000+ **Agriculture groups**

• 1000+ **Contracting jobs**

• 5 producer companies
Agriculture Joint Liability Group
Agriculture - lease land farming
Terrace farming (grow bag supply)
Nursery
Selling milk
Flex printing unit
Flour Mill
Catering
Construction unit
Day care and Play School
Handicraft unit
Working women hostel
House keeping team
Ironing unit
Mineral Water
Mother kitchen
Hotel and Restaurant
Napkin manufacturing unit
Nutrimix (Anganwadi THR)
Paper plate manufacturing
Pappad making unit
Railway parking management
Pickle manufacturing
Pottery unit
Band troupe
Taxi owners
Cloth bags and miscellaneous items
Food processing
Weaving
Bio pharmacy
Rangashree drama unit
Hollow bricks
Catering Units

Service Sector
Santhwanam unit

Service Sector
Fitness centre

Service Sector
Street dog catching unit
Contracting

• **Tie up with Kochin Metro**  
  (First women run metro in the world)

• Employment for 700 women including **Transgenders**
**Government Support/ Convergence**

- **Nutrimix units** (anganwadi take home food production totally by Kudumbashree)

- 359 tailoring units - **No tender required** to give work. Got many work orders (cloth bags for 1.50 lakhs from lottery department; coat stitching for Rs. 1.96 crore from Hantex)

- 63 IT units and Survey team - **Conducts most of the govt. surveys** (pension survey - 35 lakh houses/ Housing Survey - 12 lakh houses)

- Got work order for manufacturing of **sanitary napkins for all schools from KMSCL**
Government Support/ Convergence

- **Railways** (Parking Management in 40 stations; and Waiting hall management in 4 stations)

- **Data entry work** from NORKA for Rs. 25 lakhs

- **Housekeeping** works at Reserve Bank, Cochin Shipyard and many other places

- **Gardening, Green Technicians, SWAP shops, Canteens, Tourism clean destination program**

- **She lodges** (in convergence with local self government/social justice department)
Government Support/ Convergence

- **NRHM IEC campaign** - by drama unit
- **Labour bank in Attappadi**
- **Suppliers of NTFP** (non timber forest products, especially medicinal plants) to government procurement system in Attappadi
- **Plastic recycling units** in association with LSGD
- **Coir units** in association with Coir Board; **Rubber tapping units** in association with Rubber Board
- **Convergence with missions especially LIFE, Harithakeralam**
Kudumbashree NRO - National Resource Organisation
Mahila Sabha in Rajasthan
Part C - Web based monitoring
Part D - Questions?