



# PROJECT GUIDELINES

## ENTERPRISE COMMUNITY PROFESSIONALS



VAAZHINDHU KAATTUVOM PROJECT





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# Abbreviation

<b>BDO</b>	Block Development Office
<b>BMMU</b>	Block Mission Management Unit
<b>BPMU</b>	Block Project Management Unit
<b>BTLs</b>	Block Team Leads
<b>CAP</b>	Covid Assistance Package
<b>CBO</b>	Community-Based Organization
<b>CFS</b>	Community Farm School
<b>CPs</b>	Community Professionals
<b>CSS</b>	Community Skill School
<b>DEO</b>	District Executive Officer
<b>DMMU</b>	District Mission Management Unit
<b>DPMU</b>	District Project Management Unit
<b>ECP</b>	Enterprise Community Professional
<b>EDP</b>	Entrepreneur Development Programme
<b>EG</b>	Enterprise Group
<b>JLF</b>	Joint Liability Fund
<b>MGP</b>	Matching Grant Programme
<b>MIS</b>	Management Information System
<b>PC</b>	Producer Collective
<b>PG</b>	Producer Group
<b>PLF</b>	Panchayat Level Federation
<b>SHG</b>	Self Help Group
<b>SPARKs</b>	Skillful, Personal Ability, Attitude, Relationship, and Knowledgeable
<b>SPMU</b>	State Project Management Unit
<b>SYMR</b>	Skilled Youth Migrant Returnee
<b>TNSRLM</b>	Tamil Nadu State Rural Livelihood Mission
<b>VAO</b>	Village Administrative Office
<b>VKP</b>	Vaazhndhu Kaattuvom Project
<b>VPRC</b>	Village Poverty Reduction Committee
<b>WLSC</b>	Women Livelihood Service Centre
<b>YDC</b>	Youth Development Centre

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# Introduction



VKP is a unique World Bank-assisted project which looks beyond poverty alleviation and aims at building sustainability and prosperity of rural communities by promoting rural enterprises.

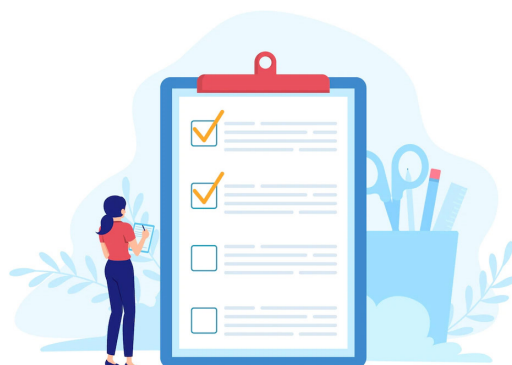
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# Enterprise Community Professionals (ECPs)



Community members who are experienced in community mobilization and have developed service delivery skills will be identified as ECPs. The major objectives of the ECPs are to mobilize, promote and build individual and collective enterprises and provide field-level implementation support to the project. The project will engage one ECP per village panchayat through the respective panchayat-level federation (PLF) to support the above project activities.

# Eligibility Criteria



**1** The ECP should ideally be female and resident of the particular village panchayat. If no suitable/eligible female member is available, then a male member from self-help group (SHG) households of the same village panchayat may be considered.

**2** The age of the ECP to be selected shall be between 25 and 45 years.

**3** She/he should have a degree in business administration, banking, commerce, social work, agriculture, food science, dairy, or any similar field. If candidates from the above educational backgrounds are not available, then candidates with any other academic background may be selected.

**4** She/he should possess an Android phone and have knowledge in operating Android applications.

**5** Preference should be given to persons who already have experience in the field of livelihood and enterprise support activities.

**6** She/he should not be an office bearer of any community-based organizations (CBO) and should not be an elected representative of the local body.



# Process of Identification and Selection

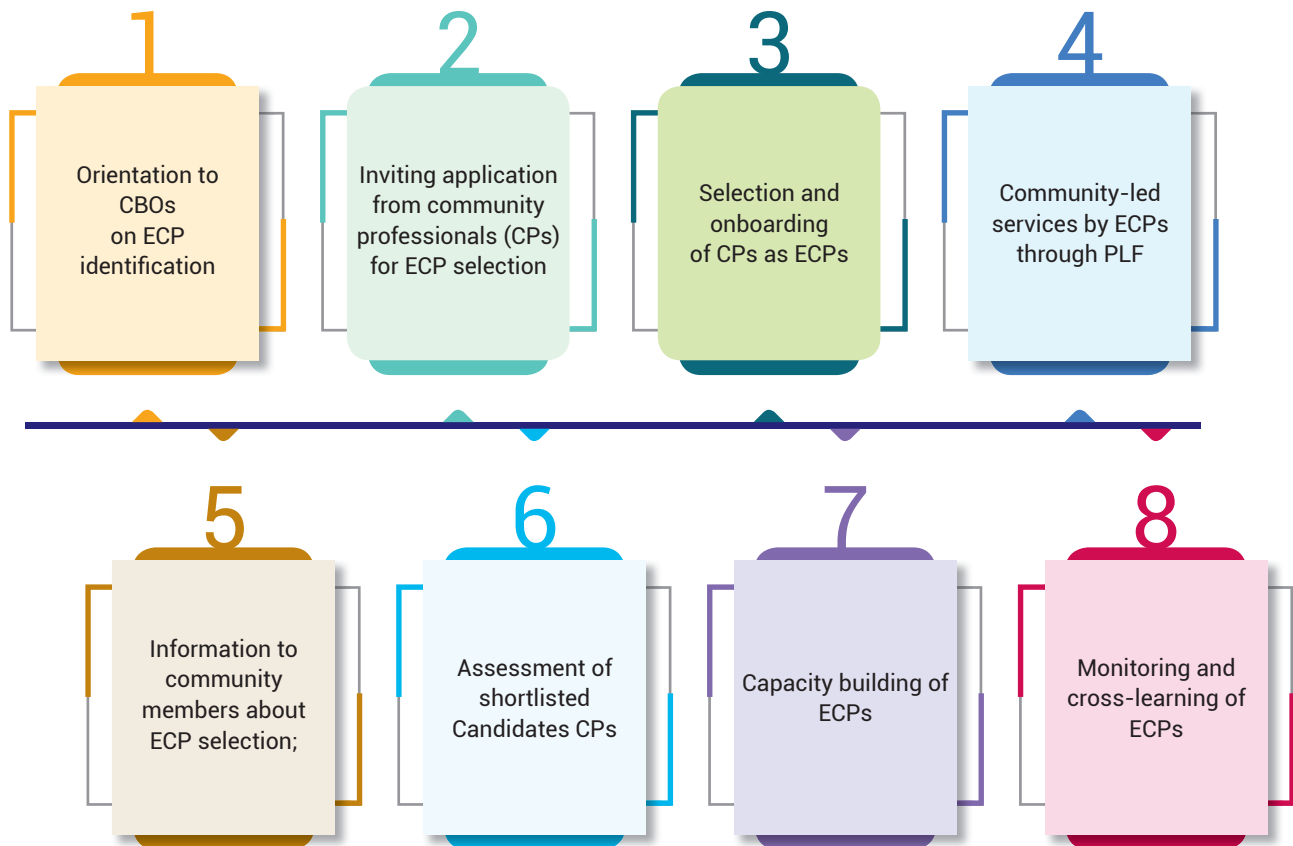
The identification of Community Professionals (CPs) will be done in coordination with CBOs such as panchayat-level federations (PLFs)/village poverty reduction committee (VPRC). The project will provide orientation to representatives of PLFs/VPRCs in identifying CPs and developing communication modes such as notices, handbills information in social handles, etc. for identification of ECPs through the communication team for disseminating information to CBOs and community members.



1. The DPMU and BPMU will orient the CBOs such as PLFs and VPRCs about the selection of CPs and the eligibility criteria and CPs.
2. The CBOs will disseminate information about the selection and eligibility of the ECP to the SHG members through notice boards in the PLF/VPRC office, panchayat office, BDO office, VAO office, BPMU/DPMU office, BMMU/DMMU office, and local newspapers.
3. BPMU will collect the applications from interested candidates.
4. BPMU will scrutinize the applications based on the eligibility criteria with the assistance of PLF/VPRC members.
5. Based on the scrutiny, an online exam will be conducted as per the instruction of the SPMU.
6. Those who are within the top 15 ranks will be interviewed by the interview panel at the block level.
7. The interview panel will be headed by the DEO and the following members: one executive officer, respective block team leader, VKP respective BTL from BMMU, TNSRLM, one village poverty reduction committee member and one panchayat-level federation member (best performing VPRC/PLF member list provided by the TNSRLM).
8. Based on the written exam and interview, performance scores will be awarded (85 marks for written exam and 15 marks for interview) by the interview panel for each candidate.
9. Top 11 shortlisted candidates from each panchayat will be submitted to the DPMU by the BPMU.
10. The district-level committee will be constituted with the following members:
  - a. District collector
  - b. PD, TNSRLM
  - c. DEO, VKP

The district-level committee will finalize the list of selected ECPs (one candidate will be selected as ECP, five candidates will be ranked and kept in the waiting list).
11. The DEO will intimate the concerned PLF about the selected ECP for their village panchayat by mentioning clearly that the engagement is purely on a temporary basis up to the project period. The remaining five candidates will be kept in the waiting list.
12. The concerned PLF will engage the ECP through passing EC resolutions and signing an agreement with the ECP.
13. The ECP shall provide a self-declaration letter mentioning that she is not an office bearer/staff of any of the CBO (VPRC/PLF) and not an elected representative of a local body.
14. On signing of the agreement, the community professionals will commence their work.

## Flow Chart for Identification and Selection of Enterprise Community Professionals



# Roles and Responsibilities

S.No.	Activity	Roles
1.	<b>Individual Enterprises</b> <ul style="list-style-type: none"> <li>• Nano</li> <li>• Micro</li> <li>• Small</li> </ul>	<ul style="list-style-type: none"> <li>✓ Assist in the identification of individual enterprises.</li> <li>✓ Disseminate information on project activities to the primary stakeholders.</li> <li>✓ Provide services to enterprises to access business development support services with all stake holders (WLSC, banks, projects, govt. dept., etc.)               <ol style="list-style-type: none"> <li>1. Collection of applications from entrepreneurs.</li> <li>2. Scrutiny of applications.</li> <li>3. Facilitation support for business plan preparation.</li> <li>4. Training and capacity building.</li> <li>5. Facilitating social and environmental appraisal.</li> </ol> </li> <li>✓ Follow up and ensure loan repayments to PLF/VPRC.</li> <li>✓ Facilitate the entrepreneurs to get registration and required certificates for the enterprise.</li> </ul>
2.	<b>Producer Group</b>	<ul style="list-style-type: none"> <li>✓ Analyze the potential producers in the village panchayat.</li> <li>✓ Provide training to mobilize producers into producer groups.</li> <li>✓ Provide training to producer groups in convergence with relevant line departments.</li> <li>✓ Facilitate preparation of activity plans for the PGs.</li> <li>✓ Facilitate access to business development services and technical trainings.</li> <li>✓ Assist in the mobilization of producers for community farm school (CFS).</li> <li>✓ Assist in accessing project funds and facilitating to receive the benefits from various departments and projects.</li> <li>✓ Monitor the existing and new producer groups.</li> <li>✓ Facilitate bank credit linkages to the PGs through SHGs and JLFs.</li> </ul>
3.	<b>Enterprise Group</b>	<ul style="list-style-type: none"> <li>✓ Analyze the potential enterprises in the village panchayat.</li> <li>✓ Form the enterprise group.</li> <li>✓ Facilitate business plan preparation.</li> <li>✓ Support EGs to access business development support services.</li> <li>✓ Assist EG members in mobilization for community skill school (CSS).</li> <li>✓ Provide training to EG members.</li> <li>✓ Facilitate the EGs to get bank loans and project funds.</li> <li>✓ Assist in getting registration and other legal certificates for EGs.</li> <li>✓ Monitor the functions of the EGs.</li> </ul>
4.	<b>Producer Collectives</b>	<ul style="list-style-type: none"> <li>✓ Mobilize and provide support to form new producer collectives.</li> <li>✓ Help the PGs build and maintain relationship with higher order collectives such as PCs, federations, etc.</li> <li>✓ Assist producer collectives in mutual enterprise business support and services.</li> </ul>

S.No.	Activity	Roles
5.	<b>Business Plan Financing</b>	<ul style="list-style-type: none"> <li>✓ Spread awareness among locals on the project objectives and its provisions, specifically to promote MGP under VKP among SHGs/ community organizations.</li> <li>✓ Identify and conduct baseline profiling of potential entrepreneurs, specifically people who have a business idea or have started their own business.</li> <li>✓ Build awareness and orient promising/potential entrepreneurs on the details of MGP provisions.</li> <li>✓ Screen and profile the clients.</li> <li>✓ Facilitate document preparation for potential entrepreneurs and introduce them to the 'Women livelihood service centre' for the completion of loan application and required documents, etc.</li> <li>✓ Monitor and report the beneficiaries' utilization of funds and asset creation by engaging with entrepreneurs to inculcate discipline of loan repayment, maintaining business records, etc.</li> <li>✓ Submit periodic reports (in the prescribed format) to BPMU and Women livelihood service centre (once a fortnight).</li> </ul>
6.	<b>Skills and Jobs</b>	<ul style="list-style-type: none"> <li>✓ Identify and update the youth database.</li> <li>✓ Discuss with youth and explore their aspiration, counsel and educate them about potential sector opportunities and help them choose their career.</li> <li>✓ Help mobilize candidates for possible convergence schemes.</li> <li>✓ Create awareness about the Youth Development Centre, to be established by the project.</li> <li>✓ Help DPMU in the identification of project intervention area and trade for CSS and CFS.</li> <li>✓ Identify and select expert SPARKs/trainers (this will be done by the community and ECPs under the guidance of DPMU).</li> <li>✓ Mobilize interested individuals (both male and female) to undergo training under CSS and CFS.</li> <li>✓ Monitor attendance of candidates at CSS and CFS and track them through personal contacts, parents, and phone calls, and seek regular feedback to avoid dropout.</li> <li>✓ Monitor candidate placement and performance post skilling and collect data every three months after the completion of training.</li> <li>✓ Visit the SYMR enterprises assisted through CAP to provide continued support to them.</li> </ul>

## Honorarium



The honorarium to the ECP will be on deliverable basis for a maximum 20 days' work per month at the rate of Rs. 250/- per day. Based on the performance indicators and initiatives facilitated by the ECPs, incentives will be extended by the project. This incentive over a period of time will be converted as user/service charges to be paid by the beneficiaries to ECPs beyond the project period (the activities / initiatives / performance-based incentive will be worked out by the project based on the emerging needs).

The honorarium will be directly credited to the bank account of the ECP by the PLF. The actual travel costs will be paid by the PLF to the ECP for travelling to the block office or DPMU for meetings/trainings or any other activities through EC resolution. A service cost of 5% will be given to PLF by the project.

## Capacity Building



The project will provide training to the ECPs in various aspects such as general objectives of the project, roles and responsibilities as well as thematic/sectoral-wise training. The project will also provide periodic refresher training to ECPs for delivering enterprise support services. The respective block team and project executives will handhold the ECPs.

1. Orientation about VKP project components.
2. Roles and responsibilities of ECPs.
3. Enterprise promotion and related thematic components, namely PG, EG formation and grooming; identification of individual enterprise and delivering project enterprise development support services.
4. Environment and social appraisal mechanisms.
5. Community skill school and community farm school.
6. EDP training.
7. Monitoring the project deliverables on the field.
8. Enterprise financing and book keeping.
9. Any other project-related activities.

## Termination



The agreement of ECPs engaged will be terminated if found with the following delinquencies:

- Abstaining from their regular work without prior information to PLF or block team
- Failing to achieve project deliverables/indicators.
- Not performing the work allotted to them
- Involving in any mala fide activity.

Hence, the ECPs should concentrate fully on their work within the stipulated time.

## Monitoring



The community professionals will be monitored by the block-level project teams and district-level project teams and the CBOs. The block-level review meetings will be conducted every fortnight and district-level review meeting of community professionals every month. A grievance redressal mechanism will be put in place for the community professionals to address the issues concerned.

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## Cross-Learning



In order to enhance the capacities of the community professionals, the project will facilitate cross-learnings within the district and region at least once in 6 months. Such cross-learnings will help the ECPs to share their experience and ideas and learn new things. The ECPs should also make use of the regular meetings of the project and the other CPs as platforms to learn more.

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## Submission of the monthly report by the ECPs



ECPs should submit their monthly report on their work done to the PLFs on a particular day every month. The format is redesigned, based on the need, by the project, and then the ECPs should submit their report in the new format. Till then, the ECPs should submit the report on their regular/routine work and special work done in the format enclosed.

**DRAFT AGREEMENT FORMAT**

This agreement is entered into and made effective from.....to  
 .....(mention period of one year) between -  
 .....(Name of the PLF) panchayat-level federation (PLF) in  
 .....Block (Name of the Block).....District  
 (Name of the district) of Vaazhndhu Kaattuvom Project (VKP) and.....  
 .....(Name of the Individual-ECP of  
 .....village panchayat of.....Block  
 .....district as follows.

- a. This agreement is to engage.....(Name of the Individual-ECP) as a village-level enterprise community professional (ECP) through.....(Name of the PLF) PLF for rendering community-led services to individuals/group enterprises supported and promoted by VKP.
- b. VKP is implemented with the objective of transforming rural communities by creating sustainable development and prosperity through enterprise promotion, access to finance and employment opportunities.
- c. The PLF formed by TNSRLM is a community institution involved in implementing financial inclusion and economic empowerment activities.
- d. VKP through its targeted approaches and strategic interventions, develop an enabling ecosystem for enterprise promotion and development in rural areas through diagnostics (district analysis, value chain analysis, sector/sub-sector identification), identification of potential enterprises through participatory methods (both at the group and individual levels), strengthening of existing rural enterprises, identifying market and value chain development opportunities, providing business development support services and informed pathways to develop sustainable business.
- e. One of the project interventions for assisting business development support services to an enterprise is through placing a trained and equipped community professional as ECP to deliver business development service at the village level to group and individual enterprises.

**Activities to be carried out by the ECP**

1. The ECP shall participate in all training programmes provided by the project.
2. He/she will act as a village frontline worker with block team members for identification, mobilization of individuals and group enterprises with the block team.
3. He/she should provide project information to individuals and group enterprise members as well as field-level project services as guided by the block team.
4. He/she should support and coordinate all project activities with individual and group enterprise as per the job chart given by the project.
5. He/she should submit regular monthly report, MIS updation, etc. to PLF and project as guided by the block team.

**Activities to be carried out by the Panchayat-Level Federation**

1. Make agreement with selected ECPs and engage them.
2. Support the ECP to undergo project training programme, refresher training, exposure visit, etc. as directed by the district and block unit.
3. Guide and monitor the ECP by providing project service delivery to individual and group enterprises assisted and promoted by the project, by providing institutional support as required.
4. Collect and ensure that the ECPs submit their monthly report, updation of project beneficiaries' details, etc. to the block team as guided by the district unit.
5. The agreement with the ECPs engaged will be terminated as per the termination provisions listed above.



**MONTHLY REPORTING FORMAT**

Name of the ECP:

Name of the Village Panchayat:

Performance indicator report submitted for the month of

.....

S.No.	Performance indicator	Actual progress	Remarks
1	Number of individual beneficiaries' loan repayment followed and collected		
2	Number of potential beneficiaries identified for individual enterprises.		
3	Number of potential nano enterprises beneficiaries identified for scaling to micro and small enterprises.		
4	Number of identified individual enterprises assisted with support for business development with block team members.		
5	Number of individual enterprises application submitted for project assistance/bank linkage/convergence support.		
6	Number of producer group not affiliated with any producer collective identified.		
7	Number of identified producer groups assisted with support for business development with block team members.		
8	Number of enterprise groups not affiliated with any producer collective identified.		
9	Number of identified enterprise group assisted with support for business development with block team Members.		
10	Number of project training/capacity building to producer group/enterprise group attended.		
11	Number of producer group/enterprise group meetings attended.		
12	Number of producer collectives visited.		

Any other special initiatives:

- 1.
- 2.
- 3.
- 4.
- 5.

Name of the ECP:

Name of the PLF representative:

Signature:

Signature:

Date:

Date:



## VAZHNDHU KAATTUVOM PROJECT

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