

**Terms of Reference (ToR)
For**

**Hiring of Chief Operating Officer (COO) for ORMAS,
Panchayati Raj and Drinking Water Department.**

**Government of Odisha
Panchayati Raj and Drinking Water Department,
Bhubaneswar-751001**

Term of Reference and Scope of Service for Hiring of Chief Operating Officer (COO) for ORMAS.

1. Back Ground of ORMAS

“Odisha Rural Development and Marketing Society (ORMAS)” has been constituted and Registered under the Registration of Societies Act, 1860 in 1991 to develop sustainable livelihood through adopting appropriate rural technology, product development & diversification with accepted designs, packaging, certification, branding activities etc. ORMAS implements various livelihood and skill training programs for upliftment/empowerment of the rural poor of the society.

ORMAS has been rendering notable services in livelihood sector by creating employment opportunities by linking rural population with markets thereby providing them a platform to generate revenue for the products. It also aims at tapping emerging markets and creates simple yet innovative solutions for rural producers/unemployed rural youth aimed at providing sustainable livelihood opportunities.

ORMAS is also the nodal agency for implementing DDU-GKY (Deen Dayal Upadhyaya-Grameen Kaushalya Yojana) in the State of Odisha. This scheme is a unique initiative launched by Ministry of Rural Development, Govt. of India which aims to provide wage employment to rural youth post training in various trades (NCVT/SSC Courses).

2. Scope of Works

Overall project guidance and direction for implementation of placement linked skill development program, livelihood promotions taken up by ORMAS; including marketing support to the rural artisans/producers. Conflict/Issue resolution; regular reviews & updates; quality control & assurance; project tracking and issue resolution; coordination with State Skill Mission/Odisha Livelihood Mission and other State Skilling, livelihood initiatives to build integrated approach for the State.

He/She would also need to work towards establishing smooth working relationships between various stakeholders with in ORMAS and ensure co-ordination between operations/ finance/ accounts/ placement/ post placement/ capacity building and similar such thematic areas.

3. Reporting

The Chief Operating Officer (COO) of the society will work under direct guidance and supervision of Member Secretary-cum-Director, NRLM. She/He would further report to Principal Secretary (Panchayati Raj & Drinking Water Department)-cum-Chairman-ORMAS through the Member Secretary-cum- Director (NRLM).

4. Major Deliverables & Responsibilities

- Development of policy, strategy and action plan for ORMAS to ensure achievement of objectives by livelihood, skilling initiatives.
- Establish livelihoods value chain and ensure market linkage.
- Program design and successful implementation of the livelihoods program aimed at creating market linkages for rural produce
- Tapping of emerging markets to create newer avenues of establishing rural connect as per new trends
- Work closely with livelihoods team and key stakeholders like SHGs on development of future road map for ensuring sustainable market linkages.
- Work for promotion of start-up entrepreneurship at the village level by involving rural poor households, by providing assured availability of need based financial support, capacity building measures and by advisory services for establishment of village enterprises.
- Manage & coordinate marketing events like Sisir SARAS, Pallishree Mela etc. aimed at providing platform for rural products connecting buyers & sellers.
- Identification of gaps/leakages in the programs implementation; Resolution of such gaps/leakages for improving overall effectiveness of the programs implemented by ORMAS.
- Program management through implementation of the best practices in both livelihoods & skilling domain.
- Ensure to reach of livelihood/skilling programs through effective IEC campaign.
- Manage the key stakeholders including officials of Ministry of Rural Development, State Department officials, Training Service Providers, State and District team of ORMAS, Technical Support Agency (TSA) and beneficiaries.
- Ensure that the State of Odisha achieves the overall Action Plan target allotted by MoRD/Commencement of training as per plan/PPWS submitted by PIAs.

- Identify best practices/innovations in skilling ecosystem & ensuring its implementation post customization as per local requirements.
- Ensure timely floating of RFPs/Contracts/Agreements in collaboration with the Procurement team.
- Assess financial health of the schemes/Monitoring ORMAS budget & requirements of funds.
- Ensure timely release of funds to PIAs/Timely request to MoRD/State Government for budgets/releasing of funds for DDU-GKY in co-ordination with Finance Team of ORMAS.
- Ensure smooth co-ordination among various inter departmental teams for creating positive synergy.
- Ensure training delivery by PIAs as per DDU-GKY Guidelines/SoPs while focus on ensuring other Government compliances.
- Work towards improving overall quality of program; Create platform for trainers & work for improving training delivery/pedagogy.
- Should be able to forge relationship with PIAs/Employers to create vibrant ecosystem.
- Guide Placement Team & help in scouting potential Employers/PIAs.
- Conduct regular alumni meets/skilling conclaves/employer meets etc.
- Ensure service delivery as per contract with Migration Support Centers (MSCs)/Explore the possibility of increased role of MSCs.
- Ensure effective output from various thematic experts.
- Participate in State policy matters discussion relating to DDU-GKY/ High light the issues which are impacting effective implementation of the program with MoRD and follow up with concerned stakeholders for their resolutions.

5. Other Deliverables & Responsibilities

- Explore possibility of collaboration with newer markets/players for linkages with rural youth.
- Explore newer avenues for SHGs/Diversification of products for greater financial impact on revenue generation for SHGs/Rural producers
- Effective branding of livelihood/skill initiatives
- Work to improve Placement percentage, Retention of candidates and Industry Partnerships/Alumni Support & Tracking of placed candidates

- Explore the possibility of establishment of Center of Excellences (CoEs) in various trades
- Regular interaction with market/industry leaders/employers/PIAs to gauge emerging trends in market
- Development of a comprehensive framework for supporting and monitoring projects as well as overall program
- Partnership with voluntary organization(s) and institution(s) to establish transfer of technologies and skills.
- Any other works assigned by the Member Secretary-cum-Director, NRLM and Principal Secretary-cum-Chairman, ORMAS.

6. Qualification, Age, Experience & Essential Knowledge

- Age should be between 45-55 years as on 1st January 2019
- MBA (2 years Full Time Course) in any discipline from a recognized University/Institute.
- Minimum 20 years' experience with at least last 10 years' experience in the leadership position at National/State Level out of which 3 years' experience in implementation of a Central/State funded scheme as a National/State Head.
- Candidates having additional qualification and/or recognition in skill/rural livelihood/rural marketing sector (s) to be given due weightage.
- Behavioral & Other Competencies in the field of Leadership, Strategic thinking, Stakeholder Management & Coordination and Knowledge Management etc.

7. Language requirements

- Proficiency in Odia, Hindi and English.

8. Remuneration, Appraisal & Renewal

- Rs.2,00,000/- per month (consolidated) for a period of 5 years with an annual increment of 3% subjected to satisfactory performance against the performance indicators.
- TA/DA and other benefits will be provided as admissible under Rules and Regulation of ORMAS from time to time.
- Review of performance every year by competent authority
- Renewal of contract will be done on basis of post performance appraisal.

Application Format:

1. Personal Details

Full Name as per PAN Card	
Email ID	
Mobile Number	
Emergency Contact No	
Gender	
Current Location	
Date of Birth	
Age (as on 1st January 2019)	
Blood Group	
Marital Status	
Father's Name (as per PAN Card)	
Mother's Name (as per PAN Card)	
Permanent Address along with Pin Code	
Local Address (if different from permanent)	
Total experience (in years)	
Total experience in leadership role (in years)	
Total experience in leadership role in Government funded projects (in years)	
Languages known	1.
	2.
	3.
	4.
Current Organization:	

2. Academic Details

Academic Background	Examination Passed/ Course Opted	School/ State	Board	Full time/ Part Time/ Distance Learning	Dates (MMM-YYYY)		Percentage of Marks/CGPA (2 Decimal points)
					From	To	
10th							
Intermediate/+2							
Graduation							
Post Graduation							
Professional Qualification							
Additional qualification and/or recognition in skill / rural livelihood/rural marketing sector (s)							

3. Employment Details

Sl No.	Organization Name (Full Legal Name)	Location (City Name)	Designation		Type of Employment	Tenure in the Organisation (DD/MMM/YYYY)		#Annual Cost to Company (in Rs.)	
			On Joining	At the end		From (DD-MMM-YYYY)	To (DD-MMM-YYYY)	On Joining	At the end
1									
2									
3									
4									
5									
6									
7									
8									