Order

Subject: Setting up of an Advisory Committee for Promotion of Producers' Enterprises under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM)

The Ministry of Rural Development, Government of India has decided to constitute an Advisory Committee for Promotion of Producers’ Enterprises under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM). The constitution of the Advisory Committee is as follows:

Chairperson
i. Sh J K Mohapatra, Ex-Secretary, MoRD, GOI

Ex-officio members
i. Secretary, Rural Development, Government of India
ii. Additional Secretary, Rural Development, Government of India
iii. Joint Secretary – Ministry of Agriculture
iv. Joint Secretary – Ministry of Food Processing Industries

Non-Official Members
ii. Sh Tushaar Shah – Ex-Director, IRMA; Director ICICI Bank Limited
iii. Sh Shiv Kumar – Divisional Chief Executive, ITC Agri Business Division
iv. Prof K V Raju – Director, Development Management Institute
v. Sh Anish Kumar – Lead, Transform Rural India
vi. Sh Ved Arya – CEO, SRIJAN
vii. Sh William Bissell – Managing Director, FabIndia

Member Convenor
i. Joint Secretary, Rural Livelihoods, Government of India

The Terms of Reference of the Advisory Committee are attached at Annexure.

TA/DA and other costs for the non-official members will be borne by Department of Rural Development.

(Atal Dulloo)
Joint Secretary to Government of India

Distribution:
1. All members of the Advisory Committee
2. PS to Minister, Rural Development and PR
3. PS to Minister of State, Rural Development
4. PPS to Additional Secretary and Financial Adviser, D/o Rural Development
5. Director, NRLPS
6. Director(RL)

DAY-NRLM website (chandermohan RL Section)
The terms of reference of the Advisory Committee for Promotion of Producers' Enterprises under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) are as follows:

1. To support NRLM in designing strategic and long term policy and framework of implementation for the Mission to take up large scale livelihoods interventions through Producers' Enterprises.

2. Consider issues related to filling up of critical gaps in development of farm and non-farm value chains under DAY-NRLM and provide recommendation to address the issues.

3. Advise on the organizational linkages with technical and educational institutions, R&D establishments, industry and government departments, as well as educational and policy research institutions, and recommend measures to be taken for strengthening the linkages speedily.

4. Consider the impact of various macro-economic policy, industry, market and technology changes on the implementation of the Mission and provide recommendations to address the impact.

5. To create policy papers and influence policy changes for ensuring the financial viability of the Producer Enterprises and for scaling them up, so that the 68% of India's rural population gets linked to markets as equal players, after removing the disadvantages of remoteness and scattered populations, which impact their competitiveness.

6. Consider the organizational and capacity building aspects of National Mission Management Unit, State Rural Livelihoods Missions and recommend measures to be taken for strengthening their implementation capacity.

7. Recommend State specific measures to enhance the implementation capacity of the State Rural Livelihoods Missions to promote Producers' Enterprises.

8. To undertake other activities as may be necessary in order to further the execution of the Mission agenda, and the objectives mentioned above.