



# MISSION RIEV

Ruralising India- Empowering Villages

A People Centric Collaborative Initiative of IFSD, IFTI, FGPL, HSS & HDBNL under Umbrella of IIRD Shimla

Ref: IIRD/RIEV/N004/2018/102

Date: 9<sup>th</sup> September 2018

## Notification

### Launch of Version2 of Mission RIEV

Whereas the Mission RIEV was launched as pilot project in Himachal Pradesh which completed one year of its operations on 2<sup>nd</sup> October 2018 and whereas based on the lessons learnt during the period and the participatory deliberations has at Mission Secretariat with the larger group followed by the recommendations of the senior management team, it has been decided to launch Mission RIEV – Version 2 with effect from 15<sup>th</sup> October 2018 as per the following modifications / additions and consolidate the one year proceedings by 14<sup>th</sup> October 2018:

**1. Extension in Membership:** As the Mission took some time to deliver the effective services to the members, the membership of those enrolled on or before 31<sup>st</sup> March 2018 stands renewed for one year by default without any subscription liability on members from the respective dates as good will gesture.

**2. Modalities of Membership:** The memberships shall be of three types as per following details:

**a. Annual Paid Membership:** Under this membership, the existing membership modalities shall prevail and any one can become Paid Annual Member by paying Rs. 2000/- per annum as per existing practices. The Membership ID shall start with M- as per existing pattern and the paid members shall be entitled for 10% discount in all applicable services under Mission RIEV. The RIEV functionaries promoting Paid Annual Memberships, irrespective of position, shall be entitled for 10% of the membership amount i.e. Rs. 200/- which includes Need Assessment as well as per new module.

**b. Life Time Membership:** The new modality of membership as Life Time Membership stands launched with one-time payment of Rs. 10,000/- The Membership ID shall start with L- for all Life Members and shall be entitled for becoming part of Advisory Boards at different levels if selected through the voting or other process for the same. Additionally, they shall be entitled for 15% discount on all the applicable services under Mission RIEV. The RIEV functionaries promoting Life Time Memberships, irrespective of position, shall be entitled for 10% of the membership amount i.e. Rs. 1000/- which includes Need Assessment as well as per new module.

**c. Voluntary Membership:** Voluntary Members shall be the members without payment and the Membership ID shall start with V- with the facility of upgrading membership to Paid Annual or Life Time but with no discount entitlement. The RIEV functionaries promoting voluntary memberships, irrespective of position, shall be entitled for Rs. 50/- per membership for enrolment and Rs. 50/- per member for Need Assessment totaling Rs. 100/- per case as well as per new module.

Enrolment of minimum 50 members (of any kinds preferably mixed) in each Gram Panchayat by each RIEV functionary every month atleast for consecutive three months shall be mandatory to remain as part of Mission RIEV for the RIEV functionaries.

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**3. Identification of Blocks for Intensive Interventions:** One block preferably in each district, shall be identified for intensive interventions and shall be equipped with 5-10 functionaries including Programme Officers 1) Health, 2) Education, 3) Banking & Finance, 4) Agriculture, 5) Online Services, 6) Property Management, 7) Rural Produce Marketing, 8) Social Security and 9) Entrepreneurship & Business Development, etc. as per the quantum of needs identified. The role of the BC shall be to coordinate with the PFs, PSAs and RCs for schedule planning and monitoring whereas the sector / segment specific services support shall be extended by the concerned Programme Officer(s). Accordingly, the size of such block offices shall be rearranged accordingly. The pilot test of Version2 in the identified Blocks shall be reviewed within one month and the decision to replicate the same in rest of the blocks shall be taken accordingly.

**4. Service First-Revenue Later and Spreading Smiles through the Slogan- "Dil Se Do"** - As long as the Mission gives finishing touch to the actual time, energy and resources required to deliver any particular service or services, the Mission shall promote the slogan of "**Dil Se Do**" which means irrespective of the amount generated by the online Need Assessment based contract for the choices of services selected by the members, they will be respectfully asked to pay whatever they want to pay happily against the service delivery. Mission's motto will be to spread happiness amongst the users and lessen their worries. This pilot testing of "**Dil Se Do**" shall be applicable upto Dec. 31, 2018 only until notified otherwise. This may however, create some inequality as someone may pay very less and someone may pay higher, but this all will be subject to the good sense and intention of the individual member.

The rest of the Blocks shall be functioning as usual and the provisions of the earlier notification regarding incentivisation based on the revenue generation shall continue till further communication.

For "Mission RIEV"

Sushma Sharma

Director in Charge Mission RIEV



- CC:
1. Company Secretary IIRD for information of the IIRD BOD and Governing Board Mission RIEV.
  2. All respective Zonal / Programme Heads Mission RIEV
  3. All the functionaries at all levels under Mission RIEV
  4. Office Copy