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Government of India
Ministry of Rural Development
Department of Rural Development
Rural Livelihoods Division

7th Floor, NDCC – II Building
Jai Singh Road, New Delhi – 110001
Dated: 25.04. 2024

To

The Chief Executive Officer/State Mission Director
State Rural Livelihoods Mission
All States and Union Territories

Subject: Advisory for development of immersion sites for strengthening gender interventions under DAY-NRLM.

Sir/Madam

Please find enclosed the approved advisory on "Development of gender immersion sites under DAY-NRLM".

All States are requested to circulate the advisory to all the concerned SRLM staff and CLFs. Further, States are requested to conduct an orientation programme, prepare the action plan and develop at least 1 immersion site block per district as per the interventions suggested in the advisory. The immersion site will be used as a learning ground and scale up of the interventions across the State.

Yours faithfully,



(Nivedita Prasad)

Deputy Secretary to the Govt. of India

Copy to,

: - SPMs IBCB-SISD all SRLMs State/UTs

Advisory on Developing Immersion Sites for Strengthening Gender Interventions under DAY-NRLM

- 1. Introduction:** Launched in 2011, Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) aims to eradicate rural poverty, especially for marginalized groups, through social mobilization, capacity building, financial inclusion, livelihood promotion, FNHW and gender mainstreaming. DAY-NRLM mainstreams gender by integrating gender into its development approach, which includes policy, framework, implementation and institutions. The Gender Programme within the DAY NRLM was introduced after the realization that to ensure individual empowerment, economic gains have to translate into better access, control and decision-making of women at the household and community level. Through rigorous policy advocacy, the last couple of years has seen investment on laying the prerequisites for gender mainstreaming¹; 1) Integrating Gender into the program and operations of DAY NRLM and 2) Strengthening institutional mechanisms in the community to respond to practical and strategic gender needs.
- 2. Immersion Site Definition:** A Gender Immersion Site in DAY-NRLM is a Block that demonstrates the roll out of an intensive strategy combining all key interventions under the program to shift context specific gender indicators in a time bound manner. The Immersion Site will be characterized as learning ground of sustainable, replicable models of community driven gender transformative approaches².
- 3. Objective for setting up Gender Immersion Site**
 - a) Act as a demonstration Site in developing self-sustaining, holistic, community led, replicable models of gender mainstreaming.
 - b) Establishment of learning ground for creating gender responsive community institutions which actively identifies and addresses issues of gender discrimination.
 - c) Demonstrates best practices, collaborative/convergent approaches and innovative measures of designing gender integrated strategies.
 - d) To create Sites where cluster level federations have vision-strategy-resources to shift key local indicators in time-bound manner.
 - e) To develop trained and skilled social capital for replication of gender intervention's across the state.
- 4. Prerequisites for establishing Gender Immersion Site**
 - a) The Blocks where Model CLF strategy is being implemented shall be selected for developing gender Immersion Sites. If the state has already initiated development of gender Immersion Sites in non-model CLF Blocks, SPM-SISD/Gender and SPM-IBCB/Model CLF need to work together to implement the model CLF strategy in that Block.
 - b) Immersion Sites should be established in Blocks where the complete establishment of functional institutional mechanism as per Gender Integration and GRC advisory is being followed. This includes Gender Point Person (GPP) at SHG level, GPP collectives, Panchayat and Block level Gender Forums, Social Action committees (SAC) at VO and CLF level and Gender Resource Centres at Block level.

¹ Gender Mainstreaming is a strategy for promoting gender equality by reform in policy, programme and projects.

² UNFPA defines Gender transformative approaches as an approach that's seeks to challenge gender inequality by transforming harmful gender norms, roles and relations, while working towards redistributing power, resources, and services more equally

- c) The Block identified as Immersion Site should have gender trained staff at BMMU level, should preferably have a young professional/staff deployed by Civil Society Organisation partner/National Resource Person/State Resource Person or a dedicated BMMU staff engaged in developing the gender Immersion Site.
- d) A sufficient pool of community cadre or Gender CRPs (minimum 6 to 8 CRP per CLF based on size of the CLF) is to be deployed to meet the capacity building requirements of the Immersion Site along with a minimum of 1 master trainer³ attached with each GRCs.
- e) Besides understanding of gender concepts, the cadre deployed in the Immersion Site should have understanding of the DAY-NRLM program, gender integration with other verticals like livelihoods, financial inclusion, gender-based violence, life cycle issues etc.
- f) All cadre deployed in Immersion Site Block shall be mandatorily trained in all 17 gender modules and 6 institutional mechanism modules circulated by NMMU.
- g) Existing Immersion Site Blocks established by other verticals can be preferred for selection of gender Immersion Sites.

An established Immersion Site with fully functional institutional mechanisms is based on the following implementation framework:

Goal for Immersion Sites: Shift in social norms through transformative approach led by gender responsive institutions

Key strategies for Immersion Site

Gender Operational Strategy

- The Gender Operational Strategy document shall be the guiding document for the State's roll out plan and shall clearly mention the pathways for Immersion Sites. The strategy design should be based on states contextual realities and the document should be reviewed every three years.
- Community needs assessment- A rigorous process of situational analysis through participatory methods should guide the facilitation process of states in issue identification for the Immersion Site Block. While carrying out the needs assessment process, the states should be mindful of capturing vulnerabilities and deprivations on the basis of Gender, Caste, Class, Sexuality, religion and any other intersectional issues. The needs assessment should also include processes like vulnerability mapping, social and resource mapping, wealth ranking, seasonality assessment, accessibility assessment, entitlement mapping, safety concerns mapping, awareness and access mapping, and any other relevant activities.
- Shall complete Gender Visioning and AAP in MCLFs. It may be desirable that all CLFs complete visioning.
- Measurable input and output indicators- A log frame to be prepared for planning and monitoring of activities planned.

Partnership/experts engagement committee

- Partner organizations, thematic experts, NRPs should be identified to provide expert input and steer the issue-based strategy design.
- A core committee to be constituted at the state level which will steer, monitor and review the progress of Immersion.
- Sites. The core committee should meet minimum once a quarter to review processes.

³ A master trainer is a community resource person with higher order expertise in addressing gender issues example; facilitating GBV cases, engaging with line departments, basic understanding of legal provisions, understanding of gender and livelihoods etc.

Capacity Building

- A minimum of 50 percent members of each VO should be trained on gender actions and interventions to address gender issues.
- To achieve the above, a mechanism of Training of Trainers is to be planned with the support of Partners, Experts, NRPs, etc. A well-planned cascading model to be put in place to ensure trained cadres and members (CLF, EC, SAC, Office Bearer (OB)) will further train the VO and SHG members.
- CLF OB members, cadres managing GRCs, steering committee members of GRCs, VO and CLF SAC members, Gender Point Persons and all position holders or leaders are to be mandatorily trained on the 17 modules and/or any other resource material available with the State.
- All SAC members should train their VO's in all 17 modules.
- All GPP members should train their SHGs in the 17 modules.
- A repository should be created including all resources materials including the 17 modules, posters and resource materials distributed during the campaign and play book on understanding GBV.
- All cadres, CBO staff and CRPs of all thematic should be oriented on gender concepts and how to integrate gender in their component.

Mobilisation of gender fund:

- All SHG members should contribute either monthly/quarterly/half-yearly/annually towards gender fund.
- All SHGs, VOs and CLFs shall initiate contribution of some percentage of their profit towards gender fund.
- VOs/CLFs may initiate gender related enterprises.

Functioning of Gender Resource centre:

- SRLM need to establish and strengthen gender resource centre with proper infrastructure facilities
- Need to train GRC management committee that shall be managing the GRC
- Facilitate GRC to open the bank account.
- Train gender CRPs and ensure that they attend GRC functions on a rotation basis.

Integration with other verticals

- In Immersion s Site Block, cadres of all other verticals will be sensitized/trained on gender
- All survivors/any case coming to GRCs, CLFs should be ensured livelihood support through the farm or non-farm initiatives in the Block
- Database should be developed on all vulnerable categories in the Immersion s Block (single women, transgenders, survivors of violence, PVTGs, etc) to provide livelihoods including skill training, FI support and social security for them on priority basis.
- Enterprises for survivor groups or any group brought together on the basis of vulnerabilities should be explored.

Convergence Strategy

- SRLM to pursue MoU/Joint advisories and formal collaboration with concerned line Ministries (WCD/Health/Police/MoPR) to strengthen the service delivery and response mechanism system. Also, need to ensure that proper linkage will be developed between One stop centre of WCD, DLSA and police.

- The GRCs in the Immersion Site Blocks should have formalized referrals systems established through joint advisories or MoUs. Services of other departments should be made accessible to members and others through
- Both Panchayat and Block Level forums should be made regular (Panchayat Forum once a month and Block level forum once a quarter preferably on a prefixed date and time) and should be encouraged as platforms for dialogues between Community Based organizations and line departments.
- Awareness generation activities should be conducted in the Immersion Site Blocks in collaboration with the line departments on rights, services and legal provisions, support systems available etc (eg. legal awareness/literacy camps, training programmes or awareness activities etc)
- Gender sensitization training should be organized with all frontline workers (ASHA, ANM, Anganwadi worker, PRI members etc.) and help them play the role of first point of contact for providing support and services.
- Social development plans prepared at GP or VO level under VPRP should be submitted in the grama sabhas to integrate into GPDP

Advocacy activities

- All CLFs, VOs and SHGs in Immersion Sites should mandatorily participate in all Campaign activities and Gender Samvaad
- Proactive measures should be taken in Immersion Site areas to engage with men, boys and youth on sensitizing them on gender. Efforts should be made to reach out and include them during campaign activities.
- Campaign should be utilized as a medium of engaging with all stakeholders

Data, monitoring and sustainability

- The Immersion Site will have a baseline of providing a comprehensive analysis of status on empowerment indicators in the Immersion Site. The programme design for the Immersion s Sites should be guided by the database.
- Create and update periodically a disaggregated data base on the basis of gender and other vulnerabilities.
- Immersion Site should initiate Gender Fund collection. Gender Fund is a member contribution as per amount decided by the CLF to support survivors of GBV and case facilitation. This fund in the long run is to be used for management of the GRCs.
- The Immersion Site should maintain proper books of record at all levels
- The GRCs in Immersion Site should have a case management system including case recording and case follow up mechanism
- All details of training, inputs, addressing of GBV, Rights and Entitlement issues at all level should be maintained for Immersion Site.

Key performance indicators for Immersion s Site:

1. 1 Immersion Site Block per district
2. A minimum of 50% members of each VO under the Immersion Site trained on 17 modules
3. All VO SACs and CLF SAC members trained on 17 modules
4. CLFs in the Immersion Site Block trained on V3 (Visioning exercise)
5. Development of gender action plan at CLF level (Annexure 3)
6. Social Development plan prepared and submitted as part of GPDP.
7. No. of SHG members, SHGs, VOs and CLF contributing towards gender fund
8. Number of rights and entitlements cases registered and resolved in Gender Resource Centres

9. Number of GBV cases reported in VO/CLF/GRC
10. Referral systems with police, legal, one stop centre/Sakhi centre established in GRCs
11. Number of GBV cases referred to police, legal, one stop centre/Sakhi centre etc
12. Number of awareness program/ training activity on GBV
13. Number of survivors linked with economic opportunity
14. Training, awareness activities, meetings conducted with men and boys

Annexure-1: Institutional Mechanism Matrix

Forums	Level	Preferred Frequency	Convenor	Chair	Facilitator	Record keeping	Participants	Expected Outcome
Gender Meeting	SHG	Weekly	SHG Secretary	SHG President	GPP	Bookkeeper	SHG Members + invitee Non-SHG members	Sensitization of Members, Reporting of Cases, Case Solved, Case escalated
GPP Collective	VO	Monthly	VO-SAC	Rotational	VO-SAC	VO-SAC	GPPs + VO-SAC + Gender CRP	Capacity Building of GPP and VO SAC, Plan for action on case, Agenda for the VO-EC
VO-EC	VO	Monthly	VO Secretary	VO President	VO-SAC	VOA	VO EC Members + Invitee members (GPPs + CRP+ Others)	Cases are registered, Decision on Case, Cases are solved, Clarity on Further Action Plan on each case, Sensitization of members on Gender issues
GPLGF (GP level Gender Forum)	GP	Monthly	CLF-SAC through Panchayat President	Panchayat President	CLF-SAC	Gender CRP/ P. Secy	Panchayat EC + VO SAC + CLF-SAC + FLWs (GP Level) + Police Rep + PLWs + Other Invitees (GPP + CSOs)	Sensitization of members, Discussion on Case, Cases are solved, unresolved cases are escalated, Case wise Action Plan, ATR for the BLGF
CLF-SAC	CLF	Monthly	Gender CRP	CLF-Secy	Gender CRP	Gender CRP	CLF SAC + OB Members +CRPs+ Invitees	Compilation of Outcomes from GPLGF, Agenda for the CLF-EC, agenda wise preparation, Cases Registered
CLF-EC	CLF	Monthly	CLF Secy	CLF President	CLF-SAC	CLF Book keeper	CLF EC + CRPs + BMMU+ Invitees	Cases Solved, Cases escalated, Action Plan Prepared, Recommendations for CLF-SAC and VOs, Agenda for BLGF
BLGF (Block level Gender Forum)	Block	Monthly	BPM, BMMU through BDO	BDO (Block head)	BPM, BMMU	GRC CRP	BDO+Block Officials + Police+DLA+All CLF OB/SAC+CRPs+ GRC Team+CSOs+Invitees	Cases Solved, Issues of CLF and GRC are addressed, Directions for the GPLGF, Directions for Department, Suggestions for GRC

Annexure 2: Suggested Template for developing Milestones and Plan for the State

Suggested Key Indicators	Monitoring Level	Unit Descriptions of the Target	Physical Targets planned		
			Yr 1	Yr 2	Yr 3
a) Planning and Resource Mobilization:					
i. Selection of the Block for the Immersion Site.	District	No. of Block selected as Immersion Site			
ii. Empanelment of the Resource pool at Block level.	District	No. of Block where Resource Pool is empanelled			
iii. Empanelment of the Resource pool at the CLF level.	Block	No. of CLF where Resource Pool is empanelled			
iv. Creation of a Gender fund for sustainability.	CLF	NO. of CLF where Gender Fund is created			
v. Gender fund mobilised	CLF	Amount of Gender Fund mobilised			
b) Institutional Development:					
i. Saturation of Immersion Sites with functional institutional mechanisms at each level.	Block				
i.a. Establishment, Functioning and strengthening of Block Level Gender Forums	Block	No. of Block where Block level Gender Forum is formed and functional			
i.b. Strengthening of CLF OB and SAC Members	Block	No. of CLF where CLF SAC is strengthened and Trained			
i.c. Strengthening of VO OB and SAC Members	CLF	No. of VO where VO SAC is strengthened and Trained			
i.d. Establishment, Functioning and strengthening of Gram Panchayat Level Gender Forums	CLF	No. of GPs where GP level Gender Forum is formed and functional			
i.e. Establishment, Functioning and strengthening of Sakhi Manch (GPP Collective)	CLF	No. of VOs where Sakhi Manch is established and functional			
i.f. Identification and deployment of GPPs	CLF	No. of SHGs where GPPs are identified, trained and deployed			
ii. Establishment of Gender Resource Centers at the Block level.	Block	No. of Block where GRC is established and functional			
c) Data Collection and Analysis:					
i. Completion of the situational analysis.	CLF	No. of CLF where situation analysis is completed			
ii. Vision building on gender and social inclusion.	CLF	No. of CLF where Vision Building is completed			
iii. Blocks where baseline is conducted					
d) Program Development and Capacity Building:					
i. Creation of annual Gender Action Plans.	CLF	No. of CLF developed their Annual Gender Action Plan			
ii. Development of an annual Capacity building calendar.	Block	No. of CLF where annual calendar of Capacity Building is Developed			
iii. Development of a pool of resource persons and resource repositories.	Block	No. of Blocks where Pool of Resource Persons from the community is developed			
e) Monitoring and Governance:					
i. Establishment of a monitoring system at each level.	District	Develop indicators for Different Monitoring system at different level			
ii. Implementation of Case Management System and Referral mechanism.	District	No. of GRCs established Case management System			
f) Policy and Advisory:					
i. Issuance of policies, protocols, advisories, and government orders as needed.	State	Number of Policies/advisories that is being planned to be issued			
g) State-specific Milestones:					
i. Any other state-specific milestones.	As per the GOS	As per the GOS			

Annexure 3 (Annual Action Plan for CLFs)

SI No	Objective	Strategy	Activity	Stakeholders	Convergence	Outcome
1						