

REVISED Guidelines for IIRD Internship Aspirants: Summer 2020

- 1. Introduction:** Institute for Integrated Rural Development's (IIRD) internship programme offers a wide range of exposure to the students/aspirants while associating with the organisation and being a part of this holistic learning opportunity.

The exposure to the interns includes:

- Understanding Industry and its Working System
- Understanding Societal Problems and the Concept of Holistic Development
- Participating in Common-Good Initiatives
- Understanding the Concept and Role of Social Media and leveraging it for promoting the products and produce with urban areas/people
- Networking and Influencing people using various tools and platforms of Social Media
- Understanding the Daily Productivity and Reporting System
- Finally, helping you to make your self-assessment in terms of
 - Consistency in Work;
 - Learning Satisfaction;
 - Productivity and Your Gain

With the above exposure and skill enhancement, this internship will **entitle you for an NSDC Certificate** of Internship

- 2. Certified Training Opportunities:** IIRD, **being an NSDC Partner**, also offers a training programme (NSDC-Certified) as per the following details:

Details / Training Themes	Community Service Associate (CSA)***	Community Service Facilitator (CSF)**	Community Service Coordinator (CSC)*
Minimum Qualifications	10+2	Undergraduate	Graduate
Duration	1 month	2 months	3 months
Mode of Training	Online 1 hour daily + Practical	Online 1 hour daily + Practical	Online 1 hour daily + Practical
Training Fee (Total)	Rs. 1,000/-	Rs. 2,000/-	Rs. 3,000/-
Certification	NSDC Affiliated Certification	NSDC Affiliated Certification	NSDC Affiliated Certification
Additional Earning Scope	10% of business generated	10% of business generated	10% of business generated
Service Products	4	8	12
Level of Engagement	Basic	Facilitation	Supervisory
Future Engagement Scope with the Organisation	25% As per performance Review	50% As per performance Review	75% As per performance review

NOTE: The Internship/ Training programme does not entail the stipend.

- 3. Role of Social Media in Marketing Rural Produce:** Villagers comprise the core of Indian society and represent the real India. Social media today has affected all spheres of rural people's lives:

right from their livelihood to their healthcare, from traditions to social campaigns, etc. But marketing for the rural community can be a challenge, particularly when you are unfamiliar with it. And an underrated asset in the rural marketing process is social media. There is still a misconception that social media is directed towards millennials but this simply isn't the case. Social media plays a unique role for people living in rural communities. This makes it a valuable rural marketing tool for reaching primary producers, farmers and the wider rural community, but only if it is done right. The key objective is not to overlook social media when doing your rural marketing. To accelerate rural growth, we must learn new ways of integrating social and human infrastructure development into the installation of basic information and communications infrastructure. An integrated approach will make social media an important and vital tool in supporting and helping rural communities than you might realize.

The interns will be exposed to various Social Media Platforms and Tools in the first month of their internship and will be provided first-hand practical experience in promoting, marketing & selling farm produce to the general public using B2C platform and other marketing methods. The training will include the following:

- a) Why Social Media?
- b) Understanding various platforms of Social Media
- c) Role of Social Media and understanding its relevance from a Rural Perspective
- d) Leveraging the Social Media platform for selling products and raise donations
- e) Social Media as a tool of bridging the communication gap between the rural producer and urban consumer
- f) Using Social Media for promotion, sell, develop and sustain the Rural Endeavour

4. **Application Portal:** To have this wide exposure and experience, we encourage you to apply online through our portal <https://recruitment.missionriev.in/>. To complete the process, the portal will take you through multiple levels, which will also include basic orientation, preliminary test, written interview, uploading mandatory documents like Aadhaar, PAN, and the proof of highest qualification. The formal letter of Internship will also be generated through the portal for those who complete the process successfully within a given time-frame.
5. **Internship Fee:** The fee for the varied training programmes, listed in Point No. 2, which are the part of the internship, can be paid online. Kindly note, the fee for the internship/ training **will not be refunded** under any condition.
6. **Working Platform:** All the interns will work through a different portal (<https://v3riev.missionriev.in>) and the distinguished login credentials shall be provided by the organisation. Against the assigned tasks as per the portal, the interns shall work during the day and update the portal by the evening, regularly.
7. **Performance Appraisal:** The performance shall be appraised against the "Process and Outcome Indicators" to be shared with you while Online Induction Training detailing working guidelines.
8. **Jurisdiction:** If there is any kind of dispute arising out of the internship arrangement or the associated training programme or any aspect thereof, it shall be subject to the Shimla jurisdiction only.

9. **Attendance & Tasks:** Please note that you will be entitled to the incentive only if the following basic criteria are met-
- a. The attendance should be complete as per the working/ scheduled days of the month.
 - b. In case of incomplete monthly attendance, the proportional incentive shall become payable only if the **attendance is not below 20 days or 80%** of the month's total scheduled days whichever is lower. No incentive shall become payable if the attendance is less than that.
 - c. If an intern is unable to attend an online session due to an emergency or any other reason, then they may send an email regarding their issue in advance, based on which their request may be considered and marked "leave" on the mentioned date.
 - d. If the intern fails to inform regarding their inability to attend the session prior to the session, then they may inform later.
 - e. If an intern misses the online sessions continuously for 6 days in a row, without any prior communication or information, then their name shall be struck off from the internship programme, regarding which they will be updated through an email.
 - f. If the intern consistently fails to complete the assigned tasks or shows no interest in performing the assigned tasks, then this can be the basis for low grades in the certificate or the ineligibility of awarding the stipend despite the high attendance.
 - g. The performance rating shall be made by the mentor in the following grade:
A+ = Excellent; **A**= Very Good; **B** = Good; **C** = Average; **D** = Poor; **E** = Very Poor
 - h. The entitlement of the incentive shall be only above C grades i.e. A+, A, B only.
 - i. The conduct, communication style, interpersonal relationship with the group members, responsiveness, assignment delivery and overall suitability, etc. shall be the parameters for conducting a performance appraisal.
 - j. **Any candidate found to be indisciplined, indulging in rude behaviour with other interns, not abiding by the rules of the internship or the organisation, and not agreeing to the final decision as per the higher authorities, shall be liable for the termination of the internship without prior notice or intimation.**

***Training Highlights**

Community Service Associate (CSA)***	Community Service Facilitator (CSF)**	Community Service Coordinator (CSC)*
Understanding Holistic Development Dynamics of Growth and Progress Understanding Communities Needs Understanding Mission RIEV Understanding Mission RIEV IT Platform Understanding Primary 4 Services Making Individual Needs Assessment Making Family Needs Assessment Working through the portal for 4 Services Service-Cost Decision and Contracts Service Delivery System Motivation- Vision Development	Understanding Holistic Development Dynamics of Growth and Progress Understanding Communities Needs Understanding Mission RIEV Understanding Mission RIEV IT Platform Understanding Primary 8 Services Making Individual Needs Assessment Making Family Needs Assessment Working through the portal for 8 Services Service-Cost Decision and Contracts Service Delivery System Motivation- Vision Development Performing Service Delivery Revenue Calculation	Understanding Holistic Development Dynamics of Growth and Progress Understanding Communities Needs Understanding Mission RIEV Understanding Mission RIEV IT Platform Understanding Primary 12 Services Making Individual Needs Assessment Making Family Needs Assessment Working through the portal for 12 Services Service-Cost Decision and Contracts Service Delivery System Motivation- Vision Development Performing Service Delivery Revenue Calculation Team Management – Supervision Thematic Responsibilities Geographic Responsibilities Human Resource Responsibilities

Resources for Study:

1. <https://iirdshimla.org/>
2. <https://missionriev.in/>
3. <https://iirdshimla.org/campaign/>
4. <https://iirdshimla.org/index.php/media/newsletter>
5. https://iirdshimla.org/index.php/home/project_gist
6. <https://www.youtube.com/c/iirdshimla>