

JOB DESCRIPTION
Social Mobilizer (One Vacancy)
Bharat Rural Livelihood Foundation, Maharashtra

1. POSITION:

- **Social Mobilizer** (One Vacancy)
- **Reporting:** Project Manager, BRLF.
- **Place of posting:** Peth, Block of Nashik, Maharashtra
- **Joining:** Immediate
- **Nature of Employment:** Full-time contract with benefits

2. ORGANISATION BACKGROUND:

Bharat Rural Livelihoods Foundation (www.brlf.in) is an autonomous body established in 2013 under the Ministry of Rural Development through a Union Cabinet decision by the Government of India. With a vision to transform the lives and livelihoods of the most vulnerable populations across India, BRLF plays a crucial role in fostering and facilitating civil society action in partnership with the government and people's institutions. Its mandate encompasses a range of objectives, including bridging the gap between program outlays and outcomes, improving implementation of government flagship programs, providing grant support to civil society organisations (CSOs), and promoting partnerships for inclusive, sustainable development. BRLF has a pan-India mandate and focuses on tribal geographies, particularly those in the Central Indian tribal belt and Northeast India. The focus has been on the states with the most concentration of tribal population which are Gujarat, Rajasthan, Maharashtra, Madhya Pradesh, Telangana, Odisha, West Bengal, Jharkhand, Chhatisgarh, Assam, Mizoram.

To achieve its objectives, BRLF follows a networked approach for nurturing the appropriate institutional and programmatic ecosystem for enhanced interventions in sustainable livelihoods for tribal rural communities. The collaborative model actively engages various key stakeholders, including the government, private philanthropies, public and private sectors under corporate social responsibility (CSR), Civil Society Organisations (CSOs) and Community-based Institutions (CBOs and PRIs). The unique collaborative model facilitated by BRLF successfully harnesses the collective strengths of these institutions to design and scale rural development initiatives effectively.

For more details, please visit our website: www.brlf.in

ABOUT "Focused Development Project (FDP)", Peth, Nashik, Maharashtra

The Bharat Rural Livelihoods Foundation (BRLF), in collaboration with HDFC Parivartan, is implementing the Focused Development Project (FDP) across 25 villages in Peth Block, Nashik District, Maharashtra. This three-year initiative aims to double the income of at least 3,000 small and marginal (Tribal) households through sustainable, integrated development strategies tailored to the needs of tribal communities.

The project places a strong emphasis on Natural Resource Management (NRM), particularly Integrated Watershed Management, to improve soil and water conservation, agricultural productivity, and farm-based incomes. Key components include capacity building of communities, promotion of sustainable agriculture and horticulture, irrigation development, and the strengthening of community-based organizations (CBOs). The project also seeks to leverage government flagship schemes through convergence, fostering long-term sustainability and resilience.

The Bharat Rural Livelihoods Foundation (BRLF) is seeking a highly experienced and qualified professional to fill the position of Project Manager, based at the project office. To ensure effective implementation and rigorous monitoring and evaluation, a dedicated project office will be established in the Peth Block of Nashik District. The project team will be responsible for executing the assigned project activities. The FDP project will have its dedicated staff and will work under the guidance and leadership of BRLF's Maharashtra State Project Management Unit (SPMU).

3. JOB DESCRIPTION/ RESPONSIBILITIES:

BRLF is looking for passionate and motivated Social Mobilizer to join Project office, Peth, Nashik, Maharashtra. The Social Mobilizer shall be responsible for the following:

Key Responsibilities of Social Mobilizer:

1. Community Mobilization and Awareness

- Mobilize and sensitize community members on watershed management and INRM concepts.
- Conduct awareness campaigns on soil and water conservation, sustainable agriculture, livelihood, afforestation, and water-use efficiency.
- Ensure participation of all sections of the community — particularly women, landless, and marginalized groups.
- Facilitate village-level meetings and discussions to build ownership of watershed interventions.

2. Participatory Rural Appraisal (PRA) and Planning

- Lead and facilitate PRA exercises (social mapping, resource mapping, transect walk, seasonal calendar, problem ranking, etc.) in each project village.
- Support the VDC and PGs in identifying and prioritizing local NRM issues such as soil erosion, water scarcity, degraded land, and forest depletion.
- Document findings from PRA and ensure validation through village meetings.
- Assist the technical team and community to prepare a Watershed Development Plan based on PRA outcomes.
- Ensure integration of livelihood and NRM activities identified by VDCs and PGs in the watershed plan.

3. Strengthening Village Institutions (VDCs and PGs)

- Support the formation and strengthening of Village Development Committees (VDCs) as the main decision-making bodies for planning and monitoring watershed works.
- Facilitate formation, capacity building, and functioning of Producer Groups (PGs) around agriculture, horticulture, livestock, or NRM-based livelihoods.
- Ensure regular meetings of VDCs and PGs; help maintain records, minutes, and resolutions.
- Build leadership and management capacities among VDC and PG members to take charge of planning, implementation, and post-project maintenance.

4. Implementation Support for NRM Works

- Assist the VDC in planning and prioritizing NRM interventions.
- Ensure required community contribution is collected by the VDC for the implementation of NRM works as per project guidelines.
- Ensure transparency and community monitoring during implementation.
- Promote eco-friendly and climate-resilient practices in NRM works.

5. Coordination and Convergence

- Coordinate between the community, Project team, line departments, and technical experts.
- Facilitate convergence of government schemes (MGNREGA, Agriculture, forestry, livestock and tribal Department scheme) with watershed & livelihood activities.
- Support integration of PG activities with market linkages, input supply, and training programs.

6. Capacity Building and Training

- Identify training needs of VDC and PG members related to NRM, livelihoods, and governance.
- Organize and facilitate capacity-building sessions on:
 - Watershed principles and maintenance of structures.
 - Sustainable farming and water management practices.
 - Group management and record-keeping.
- Promote cross-learning exposure visits among watershed villages.

7. Monitoring, Documentation, and Reporting

- Maintain records of PRA outcomes, VDC meetings, PG formation, and progress of NRM works.
- Support community-based monitoring through social audits and participatory review meetings.
- Collect data and success and case stories.
- Prepare monthly and quarterly progress reports on social mobilization and NRM activities.

8. Sustainability and Exit Strategy

- Encourage community contribution to promote ownership of assets.
- Facilitate preparation of post-project sustainability plans by VDCs and PGs for maintenance of NRM structures.
- Strengthen linkages with local institutions and markets to sustain livelihood and NRM gains beyond the project period.
- Facilitate the formal handover of completed watershed and NRM assets to the Gram Panchayat, Village Development Committee (VDC), and Producer Groups (PGs) after the completion of the project period.

4. QUALIFICATIONS, EXPERIENCE AND COMPETENCIES:

1.Educational Qualification:

- Applicants should possess a full-time Master's degree in Social Work (MSW) or Rural and Social Development, with a minimum of 5 to 7 years of proven experience in community mobilization and the implementation of watershed, Natural Resource Management (NRM), and livelihood development activities in rural & tribal areas.

2.Desirable Qualification:

Applicants with tribal and rural development project implementation experience will be preferred.

Essential Skills and Competencies:

1. Excellent speaking, reading, and writing skills in English and Marathi (Priority) and in Hindi (Preferred) are required.
2. Demonstrated ability to work effectively within multi-cultural and multi-disciplinary teams.
3. Experience in the implementation and management of CSR-funded projects is preferred.
4. Proven skills in documentation, report writing, and knowledge management, including experience preparing narrative reports, case studies, and success stories.
5. Should be motivated to work in the villages, especially with deprived and tribal sections, and willing to acquire new knowledge and skills relevant to the project.
6. Experience working with tribal communities to support natural resource management and agriculture.
7. Competence in Microsoft Office Suite (Word, Excel, PowerPoint) and basic data management tools.
8. Ability to multi-task, prioritize, and manage time effectively in a dynamic work environment.
9. Must be willing to travel extensively across BRLF project locations as required.

5. COMPENSATION OFFERED:

The remuneration package budgeted for the position is between INR 35,000 – INR 40,000 per month. Offers shall be commensurate with the qualifications, experience, and salary history, of the selected candidate.

6. NUMBER OF VACANCIES: One

7. LOCATION(s): Peth Block, Nashik District, Maharashtra.

9. Age Limit: 45 years

10. APPLICATION PROCESS:

Eligible candidates interested in this position are requested to apply through [Link](#).

Applications will be reviewed on a rolling basis, and the position will remain open until filled. Early submission is encouraged, with a final application deadline of October 22nd, 2025.

BRLF is an equal opportunity organization without any discrimination by virtue of religious belief, social class, caste, special ability, or gender. BRLF is an equal opportunity organization. Women are encouraged to apply.