

Standard Operating Procedure for Advertising Village Social Audit Resource Person (VSARP) Opportunity

This document was created for the purpose of: Laying out the protocols to be followed for widespread circulation of the opportunity of working as a VSARP to ensure that maximum women are aware of the role, and those interested and eligible for it are able to express their interest in being considered for the position.

This SOP applies to all levels of implementation under the Meghalaya State Rural Livelihoods Society (MSRLS) and Meghalaya Society for Social Audit and Transparency (MSSAT), including Block Programme Managers (BPMs), Village Organisations (VOs), and Cluster Level Federations (CLFs) involved in promoting and collecting applications for the VSARP role.

There are two main approaches to advertising:

1. **Social Media** - will include posting the job advertisement (see Appendix) on the social media platforms of MSRLS, MSSAT, and Village Organisations (VOs) and the Cluster Level Federations, including but not limited to Instagram, Facebook, LinkedIn, WhatsApp, X (formerly Twitter) and Telegram.
2. **SHG meetings**- VO members share information about the VSARP role and its requirements during SHG meetings, emphasising key aspects of the job, including the skills the participants can gain through their involvement. Handouts such as pamphlets with the job advertisement should also be shared with community members to spread the word and for greater retention of the information they share.

The women will be requested to fill out a short google form to express their interest and reach out to their local VOs to register their applications.

Implementation Instructions:

- a. The key actors involved in the dissemination process are as follows:
 - i. Individuals managing the official social media channels of MSSAT and MSRLS. Checklist [here](#)
 - ii. MSSAT District and Block Level Social Audit Resource Persons. Checklist [here](#)
 - iii. MSRLS District and Block Level Officers. Checklist [here](#)
 - iv. CLF and VO members. Checklist [here](#)
- b. The Inclusion Economics India Centre (IEIC), MSSAT MSRLS State-level teams will brief these actors on the relevant protocols outlined in this document.
- c. The flyer will be circulated with a caption about the job opportunity that would include the end date to receive applications from interested women and the contact information of the

local BSARPs so that interested women can reach out to them for more information if required

Social Media advertising:

- a. The job advertisement (flyer) will be posted on each social media channel twice a week on **Mondays and Thursdays, for three weeks from the start of the social media messaging campaign**
- b. The following caption is recommended to be used in the social media post with the flyer
“Exciting Opportunity: Join the Meghalaya Social Audits Team and Strengthen Your Community’s Voice! We are hiring women on a short-term basis to help verify and monitor the implementation of government schemes in villages. As part of the team, you will play a key role in promoting transparency, accountability, and citizen participation in local development. Check the flier for details on the role, eligibility, and application process. Interested women are encouraged to apply by scanning the QR code on the flyer and filling out a short Google form. Alternatively, please fill out and submit the attached form to your local VO president. #MeghalayaSocialAudit #WomenForAccountability#MSRLS”
- c. Local VOs and BPMs should also share the official posts in **relevant WhatsApp groups**, at the same frequency, for SHGs, VOs, and CLFs to maximize reach.

SHG meeting advertisements:

- a. Block Development Officers (BDOs) will be provided with printed copies of the flyers by the MSSAT state team. They will be responsible for sharing the flyers further with Village Headmen, Gram Sewaks, and Community Resource Persons. MSSAT will also send out an official communication regarding the dissemination of flyers.
- b. The Village Headman/ Gram Sevaks should display the flyers in prominent and frequently visited locations within the village, such as the Dorbar Shnong or village committee office, community hall, church notice boards, local schools, anganwadi centres, village shops, fair price shops, tea stalls, and other common gathering spots to ensure wide visibility and outreach. Any remaining flyers should be handed over to the VO president for the purpose of distribution amongst the interested women.
- c. The VO president/secretary should inform women about the VSARP job opportunity during the weekly SHG meetings. Along with highlighting the benefits and eligibility of the opportunity, they should also hand out fliers to the women for better retention of the information. The VO secretary should maintain a record of all the meetings they have attended and share this information with the BPMs on a weekly basis in the following manner
 - i. Name of the Village
 - ii. Name of the SHG
 - iii. No of members present

- iv. Date they shared the information
- d.

Submitting applications and collecting data

- a. Interested women will be given the option of **filling out the Google form, paper form or reaching out to the local VOs, BPMs or BSARPs to register their interest.**
- b. To access the Google Form, the applicants would need to scan the QR code on the pamphlet.
- c. In case the women opt to reach out to the VOs to register information, the VO members should collect and maintain the following details in a register. The register template is [here](#). This information will be collected by MSSAT Block Social Audit Resource Persons over WhatsApp. The BSARPs will facilitate the creation of the WhatsApp groups, which will include the VO president/secretary for each village in the block, BPMs and the IEIC representatives. The VO president/secretary will be requested to submit information about interested women (for example, by sending clear pictures of the register/any physical forms received) daily. IEIC will support the digitisation of the application forms received.

Information to be collected by the VO president/secretary from women interested in the VSARP job opportunity:

- i. Name of the woman (first and last name)
- ii. District
- iii. Block
- iv. Village
- v. Age
- vi. Contact details (phone number)
- vii. Highest grade completed (note down one that applies)
 - 1. Completed primary (passed 5th std)
 - 2. Completed middle school (passed 8th std)
 - 3. Completed junior secondary (passed 10th std)
 - 4. Completed senior secondary (passed 12th std)
 - 5. Completed under graduation
 - 6. Completed post-graduation
 - 7. Completed vocational training course
- viii. Languages spoken by the candidate (note down all that apply)
 - 1. English
 - 2. Hindi
 - 3. Khasi
 - 4. Garo
 - 5. Jaintia
 - 6. Other
- ix. Membership of an SHG
 - 1. Yes
 - 2. No
- x. Position in the SHG (note down all that apply)

1. Member
 2. President/Leader
 3. Book Keeper/Treasurer
 4. Secretary
 5. Community Resource Person
 6. Master Book Keeper/ VO Treasurer
 7. VO President
 8. VO Secretary
 9. OTHERS
- xi. Source from which the applicant heard about the VSARP opportunity (note down all that apply)
1. SHG members
 2. Village council members
 3. Village leader
 4. Block-level officials
 5. Posters
 6. WhatsApp/ Social Media
 7. Other
- xii. Does the applicant have a smartphone at home that they can use for work (note down only one option that applies)
1. Yes, own phone
 2. Yes, shared phone in the family
 3. No phone
- xiii. Applicant's comfort level with using a smartphone (note down only one option that applies)
1. Not at all confident
 2. A little confident
 3. Confident
 4. Very confident

Nomination from VO members:

In case by the end of the application period, we do not receive the required number of applications, VO members will be asked to nominate a certain number of women from their village based on the basic eligibility criteria required for the job. VO members would be requested use their knowledge of the community and who is active and capable, and would also be asked to assess the candidates they nominate on critical thinking, communication, digital and general literacy skills.