

Anandadhara-State Office
West Bengal State Rural Livelihoods Mission (WBSRLM)
(A Society under the Panchayats & Rural Devmt Dept, Govt of West Bengal)
Joint Administrative Building 10th Floor, Block HC-7, Sector-III, Salt Lake, Kolkata – 700 106
Phones Office: 033-2335 3740/3731/3711/3721; Fax: – 033-2335 3740; Email: wbsrlm@gmail.com

No. **1160**/WBSRLM /Estt/4E-283/2016

Dated: **15** .11.2019

Notification for Engagement of One Administrative Officer, One Consultant (Marketing & Product Chain Development), One Consultant (Nonfarm Livelihoods), One Data Analyst, Two Young Professional (Farm Livelihoods), Two Young Professional (Non-Farm Livelihoods), One Young Professional (Gen), One District Project Manager (Microfinance & Financial Inclusion), Five Block Project Managers, Two Block Programme Managers (Start-up Village Entrepreneurship Programme) for WBSRLM on contract basis

West Bengal State Rural Livelihoods Mission a registered Society under West Bengal Societies Registration Act 1961, intends to recruit One Administrative Officer, One Consultant (Marketing & Product Chain Development), One Consultant (Nonfarm Livelihoods), One Data Analyst, Two Young Professional (Farm Livelihoods), Two Young Professional (Non-Farm Livelihoods), One Young Professional (Gen), One District Project Manager (Microfinance & Financial Inclusion), Five Block Project Managers, Two Block Programme Managers (Start-up Village Entrepreneurship Programme) on contract basis for State Mission Management Unit.

How to apply :

Interested candidates will submit their application online in PRESCRIBED format provided in the website. www.wbprd.gov.in. Candidates are advised to read the instructions carefully before submitting online application. Application can be submitted online with effect from **11 am of 18th November 2019**. **The last date for submission of completed application is 30th November 2019 upto 5.30PM.**

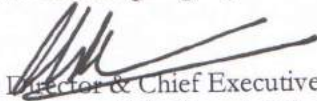
Important Notes:

1. The selection will be based on performance in the recruitment process which will include written test/group discussion/computer test and viva-voce.
2. Candidates are requested to ensure that E-mail id and contact telephone have been provided.
3. The application must be submitted ONLINE only. Incomplete applications will be summarily rejected. No application will be entertained after last date and time as mentioned or if sent through any others system.
4. Grounds for rejection of application are mentioned below. Candidates are requested to go through them carefully. The lists, though, is not exhaustive.
5. Any candidate found to be canvassing in any form will be out rightly disqualified.

Grounds for rejection of Application

- If application is submitted through other mode than online.
 - If application doesn't bear any of the followings.
 - Photograph of the candidate.
 - Mention of the post applied for
 - Date of birth.
 - Address for communication.
 - Signature of the candidate.
 - The applicant does not possess minimum criterion of educational qualification and experience.
 - Application is received after last date as mentioned in the advertisement.
6. The application will be rejected if any other reasons for rejection of application is found appropriate at any point of time.
 7. Admit card will be downloaded from website by the candidates.
 8. The list of shortlisted candidates will be uploaded on the website. Shortlisted candidates will be informed about further selection process through E-mail as well.
 9. No TA/DA will be paid for appearing in the selection process or any part of the process should there be such a requirement..
 10. Any discrepancy observed in the application/documents etc will lead to cancellation of candidature and suitable action as per law will be taken.

11. WBSRLM has the right to cancel the recruitment process without assigning any reasons thereof.



State Mission Director & Chief Executive Officer
West Bengal State Rural Livelihoods Mission

Annexure

Sl No	Name of Position	No of vacancy	Monthly remuneration	Required Qualification and Experience.
1.	Administrative Officer	One	As applicable	Retired Officers from various State Civil Services retiring within 31 st January 2020 may apply. Officers with prior experience in working in national flagship programmes/Missions will be preferred.
2.	Consultant (Marketing & Product Chain Development)	One	Rs 60,000/-	<ol style="list-style-type: none"> 1. MBA preferably in Marketing from an institution of repute. 2. Minimum of 5 years of experience on working with sales/ marketing support to clusters/micro and small enterprises related to Farm and Nonfarm products 2. Preference will be provided to candidates with experience in Branding and Packaging. 3. Experience of managing relationships with all stakeholders 4. Good communication skill in Bengali and English 5. Proficiency in MS Office is a must 6. Demonstrable experience of project management and team management ensuring the delivery of high-quality program 7. Should have managed a team of at least 10 members 8. Willing to travel extensively in the field for 10-15 days a month.
3.	Consultant (Nonfarm Livelihoods)	One	50,000/-	<ol style="list-style-type: none"> 1. MBA in Finance/Rural Management /Marketing/ supply chain management from an institution of repute or CA or ICWA. 2. At least 4 years of experience (after graduation) of working in non-farm livelihoods sector like micro-enterprises development, Collectives and Producer Companies or in the private sector in a business leadership /management role . 3. Experience of providing business advisory services, developing forward and backward linkages for businesses in the non-farm livelihoods sector. 4. Experience of managing /starting business and managing them for growth and profitability will be given preference. 5. Demonstrable experience of project management and team management ensuring the delivery of high-quality program. 6. Should have managed a team of at least 10 members. 7. Good communication skill in Bengali and English. 8. Proficiency in MS Office is a must. 9. Willing to travel extensively in the field for 10-15 days a month.
4.	Data Analyst	One	50,000/-	<ol style="list-style-type: none"> 1. Graduation in Mathematics, Economics, Computer Science, Information Management or Statistics from an University/ Institute of repute 2. Proven working experience of minimum 3 years as a M&E Analyst, data analyst or business data analyst 3. Technical expertise regarding data models, database design development, data mining and segmentation techniques 4. Strong knowledge of reporting packages (Business Objects etc), databases (SQL etc), knowledge in XML, Javascript would be preferred. 5. Knowledge of statistics and experience using statistical packages for analyzing datasets (SPSS, SAS etc) 6. Handling/ analysis of large data in MS Excel/ Access 7. Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy 8. Adept at queries, report writing and presenting findings 9. Good communication skill in Bengali and English

Sl No	Name of Position	No of vacancy	Monthly remuneration	Required Qualification and Experience.
5.	Young Professional (Farm Livelihoods)	Two	40,000/-	<ol style="list-style-type: none"> 1. Post Graduation preferably in Rural Development / Rural Management/ Rural Marketing/Social Welfare/ Agri-business Management/ Supply Chain Management or BSc with 4 years Degree in Agriculture and allied field. 2. 0-2 years experience in farm livelihoods promotion/ value chain development/ product marketing, packaging and branding 3. Field experience of working in a large scale livelihoods promotion program 4. Good communication skill in Bengali and English 5. Proficiency in MS Office is must 6. Willing to travel extensively in the field for 10-15 days a month 7. Ability of working in team.
6.	Young Professional (Non Farm Livelihoods)	Two	40,000/-	<ol style="list-style-type: none"> 1. MBA/Post Graduation preferably in Rural Development / Rural Management/ Rural Marketing/Social Welfare/Supply Chain Management. 2. 0-2 years experience in nonfarm livelihoods promotion/ value chain development/ product marketing, packaging and branding 3. Field experience of working in a large scale livelihoods promotion program 4. Good communication skill in Bengali and English 5. Proficiency in MS Office is must 6. Willing to travel extensively in the field for 10-15 days a month 7. Ability of working in team
7.	Young Professional (Gen)	One	40,000/-	<ol style="list-style-type: none"> 1. Post Graduation preferably in Rural Development / Rural Management/ Social Welfare / General Management / Social Science or B.Sc with 4 years Degree in Agriculture and allied field. 2. 0-2 years experience in Rural Development sector with or without any specialization 3. Field experience of working in a large scale social / livelihood development program 4. Good communication skill in Bengali / Nepali and English 5. Proficiency in MS Office is must 6. Willing to travel extensively in the field for 10-15 days a month 7. Ability of working in team.
8.	District Project Manager (Microfinance & Financial Inclusion).	One	Rs.35,000/-	The candidate should be a Post Graduate or PG Diploma holder in Rural Development/Management/Business Administration/ Agriculture/Agri Business Management /Social work or equivalent from a premier institute / university or recently retired from the banking sector. He/she should have at least 5 years of relevant work experience in the field of Microfinance. Preference would be given to those passed out from reputed institute of National level and having experience of working in reputed institutions/Govt. programmes/ reputed NGO/reputed corporate body/Banking sector in a managerial capacity etc. S/he should have good communication skill (both oral and writing) in English, Bengali & Hindi. Proficiency in working with MS office is must. Upper age limit is 50 years as on 01/10/2019. In case of retired Government Officials having relevant experience, the upper age limit is fixed at 62 years as on 01/10/2019.
9.	Block Project Manager	Five	Rs.25,000/-	The candidate should be a Post Graduate in Rural Development / Management/Business Administration/Agri Business Management /Social work or equivalent from a premier institute / university. She/he should have at least 2 years of work experience in the development field. Preference would be given to those passed out from reputed institute of National level and having experience of working in reputed institutions/Govt. programmes /large NGO / reputed corporate body etc and those who have worked in the SHG and livelihood sector. S/he should have good communication skill (both oral and writing) in English, Bengali & Hindi. Proficiency in working with MS office is must.

Sl No	Name of Position	No of vacancy	Monthly remuneration	Required Qualification and Experience.
10.	Block Programme Manager (SVEP)	Two	Rs.25,000/-	<p>The candidate should be a Post Graduate/Graduate in any subject with mathematics as a subject till class XII, candidates should have strong numeracy skill and business skill. Preference may be given to candidates having management/commerce/engineering background. The candidates should have at least 2 years experience on understanding and hands-on experience on non-farm livelihoods sector and its issue through:</p> <p>a) Having worked with either a business or a producers' organization that has been successful, or</p> <p>b) Having worked with any SRLM in a livelihoods profile, or</p> <p>c) Having worked with a SVEP like project.</p> <p>Competencies required:</p> <p>a) Good team player, strong ability to work with teams.</p> <p>b) Compassionate for the poor and willing to look at issues from their end.</p> <p>c) Have a training and development orientation.</p> <p>d) Self driven and motivated by social change and impact.</p> <p>e) Willing to travel extensively in the field and stay in village.</p> <p>S/he should have good communication skill(both oral and writing) in English, Bengali & Hindi. Proficiency in working with MS office is must.</p>


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