

# Anandadhara

## **West Bengal State Rural Livelihoods Mission (WBSRLM)**

(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)

**No. 3310/WBSRLM/Estt/4E-269/2016**

**Date: 26.08.2016**

**WBSRLM requires one State Project Manager (Training & Capacity Building) at SMMU & Professionals on contract basis for various posts under Special Project at State, District & Block levels. ONLINE application ONLY. All Details available on website [www.wbprd.gov.in](http://www.wbprd.gov.in) .**

**DEADLINE: 5.30 pm on 20/09/2016.**

**Sd/  
SMD & CEO, WBSRLM**

No. 3310/WBSRLM/Estt/4E-269/2016

Date: 26.08.2016

### **Notification for Engagement on contract basis of one State Project Manager (Training & Capacity Building) at SMMU & Professionals for various posts under Special Project at State, District & Block levels of WBSRLM**

West Bengal State Rural Livelihoods Mission, a registered Society under Panchayats & Rural Development Department intends to select on contract basis for engagement of professionals / experts for the above mentioned posts. Initial engagement shall be for one year and thereafter may be renewed further on the basis of satisfactory performance, duration of project and as per rule of WBSRLM.

#### How to apply :

Interested candidates will submit their application online in the PRESCRIBED format provided in the websites [www.wbprd.gov.in](http://www.wbprd.gov.in).

Candidates are advised to read the instructions carefully before submitting online application. Application can be submitted online with effect from 30<sup>st</sup> August, 2016. The last date for submission of completed application is up to 5:30 pm on 20<sup>th</sup> September, 2016. It is informed that extensive field visits will be required in case of selection. Details for State Project Manager (Training & Capacity Building) & Administrative Officer for SMMU are in Annexure-I and for other posts in Annexure-II.

#### Important Notes:

1. Eligibility criteria for the different posts are given in Annexure. The applicants should note the criterion carefully so that only those candidates who are eligible may apply for the same.
2. Selection will be based on combined performance in written test, Group Discussion, Computer test and personal interview.
3. Candidates are requested to clearly fill in the application form and ensure that personal email address and contact telephone details have been given therein. This is required for quick and timely communication. The Authority will not be responsible for not receiving communications by the applicants at the event of their submitting incorrect contact details.
4. The filled in application must be submitted ONLINE only. Incomplete applications will be liable to be rejected. Any application that is not sent ONLINE will be discarded by this office. No application will be entertained after last date and time as mentioned or if sent through any others system.
5. Any candidate found to be canvassing in any form will result in outright disqualification.
6. Conditions for rejection of application are mentioned below. Candidates are requested to go through them carefully.

#### Criteria for rejection of Application

1. If application is submitted through any mode other than online.
2. If application doesn't bear any of the following:
  - a. photograph of the candidate
  - b. name of the post applied for
  - c. date of birth
  - d. address for communication
  - e. signature of the candidate
  - f. If the applicant does not possess minimum criterion of educational qualification and experience.

g. If application is received after last date as mentioned in the advertisement.

7. The candidature of the applicant is liable to be rejected if any other valid reason for rejection of the application is found at any subsequent point of time.
8. Admit card can be downloaded from the same website after short listing of the candidates.
9. The list of shortlisted candidates will be uploaded on the website. Applicants are requested to start visiting the said website after last date for receiving application. Shortlisted candidates will be informed about further selection process through e-mail.
10. Proficiency in computers and command on MS Office is essential for the selection.
11. No TA/DA will be paid for appearing in selection process.
12. Any discrepancy observed during verification of testimonials will lead to direct disqualification in any point of time and suitable action as per law.
13. WBSRLM reserves the right to cancel the recruitment process without assigning any reasons thereof.

Sd/-

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

Annexure-I

Name of the Position	Vacancy	Monthly remuneration	Required Qualifications, Experience etc.
State Project Manager (Training & Capacity Building)	1(one) at SMMU of the Mission)	Rs.60,000/-	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. She/He should have at least 10(ten) years of relevant work experience in this field. Preference would be given to those passed out from reputed management Institute of National level and having experience of working in reputed institutions or in Government Programmes / Development Programmes/ NGOs etc. The Candidate should be well versed in MS Office and good communication skill in Bengali, Hindi & English language.
Administrative Officer for SMMU	1(one)	Last pay minus pension	Applicant should be: i) Retired from WBCS (Exe), or WBA & AS cadre. ii) Age as on 01/10/2016 below 64 years. iii) Experience on working with administrative capabilities. iv) Communication skill (both oral & writing) in Bengali and English. v) Sound knowledge in computer (Word, Excel and PPT).

Sd-

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

**Terms of Reference for Different Posts for Special Convergence Project under WBSRLM****Background**

West Bengal State Rural Livelihood Mission is the nodal agency for implementing the Deen Dayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) in West Bengal. In West Bengal, DAY-NRLM is implemented in the name of AANANDADHARA and aiming to reduce the poverty from rural areas with systematic initiatives in mission mode. The intervention includes, social mobilization of rural women into SHGs, building their institutions as SHGs, Upa-Sangha and Sangha, linking the institutions with banks for getting credit to find livelihoods, disbursement of community fund through micro-credit plan, enhancing livelihood generation by supporting the SHG members and converging with different line departments and local governments for their rights, entitlement and services that is entitled to them. WBSRLM works in mission mode through its mission offices set up at State, District and Blocks.

For initiating more visible change in rural poverty reduction programme, NRLM has initiated special project and dedicated funds for convergence. The purpose of these initiatives are building the capacities of rural women and their institutions for accessing different rights, entitlements and services while working with Panchayati Raj Institutions and line departments. Ministry of Rural Development has approved convergence special project in 4 blocks of South 24-Parganas district of West Bengal. These 4 Blocks are Joynagar II, Basanti, Gosaba and Namkhana. **The duration of the project is until December 2017.** WBSRLM has already started the implementation and currently seeking professionals who can facilitate, guide, mentor and manage the project at State, District and Block Level. Terms of Reference for these posts are as bellows.

SI No	Name of Post	No. of Posts	Remuneration	Eligibility	Major Responsibilities
1	Consultant – Convergence (State Level)	1	Rs.60,000/- per month	The candidate should be a Graduate / Post Graduate Degree in any discipline. At least 10 years of relevant experiences of working in the development arena for Graduates and 7 years for Post Graduate is required. Preference would be given to those having experience of working in reputed institutions or in development programme /NGO etc. S/he should have good facilitation, coordination & documentation skill and ability to work in a team. The person should be well versed in MS office.	<ol style="list-style-type: none"> <li>1. Report to CEO, WBSRLM or as designated by the CEO and provide support in implementation of this special project;</li> <li>2. Facilitate and coordinate planning, implementation and monitoring processes of the project through preparing guidelines, entry point activities, baseline preparation, participatory planning, convergence of programmes, resources, PRIs and line departments, strengthening the SHGs and its Institutions and promotion of transparency and accountability;</li> <li>3. Planning and execution of training and capacity building across the community institutions, line department functionaries, PRI members and other stakeholders for implementation of the programme;</li> <li>4. Provide support in preparing a robust monitoring and learning system for improving the efficacy of programme delivery and meeting the time lines;</li> <li>5. Documentation of best practices,</li> </ol>

SI No	Name of Post	No. of Posts	Remuneration	Eligibility	Major Responsibilities
					<p>learning and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts, preparing reports as per need;</p> <p>6. Coordination of the programme implementation as per approved plan;</p> <p>7. Perform any other related tasks consistent with the level of the post and/ or assigned by the CEO, WBSRLM.</p>
2	Consultant Insurance – (State Level)	1	Rs.60,000/- per month	<p>The candidate should be a Graduate / Post Graduate Degree in any discipline. At least 10 years of relevant experiences of working in the development arena for Graduates and 7 years for Post Graduate is required. Preference would be given to those having experience of working in government sector or reputed institutions etc. S/he should have profound knowledge about various insurance schemes and other social security schemes and ability to work in a team. The person should be well versed in MS office and internet.</p>	<p>1. Report to CEO, WBSRLM or as designated by the CEO and provide support in implementation of this special project;</p> <p>2. Facilitate and coordinate planning, implementation and monitoring processes of the project, specially in social security sector;</p> <p>3. Planning and execution of training and capacity building across the community institutions, and other stakeholders for implementation of the programme;</p> <p>4. Provide support in preparing a robust monitoring and learning system for improving the efficacy of programme delivery and meeting the time lines;</p> <p>5. Documentation of best practices, learning and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts, preparing reports as per need;</p> <p>6. Coordination of the programme implementation as per approved plan and liaisoning with concerned stakeholders;</p> <p>7. Perform any other related tasks consistent with the level of the post and/ or assigned by the CEO, WBSRLM.</p>
3	Technical Consultant – Production (District level)	2	Rs.35,000/- per month	<p>The candidate should be a Graduate / Post Graduate Degree in Dairy/ Food Technology or in any other allied discipline. He / she</p>	<p>1. Report to PD, DRDC or as decided by PD and provide support in implementation of this special project;</p> <p>2. Facilitate and coordinate planning,</p>

Sl No	Name of Post	No. of Posts	Remuneration	Eligibility	Major Responsibilities
				<p>should have 2-3 years experience of working in Dairy Plant /Dairy Product Manufacturing Unit. Preference would be given to those having experience of working in reputed institutions or in development programme /NGO etc. S/he should have ability in dairy product innovation, value addition and vendor management and also to work in a team. The person should be well versed in MS office.</p>	<p>implementation and monitoring processes of the project with thrust on livestock based livelihoods interventions and its diversification;</p> <ol style="list-style-type: none"> <li>3. Training and capacity building across the community institutions and other stakeholders for implementation of the programme as per approved plan;</li> <li>4. Provide support in preparing a robust monitoring and learning system for improving the efficacy of programme delivery and meeting the time lines;</li> <li>5. Documentation of best practices, learnings and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts;</li> <li>6. Coordination of the programme implementation at District and Block levels;</li> <li>7. Perform any other related tasks consistent with the level of the post and/ or assigned by the PD, DRDC and SMMU officer in-charge for implementing the convergence project.</li> </ol>
4	Technical Consultant – Marketing & Sales (District level)	2	Rs.35,000/- per month	<p>The candidate should be a Graduate / Post Graduate Degree in Agriculture/Rural Marketing or Business Administration or in any other allied discipline. He / she should have 5 years experience of working in marketing, specially marketing of farm-based products. Preference would be given to those having experience of working in reputed organisations or in marketing farms. S/he should have good communication skill and also ability to work in a team. The person should be well versed in MS office. S/he should have own conveyance and</p>	<ol style="list-style-type: none"> <li>1. Report to PD, DRDC and provide support in implementation of this special project;</li> <li>2. Facilitate and coordinate planning, implementation and monitoring processes of the project through entry point activities, baseline preparation, livelihoods planning, convergence of programmes, resources, organizations and promotion of transparency and accountability;</li> <li>3. Training and capacity building across the community institutions, line department functionaries and other stakeholders for implementation of the programme, specially in the field of livelihoods and marketing;</li> <li>4. Providing support to community institutions in value-chain analysis and establishing market linkage;</li> <li>5. Provide support in preparing a</li> </ol>

SI No	Name of Post	No. of Posts	Remuneration	Eligibility	Major Responsibilities
				agreeable to travel extensively.	<p>robust monitoring and learning system for improving the efficacy of programme delivery and meeting the time lines;</p> <p>6. Documentation of best practices, learnings and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts;</p> <p>7. Coordination of the programme implementation at District and Block levels;</p> <p>8. Perform any other related tasks consistent with the level of the post and/ or assigned by the PD, DRDC and SMMU officer in-charge for implementing the convergence project.</p>
5	District Project Executive (Social Action)	1	Rs.30,000/- per month	<p>The candidate should be a Post Graduate Degree or PG Diploma holder in Rural Development / Business Administration / Social Work /Agriculture or in any other allied discipline. He / she should have at least 5 years of relevant work experience. Preference would be given to those passed out from reputed management institute of national level and having experience of working in reputed institutions or in government programme/ development programme/ NGO etc. S/he should have capacity to lead and liaising with PRIs, Line Depts and CSOs and also to work in a team. The person should be well versed in MS office.</p>	<p>8. Report to PD, DRDC and provide support in implementation of this special project;</p> <p>9. Facilitate and coordinate planning, implementation and monitoring processes of the project through entry point activities, baseline preparation, participatory planning, convergence of programmes, resources, PRIs and line departments, strengthening the SHGs and its Institutions and promotion of transparency and accountability;</p> <p>10. Training and capacity building across the community institutions, line department functionaries, PRI members and other stakeholders for implementation of the programme;</p> <p>11. Provide support in preparing a robust monitoring and learning system for improving the efficacy of programme delivery and meeting the time lines;</p> <p>12. Documentation of best practices, learnings and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts;</p> <p>13. Coordination of the programme implementation at District and</p>

SI No	Name of Post	No. of Posts	Remuneration	Eligibility	Major Responsibilities
					Block levels; 14. Perform any other related tasks consistent with the level of the post and/ or assigned by the PD, DRDC and SMMU officer in-charge for implementing the convergence project.
6	District Project Executive (Livelihoods & Marketing)	1	Rs.30,000/- per month	The candidate should be a Post Graduate Degree or PG Diploma holder in Rural Development / Business Administration / Social Work /Agriculture / Agri Marketing / Marketing Management or in any other allied discipline. He / she should have at least 5 years of relevant work experience. Preference would be given to those passed out from reputed management institute of national level and having experience of working in reputed institutions or in programme/NGO on livelihoods / rural marketing etc. S/he should have capacity to liaisoning with different Depts, CSOs, marketing organisations and also to work in a team. The person should be well versed in MS office.	<ol style="list-style-type: none"> <li>1. Report to PD, DRDC and provide support in implementation of this special project;</li> <li>2. Facilitate and coordinate planning, implementation and monitoring processes of the project through entry point activities, baseline preparation, livelihoods planning, convergence of programmes, resources, organizations and promotion of transparency and accountability;</li> <li>3. Training and capacity building across the community institutions, line department functionaries and other stakeholders for implementation of the programme, specially in the field of livelihoods and marketing;</li> <li>4. Providing support to community institutions in value-chain analysis and establishing market linkage;</li> <li>5. Provide support in preparing a robust monitoring and learning system for improving the efficacy of programme delivery and meeting the time lines;</li> <li>6. Documentation of best practices, learnings and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts;</li> <li>7. Coordination of the programme implementation at District and Block levels;</li> <li>8. Perform any other related tasks consistent with the level of the post and/ or assigned by the PD, DRDC and SMMU officer in-charge for implementing the convergence project.</li> </ol>
7	Documentation Assistant	1	Rs.20,000/- per month	The candidate should be a Graduate Degree holder in	1. Report to PD, DRDC and provide support in implementation of this



SI No	Name of Post	No. of Posts	Remuneration	Eligibility	Major Responsibilities
				any discipline. He / she should have at least 3 years experience of project documentation for print media and / or A-V media. Preference would be given to those having experience of documentation, preparation of report/cases for reputed institutions or programme /NGO etc. Preference will be given to candidates having knowledge of different development programmes. The person should have ability to work in a team, good communication and facilitation skill and travel in rural areas. The person should be well versed in MS office and preparation of documents in English and Bengali.	special project; 2. Helping the DMMU and BMMU in process documentation of the entire process of the programme and its components; 3. Training and capacity building across the community institutions and other stakeholders in documenting the case studies and learnings; 4. Documentation of best practices, learnings and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts; 5. Perform any other related tasks consistent with the level of the post and/ or assigned by the PD, DRDC and SMMU officer in-charge for implementing the convergence project.
8	Block Level Coordinator	2	Rs.25,000/- per month	The candidate should be a Post-Graduate degree/ diploma holder in management, social work, rural development, agriculture and in any allied disciplines. He / she should have 3 years of relevant work experience. Preference would be given to those passed out from reputed management institute of national level and having experience of working with Government programme/ reputed institutions/ development project/ NGOs etc. The person should have ability to work in a team, good communication and facilitation skill and travel in rural areas. The person should be well versed in MS office.	1. Report to BDO and provide support in implementation of this special project; 2. Facilitate and coordinate planning, implementation and monitoring processes of the project through entry point activities, baseline preparation, participatory planning, convergence of programmes, resources, PRIs and line departments, strengthening the SHGs and its Institutions and promotion of transparency and accountability; 3. Coordinate training and capacity building across the community institutions and other stakeholders for implementation of the programme as per approved plan and budget; 4. Provide support in development of monitoring and learning system for improving the efficacy of programme delivery and meeting the time lines; 5. Documentation of best practices, learning and approach towards solving bottlenecks and help DMMU/SMMU in disseminating

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					<p>the experiences and learning to other districts;</p> <p>6. Coordination of the programme implementation at Block levels;</p> <p>7. Perform any other related tasks consistent with the level of the post and/ or assigned by the PD, DRDC and SMMU officer in-charge for implementing the convergence project.</p>
9	Block Project Executive (Convergence)	4	Rs.18,000/- per month	<p>The candidate should be a Graduate in any disciplines. He / she should have 1-2 years of relevant work experience. Preference would be given to those having experience of working with Government programme/ reputed institutions/ development project/ NGOs etc. The person should have ability to work in a team, good communication and facilitation skill and travel in rural areas. The person should be well versed in MS office.</p>	<p>1. Report to BDO through BPM/Block Level Coordinator and provide support in implementation of this special project;</p> <p>2. Facilitate and coordinate planning, implementation and monitoring processes of the project through entry point activities, baseline preparation, participatory planning, convergence of programmes, resources, PRIs and line departments, strengthening the SHGs and its Institutions and promotion of transparency and accountability;</p> <p>3. Coordinate training and capacity building across the community institutions and other stakeholders for implementation of the programme as per approved plan and budget;</p> <p>4. Provide support in development of monitoring and learning system for improving the efficacy of programme delivery and meeting the time lines;</p> <p>5. Documentation of best practices, learning and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts;</p> <p>6. Perform any other related tasks consistent with the level of the post and/ or assigned by the PD, DRDC and SMMU officer in-charge for implementing the convergence project.</p>
10	Block Project Executive (Insurance)	4	Rs.18,000/- per month	<p>The candidate should be a Graduate in any disciplines. He / she should</p>	<p>1. Report to BDO through BPM/Block Level Coordinator and provide support in implementation of this</p>

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				have 1-2 years of relevant work experience. Preference would be given to those having experience of working with Government programme/ reputed institutions/ development project/ NGOs etc. The person should be well versed in MS office.	<p>special project;</p> <p>2. Facilitate and coordinate planning, implementation and monitoring processes of the project through entry point activities, baseline preparation, participatory planning, convergence of programmes, resources, PRIs and line departments, strengthening the SHGs and its Institutions and promotion of transparency and accountability;</p> <p>3. Coordinate training and capacity building across the community institutions and other stakeholders for implementation of the programme;</p> <p>4. Coordinate with community and Insurance companies in claim settlement;</p> <p>5. Documentation of best practices, learning and approach towards solving bottlenecks and help DMMU/SMMU in disseminating the experiences and learning to other districts;</p> <p>6. Perform any other related tasks consistent with the level of the post and/ or assigned by the PD, DRDC and SMMU officer in-charge for implementing the convergence project.</p>

Sd/-

State Mission Director & Chief Executive Officer  
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