



Memo No. 765/PRD-34012/6/2024-SRLM SEC-Dept. of PRD

Dated: 21.05.2025

Notification for Engagement of One Consultant (Marketing & Value Chain Development) for WBSRLM on contract basis

West Bengal State Rural Livelihoods Mission is a Society, registered under the West Bengal Societies Registration Act 1961, intends to recruit One Consultant for Social Development and Social Inclusion on contract basis for State Mission Management Unit.

How to apply

Interested candidates would submit their application online in PRESCRIBED format provided in the website <https://prd.wb.gov.in>. Candidates are advised to read the instructions carefully before submitting online application. Application can be submitted online with effect from **11.00 A.M of 22nd May 2025**. **The last date for submission of completed application is 4th June 2025, up to 5.00 P.M.**

Important Notes

1. Eligibility criteria for the post are mentioned under **Annexure-I** given below. The applicants should note the criteria carefully so that only those candidates who are eligible may apply for the same.
2. **Job Responsibility:**
 - a) Quality upgradation of the SHG products in order to make them compatible to present market sensitivities vis-à-vis their material, quality, design & packaging
 - b) Development and Management of MoUs, MoAs, Contracts etc. with different stakeholders for backward and forward linkage of SHG products
 - c) SHG Product supply chain development
 - d) Liaising with Business Houses/ Govt. Organizations for product marketing and sales
 - e) Management of participation of SHGs in Events/ Fairs/ Festivals both inside and outside the state
 - f) Management of Marketing infrastructure (Malls/ outlets) at the State, District, Sub-Division, Block Level
 - g) Coordinating activities for marketing and sales promotion of SHG products through both physical and digital modes
3. The selection will be based on performance in the recruitment process, which will include Written Test, Computer Test and Interview.
4. Candidates are requested to clearly fill in the application form and ensure that personal e-mail address and contact (Telephone/ Mobile) details have been given therein. This is required for quick and timely communication. The authority will not be held responsible for not receiving communications by the applicants at the event of their submitting incorrect contact details.
5. The application must be submitted ONLINE only. Incomplete applications will be liable to be rejected. Any application that is not sent ONLINE, it will be discarded by this office. No application will be entertained after last date and time as mentioned or if sent through any other system.

Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

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

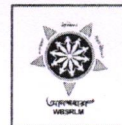


6. Any candidate found to be canvassing in any form will result in outright rejection of his/her candidature.
7. Age Limit: 35-40 years as on 01.01.2025, giving relaxation of 05 years for individuals belonging to SC/ST Categories and 03 years for individuals belonging to OBC-A/OBC-B Categories.
8. **Terms:** Initial period of engagement would be for one year which may be extended with satisfactory performance.
9. **Grounds for rejection of application** are mentioned below. Candidates are requested to go through them carefully. The list is only indicative in nature and is not exhaustive.
 - Applications submitted through any other mode than through the website (<https://prd.wb.gov.in>).
 - Applications not having any of the followings:
 - (i) Photograph of the candidate.
 - (ii) Date of birth of the candidate
 - (iii) Address for communication for the candidate
 - (iv) Signature of the candidate.
 - Applicants not having any of the required qualifications as mentioned under **Annexure-I** attached herewith
10. Applications can be rejected for any of the valid reasons found at any point of time during the recruitment process.
11. Admit card can be downloaded from the website (<https://prd.wb.gov.in>) by the candidates.
12. The list of short listed candidates will be uploaded on the website (<https://prd.wb.gov.in>). Short listed candidates will be informed about further course of action regarding selection through E-mail and the website (<https://prd.wb.gov.in>).
13. No TA/DA will be paid for appearing in any stage of the selection process.
14. Any discrepancy observed during testimonial verification will lead to direct disqualification of the candidature.
15. WBSRLM has the right to cancel the recruitment process at any stage without assigning any reasons whatsoever.

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

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**Annexure-I**

Sl. No	Name of Post	No of vacancy	Monthly Consolidated remuneration	Required Qualifications & Experience
1.	Consultant (Marketing & Value Chain Development)	One (01)	Consolidated ₹ 60,000/-	1. MBA (preferably in Marketing from an institution of repute). 2. Minimum of 2 (Two) years of experience on working with sales/ marketing support to clusters/micro and small enterprises related to handloom, handicraft and food products 3. Experience of managing relationships with all stakeholders. 4. Experience in developing and managing MoUs, MoAs, and Contracts etc. 5. Good communication skill in Bengali and English. 6. Proficiency in MS Office is a must. 7. Demonstrable experience of project management and team 8. management ensuring the time bound delivery of high-quality performance 9. Should have managed a team of at least 10 members. 10. Willing to travel extensively in the field for 10-15 days a month. 11. Age Limit: 30-40 years (as on 01.01.25) (Relaxation to upper age limit: 05 years for individuals belonging to SC/ST categories and 03 years for individuals belonging to OBC -A/OBC-B)

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