

Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)
Anandadhara State Office, Under P & RD Deptt, Joint Administrative Building, 10th Floor, HC-7,
Sector-III, Kolkata-700106, Email : wbsrlm@gmail.com



Memo No. ²¹⁹/PRD-34012/6/2024-SRLM SEC-Dept. of PRD

Dated: 30.09.2024

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

West Bengal State Rural Livelihoods Mission, a registered Society under West Bengal Societies Registration Act 1961, intends to recruit on contract basis professionals/experts for the above mentioned post:

Job Responsibility:

1. Quality upgradation of the SHG products in order to make them compatible to present market sensitivities vis-à-vis their material, quality, design & packaging
2. Development and Management of MoUs, MoAs, Contracts etc. with different stakeholders for backward and forward linkage of SHG products
3. SHG Product supply chain development
4. Liaising with Business Houses/ Govt. Organizations for product marketing and sales
5. Management of participation of SHGs in Events/ Fairs/ Festivals both inside and outside the state
6. Management of Marketing infrastructure (Malls/ outlets) at the State, District, Sub-Division, Block Level
7. Coordinating activities for marketing and sales promotion of SHG products through both physical and digital modes

How to apply:

Interested candidates will 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 A.M of 22nd October 2024**. **The last date for submission of completed application is 11th November 2024 up to 5.00 P.M.**

Important Notes:

1. Eligibility criteria for the post are given in Annexure. The applicants should note the criteria carefully so that only those candidates who are eligible may apply for the same.
2. The selection will be based on performance in the recruitment process which will include written test/ group discussion/ computer test and viva-voce.
3. Candidates are requested to clearly fill in the application form and ensure that personal E-mail 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 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

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date and time as mentioned or if sent through any other 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. The lists though, are not exhaustive.
7. **Age Limit:** 35-40 years as on 01.01.2024, 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.

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.
 - Applicant does not possess minimum criterion of educational qualification and experience.
 - Application is received after last date as mentioned in the advertisement.
9. The application will be rejected if any other reasons for rejection of application found appropriate at any point of time.
 10. Admit card can be downloaded from website by the candidates.
 11. The list of shortlisted candidates will be uploaded on the website. Applicants are advised to keep an eye on the website after 10 days from the last date for receiving application. Shortlisted candidates will be informed about further selection process through e-mail and in the website also.
 12. No TA/DA will be paid for appearing in selection process.
 13. Any discrepancy observed during testimonial verification will lead to direct disqualification.
 14. WBSRLM has the right to cancel the recruitment process without assigning any reasons thereof.


30.9.24

State Mission Director & Chief Executive Officer
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Annexure

Sl No	Name of Position	No of vacancy	Monthly remuneration	Required Qualification and Experience
1.	Consultant (Marketing & Value Chain Development)	One	Negotiable	<ol style="list-style-type: none">1. MBA (preferably in Marketing from an institution of repute).2. Minimum of 7 years of experience on working with sales/marketing support to clusters/micro and small enterprises related to handloom, handicraft and food products3. 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 management ensuring the time bound delivery of high-quality performance8. Should have managed a team of at least 10 members.9. Willing to travel extensively in the field for 10-15 days a month


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