



**NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ**  
(An Organization of Ministry of Rural Development, Govt. of India)  
Rajendranagar, Hyderabad - 500 030

NRLM Resource Cell, NIRD&PR needs the services of dynamic and experienced persons for empanelment of National Resource Persons –Nonfarm Livelihoods (Rural Enterprises, Entrepreneurship) under DAY-NRLM

Applications are invited from eligible professionals to support training and capacity building needs of various stakeholders across the country on various Nonfarm Livelihood interventions being taken up under DAY-NRLM. **Last date for receipt of application is 10.10.2017.**

For further details visit: [www.nird.org.in](http://www.nird.org.in)

**DIRECTOR, NRLM (RC)**

Apply through online only: [nonfarm.nrlmcellnird@gmail.com](mailto:nonfarm.nrlmcellnird@gmail.com)

# Empanelment of National Resource Persons – Non Farm Livelihoods under SVEP – DAY – NRLM

The Government of India has launched Aajeevika – National Rural Livelihoods Mission (NRLM) in June 2011 under the Ministry of Rural Development (MoRD). The mission aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household incomes through sustainable livelihoods and improved access to financial and public services.

The SVEP is being implemented as a sub scheme of NRLM and is being implemented in 47 blocks in 17 states as on 30<sup>th</sup> July, 2017. The vision of the Start-up Village Entrepreneurship Programme is “to help the rural poor come out of poverty by helping them to set up enterprises and provide support till the enterprises stabilize”. To provide them with business skills, exposure, loans for starting and business support during the first critical six months of the enterprises by using the NRLM SHGs and their federations.

NRLM (RC), NIRD&PR has empanelled 317 Resource Persons at the National Level including North Eastern States to support in various capacity building activities of NRLM and utilizing their knowledge, exposure, expertise and experience for NRLM process, trainings, preparation of modules, field visits, documentation of case studies and best practices and hand holding support to SRLMs on need based.

Like all NRLM programs the SVEP also focuses on using CRP’s for the rollout and support of the program. As the programme would implemented with rural entrepreneurs across the country, there would be strong need to develop a group of resource persons to facilitate the capacity building of local team at block and state level in different enterprise promotion areas to implement the programme successfully.

National Resource Persons (NRPs) under SVEP are going to be the trainers for the state level trainers who in turn would be conducting training of State and block teams, NRO/PIA staff and CRP-EPs under SVEP programme.

In view of the above, it has been decided to empanel a pool of resource persons for livelihood trainings in Managing Economically Sustainable Rural Enterprises, Entrepreneurship, Business accounting/monitoring and management as given in the table:

The sector wise thematic break up of Resource Persons for SVEP programme is:

S. No.	Broad Themes	Sub themes
1	Managing Economically Sustainable Rural Enterprises	Handloom and Handicraft
		Food Processing
		Rural tourism and rural BPOs

		Garmenting and embroidery
2	Entrepreneurship and Business accounting – especially costing and pricing	Entrepreneurship in rural areas
		Business accounting for Rural enterprises – costing, pricing and business accounts
3	Business monitoring and management	For trading sector enterprises and business
		For manufacturing sector enterprises, including traditional crafts and handloom
		For services sector enterprises and business

The desired eligibility criteria, developed for empanelling National Resource Pool under SVEP is placed in the table below, which would be referred during selection

S. No.	Category	Experience / eligibility
1	NRP Category A1	20+years in enterprise / MSME development project at Top/middle level management responsible for promotion of enterprises and allied activities based livelihood or in reputed industry at Top/middle level management responsible for business operations
		Candidate should have minimum 5 years of middle/top management experience working in enterprise promotion, entrepreneurship development or having experience in managing in a business organisation and preference would be given to ICWA/ CA/ MBA from recognized university /institutes and to Graduates in Commerce/ Engineering / Science / Rural Management / Rural Marketing from a recognized university / institute
		Strong business knowledge and abilities is a must
2	NRP Category A	15+ years n enterprise/MSME/ entrepreneurship development project at middle level management responsible for promotion of rural enterprises and allied activities based livelihoods or in industry at middle level management responsible for business operations especially in the functional area applied for
		Functional area specialization is a common factor for both candidates from industry and the development sector
		Candidate should have minimum 4 years of experience working in enterprise promotion or in business operations
		Preference would be given to ICWA/CA/MBA from recognized university/ institutes and to Graduates in Commerce / Engineering / Science / Rural Management / Rural Marketing from a recognised university / institute. Strong business knowledge and abilities a must

S. No.	Category	Experience / eligibility
3	NRP Category B	10+ years in enterprise / MSME development project at Middle level management responsible for promotion of enterprises and allied activities based livelihoods or in reputed industry at middle level management responsible for business operations specially in the functional area applied for
		Functional area specialization is a common factor for both candidates from industry and the development sector
		Candidate should have minimum 3 years of experience working in enterprise promotion
		Preference would be given to ICWA/CA/MBA from recognized university/institutes and to Graduates in Commerce/Engineering/Science/Rural Management/Rural Marketing from a recognized university/institute. Strong business knowledge and abilities a must
		Functional area specialization is a common factor for both candidates from industry and the development sector
		Candidate should have minimum 3 years of experience working in enterprise promotion
		Preference would be given to ICWA/CA/MBA from recognized university/institutes and to Graduates in Commerce/Engineering/Science/Rural Management/Rural Marketing from a recognized university/institute. Strong business knowledge and abilities a must

The interested persons can send their latest updated resume / CV clearly mentioning the broad theme and sub theme and interested states to [nonfarm.nrlmcellnird@gmail.com](mailto:nonfarm.nrlmcellnird@gmail.com) latest by **10<sup>th</sup> October, 2017**.

Empanelment would be followed as per the norms based on the qualifications, experience, expertise and mutual exploration. The resource fee to NRPs would be paid as per approved norms of NRLM

**Director, NRLM (RC)**