



**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 to be empaneled as National Resource Persons for the following themes under DAY-NRLM to provide technical services:

1. Farm Livelihoods (Sustainable Agriculture, Value chains, Livestock, NTFP and organic farming)
2. Non-Farm Livelihoods
3. Institution Building & Capacity Building
4. Financial Inclusion

Applications are invited from eligible professionals to support training and capacity building needs of various State Rural Livelihood Missions across the country on the aforesaid specialisations. Candidate shall not apply for more than two themes. Last date for receipt of application is **29.11.2019**.

The candidates who have working experience in North East or interested to work are encouraged to apply

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

**DIRECTOR, NRLM (RC)**

## **Empanelment of National Resource Persons- under DAY-NRLM**

Deen Dayal AntyodayaYojana- National Rural Livelihoods Mission (DAY-NRLM) under the Ministry of Rural Development (MoRD) 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 NRLM functions in a mission mode for target-based time bound delivery of outcomes following a demand driven approach which would allow the states to formulate their own poverty alleviation plans on the basis of available allocation, resources and skills.

NRLM (RC), NIRD&PR has empaneled 400 + resource persons at the National level including North Eastern states to support various capacity building activities of NRLM and utilizing their knowledge, exposure, expertise and experience for NRLM process, trainings, preparation of training modules, field visits, documentation of case studies, best practices and handholding support to SRLMs as per their demand.

To support the implementation of the above agenda, there is a need to build a vast pool of National Resource Persons who have specific experience and expertise in various aspects in the following themes under NRLM:

### **1. Farm Livelihoods**

- a) Sustainable Agriculture
- b) Organic farming
- c) Livestock
- d) Non timber forest produce (NTFP)

#### **a. Sustainable Agriculture:**

DAY-NRLM has been strengthening livelihoods interventions like agro-ecological practices, NTFP and livestock. Mahila Kisan Sashaktikaran Pariyojana (MKSP) a sub-component of DAY- NRLM is supporting States in such interventions. Under agro-ecological practices, till date more than 33.06 lakh Mahila kisan have been covered. It is envisioned to take these agro- ecological practices to the next logical progression i.e., towards organic farming practices.

This is an opportunity to increase the income of the small and marginal women farmers. Through organic farming, the mission is to develop a minimum of 1000 village clusters under DAY-NRLM into organic village cluster

To support the implementation of the above agenda, there is a need to build a pool of National Resource Persons who have specific experience and expertise in various aspects of organic farming:

- ❖ Organic Cultivation
- ❖ Organic Certification – PGS and Third Party certification
- ❖ Value addition
- ❖ Marketing

A national pool of resource persons having in depth understanding of organic farming would support the State Rural Livelihoods Missions (SRLMs) and NMMU in the following activities:

In view of the above, it has been decided to empanel a pool of National Resource Persons having relevant educational qualification and demonstrated experiences in the areas of Organic Cultivation & Certification and Value addition and market linkage etc., as given in the table below:

S.No	Broad themes	Sub themes
1	Organic cultivation And certification	<ul style="list-style-type: none"> <li>• Development of training modules for organic cultivation and package of practices</li> <li>• Development of training material – PGS/Third Party certification,</li> <li>• Development of training modules for SRLM staff and CRPs on certification methods, post-harvest management</li> <li>• Training to SRLM staff, CRPs</li> <li>• Implementation support to the SRLMs</li> </ul>
2	Value addition and market linkage	<ul style="list-style-type: none"> <li>• Development of area-wise , commodity-wise strategy for certification, branding and marketing</li> </ul>

#### **Eligible Category**

S.No	Category	Experience/eligibility
<u>1</u>	<b>NRP Category A+</b>	<ul style="list-style-type: none"> <li>• 20+ years in a large size livelihood development project or in reputed industry at senior/middle management level, responsible for promotion of organic agriculture and allied activities based livelihoods or managing commodity business in scale, sourcing, certification, value addition, marketing etc.</li> <li>• Candidate should also have minimum 8 years of experience working in any part of the value chains of organic produce</li> <li>• Candidate should be a Post-Graduate in Agriculture / Agri- business management/Rural Management/Rural Marketing / social sciences from a reputed university/institute</li> </ul>

<b><u>2</u></b>	<b>NRP Category A</b>	<ul style="list-style-type: none"> <li>• 15+ years in a large size livelihood development project or in reputed industry at middle management level, responsible for promotion of organic agriculture practices and allied activities based livelihoods or managing commodity business in scale, certification, sourcing, value addition, marketing etc</li> <li>• Candidate should also have minimum 5 years of experience working in any part of the value chains of organic produce</li> <li>• Candidate should be a Post-Graduate in Agriculture / Agri-business management/Rural Management /Rural Marketing / social sciences from a reputed university/institute</li> </ul>
<b><u>3</u></b>	<b>NRP Category B</b>	<ul style="list-style-type: none"> <li>• 10+ years of experience in organic cultivation, certification , value addition, marketing etc. Experience in large scale programmes and schemes of Government or Corporate</li> <li>• UG (4 years course) in Ag Science, Forestry, and /or PG in Rural Development/Rural Management/social sciences</li> </ul>
<b><u>4</u></b>	<b>NRP Category C</b>	<ul style="list-style-type: none"> <li>• 5+ years of experience in organic cultivation, certification, value addition, marketing etc. Experience in large scale programmes and schemes of Government or Corporate</li> <li>• UG (4 years course) in Ag Science, Forestry, and /or PG in Rural Development/Rural Management/social sciences</li> </ul>

**Essential Criteria:**

- Good participatory training and facilitation skills with proven ability and experience in delivering trainings in Hindi/English, development of modules, manuals and kit etc.
- Proven skills on going and mentoring trainers as well as field staff.
- Excellent reading, writing and communication skills
- Having experience of designing participatory trainings and capacity building modules and materials in the areas notified
- Having a comprehensive understanding on NRLM processes and activities
- Willing to travel extensively across the states or the country even sometimes in short notice

## **b. Organic farming**

### **Objective**

To enhance the human capacity for quick, effective, resilient, reliable proper climate risk reduction and resilience Provide clientele with a core professional training which integrates the study of concepts ITK,IFS and sustainable agriculture, Supporting and addressing key policy, agro-climatic approaches, integrating organic farming systems and crop management issues in Sustainable Agriculture; and

Equip Clientele with convergence of schemes for land development and improve agriculture productivity through alternative farming systems, value addition for viable agricultural development.

Essential criteria:

Candidate should be a Post-Graduate in Environmental science/Agriculture / Agri-business management/Rural Management/Rural Marketing / social sciences from a reputed university/institute

10+ years in a large size livelihood development project or in reputed industry at middle management level, responsible for promotion of Sustainable Agriculture/ organic agriculture practices and allied activities based livelihoods or managing commodity business in scale, certification, sourcing, value addition, marketing etc .Concepts and Perspectives of Climate resilient organic cultivation ,sustainable agriculture, Concepts and Perspectives of Smart Agriculture Conservation use of resources effectively - tillage practices, ITKs in INM, IWM, IPM, weather based pest and disease management etc. Community based seed bank Integrated watershed Management – soil and moisture conservation practices, improve water use efficiency through use of drip and sprinkler systems Integrated Farming Systems , Weather based crop insurance policies

### **Expected role to be performed**

- i. Support SRLMs in cluster level planning and roll out of organic village cluster development activities
- ii. Support in rolling out certification, in their respective state.
- iii. Providing training to Community Resource Persons
- iv. Support the SRLMs in development of value addition and market linkage strategies for organic produce
- v. Development of training modules for organic farming
- vi. Supporting the states in development of protocols, package of practices for organic farming

vii. Identification and documentation of best practices

**c. Livestock**

Eligibility criteria for Livestock NRPs

S.NO	Category	Experience/eligibility
1	A+	<ul style="list-style-type: none"> <li>20+ years in a large size livelihood development project or in reputed industry at senior/middle management level, responsible for promotion of livestock activities based livelihoods or managing commodity business in scale, sourcing marketing etc.</li> <li>15+ years of experience in thematic livelihoods promotion, production, aggregation, marketing etc. Experience in large scale programmes and schemes of Government or Corporate.</li> <li>PG in Ag Science, Animal Husbandry, Forestry, Rural Development/Rural Management would be preferred</li> </ul>
2	A	<ul style="list-style-type: none"> <li>Candidate should also have minimum 8 years of Working experience in any part of the livestock based activities</li> <li>Candidate should be a PG in Ag Science, Animal Husbandry, Veterinary Science/MVSc ,Forestry, Rural Development/ Rural Management would be preferred</li> <li>15+ years in a large size livelihood development project or in reputed industry at middle management level, responsible for promotion of livestock activities based livelihoods or managing commodity business in scale, marketing etc.</li> </ul>
3	B	<ul style="list-style-type: none"> <li>Candidate should also have minimum 5 years of experience working in any part of the livestock.</li> <li>Candidate should be a Post graduate in Veterinary Science/MVSc. from a reputed university</li> <li>10+ years of experience in livestock activities, value addition, marketing etc. .Experience in large scale programmes and schemes of Government or Corporate will be an added advantage</li> <li>UG (4 years course) in BVSc.</li> </ul>
4	C	<ul style="list-style-type: none"> <li>5+ years of experience in livestock activities and value addition, marketing etc. Experience in large scale programmes and schemes of Government or Corporate will be an added advantage</li> <li>UG (4 years course) in BVSc.</li> <li>3+ years of experience in livestock activities and value addition, marketing etc. Experience in large scale programmes</li> </ul>

## NTFP

### Eligible Category

S.No	Category	Experience/eligibility
<u>1</u>	<b>NRP Category A+</b>	<ul style="list-style-type: none"><li>• 20+ years in a large size livelihood development project or in reputed industry at senior/middle management level, responsible for promotion of organic agriculture and allied activities based livelihoods or managing commodity business in scale, sourcing, certification, value addition, marketing etc.</li><li>• Candidate should also have minimum 8 years of experience working in any part of the value chains of organic produce</li><li>• Candidate should be a Post-Graduate in Agriculture / Agri- business management/ Masters in forestry/Rural Management/Rural Marketing / social sciences from a reputed university/institute</li></ul>
<u>2</u>	<b>NRP Category-A</b>	<ul style="list-style-type: none"><li>• 15+ years in a large size livelihood development project or in reputed industry at middle management level, responsible for promotion of organic agriculture practices and allied activities based livelihoods or managing commodity business in scale, certification, sourcing, value addition, marketing etc</li><li>• Candidate should also have minimum 5 years of experience working in any part of the value chains of organic produce</li><li>• Candidate should be a Post-Graduate in Agriculture / Agri- business management/ Masters in forestry /Rural Management /Rural Marketing / social sciences from a reputed university/institute</li></ul>
<u>3</u>	<b>NRP Category-B</b>	<ul style="list-style-type: none"><li>• 10+ years of experience in organic cultivation, certification , value addition, marketing etc. Experience in large scale programmes and schemes of Government or Corporate</li><li>• UG (4 years course) in Ag Science, Forestry, and /or PG in Rural Development/Rural Management/social sciences</li></ul>

<b><u>4</u></b>	<b>NRP Category- C</b>	<ul style="list-style-type: none"> <li>• 5+ years of experience in organic cultivation, certification, value addition, marketing etc. Experience in large scale programmes and schemes of Government or Corporate</li> <li>• UG (4 years course) in Ag Science, Forestry, and /or PG in Rural Development/Rural Management/social sciences</li> </ul>
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#### **Eligibility criteria for NRP- NTFP**

- Expertise in Preparation of monthly calendar of all potential items and prepare an action plan for procurement, value addition, storage and marketing
- Working Experience on Harvesting and post harvesting Technologies
- Practical experience on Involvement of government organizations, NGOs in conducting potential surveys, preparation of the monthly, yearly calendars, preparation of training modules,.
- Hands on experience on conducting training to the stakeholders / beneficiaries, guidance and advice for setting up of processing units for value addition.
- Previous experience of promotion of Cottage and Small scale industries based on NTFP like Bamboo-cane work – basket making ,Match sticks ,Honey processing,nonmember based products
- Market information with regard to domestic and international markets and also on Existence of unorganized / unregulated periodic rural market (Haat Bazars)
- Working experience on Sustainable Cultivation of NTFPs through regular regeneration and scientific collections
- Awareness on the quality parameters, value of the commodities, better markets, reliable buyers

## **2. Non-Farm Livelihoods**

For scaling up the activities in the non-farm livelihoods under DAY-NRLM, in existing program (SVEP) as well as the new components to be taken up under NRETP 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 aspects under non-farm livelihoods promotion



to implement the programme successfully.

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

In view of the above, it has been decided to empanel a pool of resource persons for livelihood trainings are as follows:

<b>No</b>	<b>Theme</b>
1	Managing Economically Sustainable Rural Enterprises
	Handloom and handicraft
	Food Processing
	Rural tourism and rural BPOs
	Garmenting and embroidery
	Cafe and other food businesses
2	Entrepreneurship in rural areas - training and content preparation
3	Business accounting for Rural enterprises - costing, pricing, business accounts and Business MIS and KPIs
4	Business monitoring and management
	For trading sector enterprises and businesses
	For manufacturing sector enterprises, including traditional crafts and handlooms
	For service sector enterprises and businesses

The category wise expertise and qualification required for empanelment as National Resource Person is provided in the table below:

<b>SNO</b>	<b>Category</b>	<b>Experience/eligibility</b>
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1	Category A+	20+years in enterprise/MSME development project at Top/middle level management responsible for promotion of enterprises and allied activities based livelihoods or in reputed industry at Top/middle level management responsible for business operations. Candidate should have <b>minimum 5 years</b> of middle /top management experience working in enterprise promotion, entrepreneurship development or having experience in managing in a business organisation functional area specialization is a common factor for both candidates from industry and the development sector. Preference would be given to ICWA/CAMBA from recognized university/institutes, and to Graduates in Economics /Commerce/ Engineering / Science/ Rural Management / Rural Marketing / Design from a recognized university/institute. Strong business knowledge and abilities is a must. The candidate must have specific domain experience for the theme applied for.
2	Category A	15+ years in 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 <b>minimum 4 years</b> 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 Economics /Commerce/ Engineering / Science/ Rural Management / Rural Marketing / Design from a recognized university / institute. Strong business knowledge and abilities is a must. The candidate must have specific domain experience for the theme applied for.
3	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 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 <b>minimum 3 years</b> of experience working in enterprise promotion or business operations. Preference would be given to ICWA/CA/MBA from recognized University/institutes and to Graduates in Economics /Commerce/ Engineering / Science/ Rural Management / Rural Marketing / Design from a recognized university/institute. Strong business knowledge and abilities is a must. The candidate must have specific domain experience for the theme applied for.

### 3. Institution Building and Capacity Building

Institution building begins with organizing all poor households (women) into Self-Help Groups, Village Organizations and aggregate institutions of the poor that provide them with voice, space and resources. These platforms 'of the poor' and 'for the poor' would partner with local self-governments, public service providers, banks, private sector and other mainstream institutions

to facilitate delivery of social and economic services to the poor.

- Universal Social Mobilisation, Building Institutions of the Poor and Building Capacities
- NRLM ensures the poor are provided with the requisite skills for managing their institutions, linking up with markets, managing their existing livelihoods, enhancing their credit absorption capacity and credit worthiness.
- A multi-pronged approach is adopted for providing continuous capacity building of the targeted families, SHGs, their federations, government functionaries, bankers, NGOs and other key stakeholders.
- NRPs empanelled for Institution Building and Capacity building expected to support SRLMs in developing appropriate strategies and capacity building of Mission staff, SHGs and their federation leaders, CBO staff and community cadres. They are also expected to develop few SHG federations as resource federations to scale up the interventions.

Essential criteria:

- Master's degree in any discipline or equivalent degree/diploma or 4-year Bachelor's degree in Management, Engineering, Agriculture Science, Veterinary, Forestry, Horticulture etc.,
- Minimum 10 years of intensive experience and expertise with large scale poverty alleviation programs in the following areas:
  - Promotion and Strengthening of SHG federations Governance and administration
  - Financial management Accounting and Auditing
  - Registration and legal aspects
  - Designing training programmes and development of modules, manuals and kit etc.
  - Excellent participatory training and facilitation skills
  - Coordination and Visioning skills
  - Mentoring, handholding and counseling skills
  - Excellent reading, writing, documentation, articulation & communication skills in Hindi, English and regional language
  - Having a comprehensive understanding on NRLM processes and activities
  - Willing to travel extensively in remote areas across the country

## **4. Financial Inclusion**

NRLM facilitates universal access to the affordable cost-effective reliable financial services to the poor. These include financial literacy, bank account, savings, credit, insurance, remittance, pension and counselling on financial services. The core of the NRLM financial inclusion and investment strategy is “making poor the preferred clients of the banking system and mobilizing bank credit”

DAY-NRLM plan to encourage SHG members as Business Correspondent Agents across all states. DAY-NRLM has planned to create a pool of train and certify SHG members as Business Correspondent Agents and subsequently engage them as Business Correspondent Sakhi of multiple banks.

Extending social security protection to SHG members, Creating awareness about the schemes, enrolling SHG members under life, accident & health insurance cover and System for Monitoring and claim settlement etc.,

Financing enterprises and Producer Companies/FPOs, Financing of individual enterprises, developing alternate credit score for individual entrepreneurs, sponsoring proposals under Mudra Yojna and bank specific schemes, financing arrangements with banks, venture capital funds and crowd funding platforms.

NRLM works towards increasing the portfolio of products of savings, credit, insurance (life, health and assets) and remittance through the institutions of the poor directly or in partnership with mainstream financial institutions using various institutional mechanisms and technologies.

The NRPs are expected to support SRLMs to facilitate Digital Finance, Business Correspondent model and Insurance & Social security and other financial inclusion initiative of NRLM activities.

Eligibility criteria:

- ✓ Bachelor or Master's Degree or equivalent in Social Science, Management, Engineering, Science, Agriculture Science, Veterinary, Forestry, Horticulture, preferably from reputed institutions like IIMs, IITs, SLM, FMS, IRMA, IIFM, TISS, XISS, XIMB etc.,
- ✓ Minimum 5 years relevant work experience with large scale poverty alleviation programs/Rural Development programs/ Fintech & Digital Finance companies/Business Correspondents organisations/Insurance Provider companies in various states.
- ✓ Public/Private/Co-operative sector Bank officials/Rtd, Bank officials, NABARD officials, RBI officials, Insurance company officials, IRDA officials ,SIDBI and MSME officials etc.,
- ✓ Preference will be given if above mentioned experience is with any one or more the NRLM/SRLM empanelled/supported/partnered non-profit Capacity Building Agencies (CBAs) such as BASIX, CARE, SEWA, DHAN, PRADAN, MYRADA, SRIJAN, AKRSP, Reach India Trust, officials worked/ working in State/National level Poverty Alleviation Projects etc.,
- ✓ Good participatory training and facilitation skills with proven ability and experience in delivering trainings in Hindi/English, development of modules, manuals and kit etc.,
- ✓ Proven skills on going and mentoring trainers as well as field staff
- ✓ Excellent reading, writing and communication skills

- ✓ Having experience of designing participatory trainings and capacity building modules and materials in the areas notified
  - ✓ Having a comprehensive understanding on NRLM processes and activities
  - ✓ Willing to travel extensively across the states or the country even sometimes in short notice
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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.

**Imp:** The assignment of the tasks to the empaneled NRPs is purely need based and it does not envisage any permanent employment or guarantee of assigning tasks or continuity of the tasks assigned.

The interested persons can send their latest updated resume / CV with options above theme and interested state and area of expertise to [nrlmcellnirdhr@gmail.com](mailto:nrlmcellnirdhr@gmail.com) latest by 29 November, 2019 in the following format.

## **National Institute of Rural Development & Panchayati Raj**

**Rajendranagar, Hyderabad – 500 030**

### **National Rural Livelihoods Mission – Resource Cell**

**Application for the theme of:**

**Native / Preferred State:**

**Interested to work in North East (If interested please put a Tick mark): Yes/ No**

**Any work experience in North East (If interested please put a Tick mark): Yes/ No**

1. Name
2. Father's Name
3. Date of Birth and age as  
(as on 01<sup>st</sup> November, 2016)

4. Address for Correspondence

5. e-Mail

6. Contact No.

7. Educational Qualification

(In descending order, up to SSC/Class X)

Degree/ Diploma Certificate	Year of passing	College/ Institute	Board/University / Institution	Subjects	Marks / Division

8. Total Experience (in years):

(Latest first)

S. No	Name of Organisation / Place	Designati on	Tenure (From and To & Years and Months)	Responsibility/ Assignment	Achievement

9. Relevant Experience (in years):

10. Any Publications:

11. Languages:

Language	Read	Write	Speak
English			
Hindi			
Other language (Write language name):			
Other language (Write language name):			

12. Computer Proficiency:

Name	Designation and Organisation	Address with contact number

13. Any other information, applicant may like to give (but not more than 100 words):

14. References (Two):

**Attach CV (not more than 3 pages).**

I hereby declare that all the statements made in this application form and enclosures are true to the best of my knowledge and belief.

**Signature**

**Date:**