



**Anandadhara District Office
District Mission Management Unit
District Rural Development cell
Uttar Dinajpur**

Memo No. 822 / DRDC

Dated: 01/7/25

NOTICE

Applications are invited for Empanelment of District Resource Person under DMMU, WBSRLM with reference to Memo no 725/PRD-34015/5/2019-SRLM SEC-Dept. of PRD dated 15/5/2025 of SMD&CEO, WBSRLM from eligible candidates:-

A) Thematic area and domain of District resource Persons to be empanelled:-

Sl.No.	District Resource Person	Thematic area	Essential Qualification	Job Responsibility
1	District Recourse Person-Farm Livelihood No of Post-01	On-Farm (Agriculture) Off-Farm (Livestock) Value chain and agriculture marketing/ producers group/ com an / activity cluster	Graduate / Post Graduate in Rural Development & Management / Social Work / Sociology	<ol style="list-style-type: none"> 1. Provide Support to the District Mission Management unit in implementation of Farm Livelihoods initiatives of WBSRLM (Agriculture, Horticulture, Livestock, Fisheries, NTFP etc.) 2. Facilitate preparation / updating of data related to Farm Livelihood initiatives in online MPR 3. Establish & maintain effective coordination with the offices of : <ol style="list-style-type: none"> a. Deputy Director of Agriculture, District Lead Bank Manager, Deputy Director (ARD), Assistant Director of Fisheries, Deputy Director of Horticulture etc. b. Block Development Officer, Joint Block Development Officer, Assistant Director of Agriculture, Block Livestock Development Officer, Bank Managers, Fisheries Extension Officer, Block Level Horticulture Nodal official etc. c. Krishi Vigyan Kendra Officials d. Partner NGOs 4. Identify institutional buyers/ local buyers & conduct buyer seller meet for the products related to farm livelihoods. 5. Support DMMU/BMMU with data for development of new proposals in farm livelihoods domain. 6. Support DMMU & BMMUs in execution of capacity building plans for the officials, Community Resource Persons & Community members on farm livelihoods 7. Facilitate workshops, consultations necessary for implementation of Farm Livelihoods initiatives.
			Preferential Qualification	
			Graduate in Agriculture / Veterinary / Fisheries from a reputed university/institute having experience in rural farm livelihood intervention	

Sl.No.	District Resource Person	Thematic area	Essential Qualification	Job Responsibility
2	District Resource Person-Marketing No of Post-01	Marketing of SHG products Packaging, branding & Value chain management	Graduate / Post Graduate in Rural Development & Management / Social Work / Sociology	A)Product quality management, branding, packaging guidance B)Development and Management of MoUs, MoAs, Contracts etc. with different stakeholders for backward and forward linkage of SHG products
			Preferential Qualification	C)Product supply chain development Tie-ups with Business Houses for product marketing
			MBA preferably in Marketing from an institution of repute having experience in rural marketing.	D) Management of Fairs participation Logistics E) Management for products e-Commerce portal activity management F)Any other responsibility/task assigned by the authority from time to time

B)In addition to above ,Essential Eligibility Criteria. Required Work Experience of Resource Persons as per the thematic domains are tabulated below:

- 1) Within 25-50 years as on the date of notification of selection process, giving relaxation of 05 years for individuals belongs to SC/ST Categories and 03 years for individuals belonging to OBC-A/OBC-B Categories except for retired officials.
- 2) Minimum 3 years of experience in Rural Development under Government and/ or Non-Government organizations
- 3) Preferable Language known: Bengali/ local vernacular languages
- 4) Knowledge of computer- Word, excel, power point and basic computer knowledge supported by Course certificate.
- 5) Preference will be given to Community level personnel and female candidates
- 6) Should have clear and sound knowledge about functioning of SHGs/SHG based federations
- 7) Must have desire to learn new skills & acquire knowledge and is physically fit.
- 8) Is willing to go outside block / state / district as and when required.
- 9) Must not continue to act as an office bearer of any UpaSangha/ Sangha/Maha-Sangha
- 10) Can not continue to act as an employee or office bearer of PRI.
- 11) Can not continue to render service as an ICDS worker or as an ASHA activist or as employee of any government organization/ NGO.
- 12) Candidates from locality (within district) should be preferred.

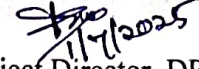
C)MODE OF SELECTION- Identification of eligible candidates after scrutinizing the submitted applications and declaration of dates for further processes like personal interview, computer test, written test etc.

E)Honorarium –Honorarium will be given on day basis -Maximum-26 days in a month as per WBSRLM Memo no 725/PRD-34015/5/2019-SRLM-SEC-Dept of PRD dated 15/5/25.


F) Mode of Receiving Applications-Application in enclosed format along with required documents shall be received in Offline Mode at District DRDC& DMMU Office,Karnajora,Uttar Dinajpur on all working days from 2nd July to 17th July 2025.

Letter will be issued to all eligible candidates on the basis of scrutiny of applications and documents submitted for further processes like personal interview, computer test, written test etc.

If found in any stage of empanelment that any false/fabricated/illegal/forged documents have been submitted by the applicant then his/her application shall be summarily rejected without any information. The undersigned serves the right to cancel the empanelment process without assigning any reason whatsoever.


Project Director, DRDC

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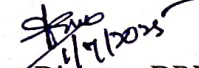
 ADMD, DMMU, Uttar Dinajpur

Memo no 822/DRDC/DMMU


Dated:- 01.07.2025

Copy Forwarded to:-

- 1) The Additional District Magistrate(G), Uttar Dinajpur
- 2) The Additional District Magistrate(D), Uttar Dinajpur
- 3) The Additional District Magistrate(ZP), Uttar Dinajpur
- 4) The SDO, Raiganj
- 5) The SDO, Islampur
- 6) The DIO, NIC, Uttar Dinajpur with a request to publish in district website
- 7) The DICO, Uttar Dinajpur
- 8-17) The BDO&BMD (All) Uttar Dinajpur
- 18) The CA to District Magistrate & DMD, Uttar Dinajpur


Project Director, DRDC

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 ADMD, DMMU, Uttar Dinajpur

**FORMAT FOR APPLICATION OF DISTRICT RESOURCE PERSON(DRP)
EMPANELMENT AT DRDC/DMMU, UTTAR DINAJPUR UNDER ANANDHARA PROJECT**

TO BE FILLED IN BLOCK LETTER

Paste here Self
attested
recent PP size
Photograph

1	NAME	
2	FATHER'S / HUSBAND'S NAME	
3	FULL ADDRESS WITH PIN CODE	
4	E MAIL ID	
5	MOBILE NO. FOR CONTACT	
6	DATE OF BIRTH	
7	AGE	
8	SEX	
9	EDUCATIONAL QUALIFICATION	
10	WHETHER MEMBER OF ANY SELF HELP GROUP UNDER ANANDHARA PROJECT,IF YES STATE THE NAME OF GROUP	
11	ANY EXPERIENCE, PLEASE STATE IN BRIEF. (EXPERIENCE CERTIFICATE TO BE ATTACHED)	
12	1)SELF ATTESTED PHOTO COPY OF AGE PROOF CERTIFICATE 2) EDUCATIONAL QUALIFICATION 3) CASTE CERTIFICATE(SC/ST/OBC)A/OBC-B) TO BE ATTACHED HEREWITH	a) BIRTH CERTIFICATE OR ADMIT CARD b) CLASS XII / GRADUATION /POST GRADUATION OR ANY HIGHER EDUCATION CERTIFICATE
13	COMPUTER KNOWLEDGE (Certificate to be attached)	

DATE:

FULL SIGNATURE