



**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 – Livelihoods (Sustainable Agriculture, Livestock & Value Chain Development) under NRLM.

Applications are invited from eligible candidates to support capacity building needs of various stakeholders across the country on various livelihoods interventions being taken up under NRLM. Last date for receipt of application is 16.01.2017.

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

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

**DIRECTOR, NRLM (RC)**

## **Empanelment of National Resource Persons – Livelihoods under 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 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.

Under Farm Livelihoods interventions NRLM has focused on promoting Agro Ecological Practices, Livestock and NTFP based livelihoods.

NRLM has taken up value chain development initiatives in various states in large scale and there is a strong need to develop capacity of state field functionaries as well as the community resource persons in various aspects of value chain development interventions specifically in agri/horti commodities and NTFP e.g. Value chain study and analysis, developing business models, organizing and institution building of small and marginal producers.

NRLM has developed a clear capacity building strategy to build the capacity of all the stakeholders and as part of that has been using services of National Resource Persons with specific competencies and proven experiences in the areas of Agro ecological Practices, Livestock, NTFP and Value Chain Development. One of the major objectives of NRLM under its Farm Livelihoods promotion interventions is to ensure last mile delivery of extension services through a cadre of Community Resource Persons (CRP) in the above mentioned thematic areas. A national pool of resource persons having in depth understanding of training needs of the CRPs as well as with the experience in training tools design and development would be an important element of this strategy.

NRLM (RC), NIRD&PR has empanelled 282 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.

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 Agro Ecological Practice/Sustainable Agriculture, Livestock Value Chain Analysis, Agribusiness Management, Commodities (Pulses, Cereals, Fruits & Vegetables and NTFP), Producers' Organizations etc. as given in the table below:

## Agro-Ecological Practices / Sustainable Agriculture

S. No.	Themes
1	Livelihoods in Rural India, rain fed context
2	Adult Learning, group and Facilitation
3	All about Seeds
4	Soil literacy and plant nutrient management
5	Weather literacy and water management
6	Pest management including non-pesticides measures
7	Harvesting, post-harvest, storage and marketing
8	Emerging SA practices (SRI, SWI, WADI, nutrition garden etc.)

## Livestock

S. No.	Themes
1.	Vaccination
2.	Neonatal care of small/ruminants
3.	Primary healthcare
4.	Fodder management/ Livestock management
5.	Home-made feed/ fodder fortification methods
6.	Shed management
7.	Ethno-veterinary
8.	Development of pasusakhi

## Value Chain Development

S. No.	Broad themes	Sub themes
1	Value Chain Analysis	Identification of various chain actors and their relationship
		Selecting and prioritizing value chains for promotion
		Analyzing value chain technical capacities
		Identification of potential markets
		Formulating upgrading strategy the identified value chains
		Tools for Value Chain Analysis(Porters, SWOT)
2	Agribusiness Management	Components of agribusiness management
		Risks management
3	Marketing and business Strategy	Developing market linkages
4	Commodity Specialist (markets, value addition, quality specification, key issues, opportunities etc)	Pulses
		Cereals
		Fruits and Vegetables
		Cashew
		NTFP
5	Business Plan preparation	Business strategy and Business plan development process
		Estimation of potential returns and risks

6	Producer Organizations	Formation of Producer Organizations (Producer's Groups, Producers Companies)
		Book-keeping, maintenance of records of procurement, sales, patronage etc., monitoring
		Implementation, monitoring and impact assessment
7	Finance, Costing, Accounting and Legal	Fundamentals of Accounting, costing, financial management
		Book-keeping, budgeting
		Accounting tools
		Producer Company - Legal procedures and requirements, formulation of by-laws

### Eligible Category

S.No.	Category	Experience/eligibility
1	<b>NRP Category A+</b>	15+ years in a large size livelihood development project or in reputed industry at middle management level, responsible for promotion of Agriculture and allied activities based livelihoods or managing commodity business- sourcing, value addition, marketing etc.
		Candidate should also have minimum 8 years of experience working in value chains of agriculture/NTFP commodities (in case of Value Chain experts).
		For Value Chain Expert, candidate should be a Post-Graduate in Agri-business management/Rural Management/Rural Marketing or MBA in Marketing from a reputed university/institute
		Candidate with UG/PG in Agriculture, Veterinary and allied sciences is desirable for resource persons in Sustainable Agriculture and Livestock.
2	<b>NRP Category A</b>	10+ years in a large size livelihood development project or in reputed industry at middle management level, responsible for promotion of Agriculture and allied activities based livelihoods or managing commodity business- sourcing, value addition, marketing etc.
		Candidate should also have minimum 5 years of experience working in value chains of agriculture/NTFP commodities (in case of Value Chain experts).
		For Value Chain Expert, should be a Post-Graduate in Agri-business management/Rural Management/Rural Marketing or MBA in Marketing from a reputed university/institute
		Candidate with UG/PG in Agriculture, Veterinary and allied sciences is desirable for resource persons in Sustainable Agriculture and Livestock.
3	<b>NRP Category B</b>	6+ years of experience in thematic livelihoods promotion, production, aggregation, marketing etc.
		Experience in large scale programmes and schemes of Government or Corporate

		UG in Ag Science, Animal Husbandry, Forestry, Rural Development/Rural Management would be preferred
4	<b>NRP Category B (Finance, Costing, Legal)</b>	6+ years either in accounting functions in any commodity business, accounting firm or academics. Should be a Post-Graduation in Agri-business management/Rural Management/Rural Marketing or MBA in Marketing, Finance/CA from a recognized university/institute
5	<b>NRP Category C</b>	A candidate found otherwise suitable but having less than 6 years of relevant experience may be considered under this category

### Essential Criteria

- ❖ Bachelor or Master's Degree or equivalent in Social Science, Science, Agriculture Science, Veterinary, Forestry, Horticulture, Agri. Engineering 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 in various states and in case of resource persons for value chain relevant experience should be in large size producers' cooperatives/companies or in sector support organizations responsible for promoting such PCs.
- ❖ 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

The interested persons can send their latest updated resume / CV with options on above themes and interested states and area of expertise to [nrlmcellnirdhr@gmail.com](mailto:nrlmcellnirdhr@gmail.com) latest by 16<sup>th</sup> January, 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)**