



**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 – Non Farm Livelihoods(Rural Enterprises and Rural Entrepreneurship) under DAY-NRLM.

Applications are invited from eligible candidates to support capacity building needs of various stakeholders across the country on various Non Farm Livelihoods interventions being taken up under DAY-NRLM. Last date for receipt of application is 28.01.2017.

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

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

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

The Government of India has launched Deen Dayal Upadhaya-National Rural Livelihoods Mission (DAY-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 and is working with 29.6 lakh women SHGs and 3.48 crores rural households in all the states of India.

The Startup Village Entrepreneurship Program (SVEP), is being implemented as a sub scheme of DAY-NRLM in 47 blocks in 17 states till Dec 2016. 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 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.

Like all NRLM programs the SVEP also focuses on using Community Resource Persons (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, National Resource Organisations (NRO)/Project Implementation Agencies (PIA) staff and Community Resource Persons (Enterprise Promotion) (CRP-EPs) under SVEP. 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:

<b>S.No.</b>	<b>Broad themes</b>	<b>Sub themes</b>
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 businesses
		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	<b>NRP Category A1</b>	15+ years in enterprise/MSME/Entrepreneurship 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 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	<b>NRP Category A</b>	10+ 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 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 recognized university/institute. Strong business knowledge and abilities a must.

3	<b>NRP Category B</b>	6+ 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 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 recognized university/institute. Strong business knowledge and abilities a must.
4	<b>NRP Category C</b>	5+ years in enterprise/MSME/rural business development project 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 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 recognized university/institute. Strong business knowledge and abilities a must

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 28<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)**