



No: 06 /DMMU

Date: 10 /11 /2025

Notification of Engagement of Resource Persons (RPs) under District Mission Management Unit (DMMU)

Applications are hereby invited from Bonafide candidates for the engagement of 3 nos. of Resource Persons (RPs) under District Mission Management Unit (DMMU), MURSHIDABAD on purely temporary & daily honorarium basis on following thematic areas:

- 1) Social Inclusion and Social Development -1 post
- 2) Non-Farm Livelihoods -1 post
- 3) Marketing - 1 post

Essential Qualification, Eligibility Criteria, required work experience of RP as per the thematic Domains are tabulated Below:

- a. Post Graduation preferable in Rural Development / Rural Management / Social welfare/ General Management / Social Science or BSC with 4 years degree in Agriculture and allied field having experience in Rural social inclusion and social development (for Sl. No. -1).
OR
MBA preferably in Marketing from an Institution of Repute having experience in Rural Non-Farm Livelihood enterprise promotion (for Sl. No-2)
OR
MBA preferably in Marketing from an Institution of Repute having experience in Rural Marketing (for Sl. No-3)
- b. Age limit of the applicant should be between 25-50 years as on date of Notification of selection process giving relaxation of 5 years for individual belonging to Scand ST categories and 3 years for individual belonging for OBC (A &B) categories except for retire officials.
- c. Minimum 3 years of experience in Rural Development under Government / Non-Govt. Origination.
- d. Preferable language known:- Bengali or Local vernacular Languages.
- e. Knowledge of Computer – word, Excell Power Point and basic computer knowledge supported by course certificate.
- f. Preference will be given to community level personnel and female candidates.
- g. Should have clear and sound knowledge about functioning of SHG's / SHG based federation.
- h. Must have desire to learn new skill and acquire knowledge and is physically fit.
- i. Is willing to go outside block/ state / district as and when required.
- j. Must not continue to act as an employee or office bearer of any Upa Sangha / Sangha / Mahasangha.
- k. Can not continue to act as an employee or office bearer of PRI.
- l. Can not continue to render service as an ICDS worker or as an ASHA activist or as employee of any government organization/ NGO.
- m. Candidates from Locality (within district) should be preferred.

Job Responsibilities of RP (Social Inclusion and Social Development):-

- a) To provide all over support to DMMU /SMMU in implementation of activities related to SISD Vertical of Anandadhara.
- b) To provide support in preparation / updating compilation of reports documents and process documentation of SISD related activities
- c) To provide support in monitoring activities related to Social Inclusion and Social Development issues
- d) To work in close coordination with SISD team at SMMU, DMMU and BMMU Level.
- e) To visit SHG in situation around 8 days in a month of facilitate / monitor activities related to social inclusion and social development issues
- f) To ensure roll-out and functioning of entrepreneurship promotion activities within the district.
- g) Any other responsibility / Task assigned by the Authority from time to time.

Job Responsibilities of (RP Non-Farm Livelihoods):-

- a) To ensure roll-out and functioning of entrepreneurship promotion activities within the district
- b) To identify new business opportunities and markets for setting up enterprises
- c) To ensure regular Data – Collection and analysis of supported enterprises (through software application, or manually as the case may be)
- d) To ensure regular review, monitoring and reporting of entrepreneurship development activities in the Block and also documentation of experience of entrepreneurs and innovative practices.
- e) To coordinate with the Technical support Agency (TSA) of the Block Team and the TSAs under the program in his /her district.
- f) To provide Data-Driven Market intelligence, support market linkages, count for new businesses opportunities, and facilitate access to technology and skill.
- g) To monitor activities of other Verticals.
- h) Monitoring Convergences activities at the district level
- i) Any other responsibility / Task assigned by the Authority from time to time.

Job Responsibilities of RP (Marketing):-

- a) Product Quality Management, Branding, Packaging guidance
- b) Development and management of MoUs, MOAs, Contacts etc. with different stake holders for backward and forward linkage of SHG Products.
- c) Product Supply chain development.
- d) Tie-ups with business houses for products marketing.
- e) Management of fair participation
- f) Logistic Management for products.
- g) E- Commerce portal activity management.
- h) Any other responsibility / Task assigned by the Authority from time to time.

How to Apply: Interested candidates will have to submit their applications as per the **prescribed format (attached herewith) only**. The candidates shall submit attested copies of the testimonials relevant to their educational qualification and experience along with the application. The application form must be filled on the basis of fact which they will have to substantiate with the documentary evidence (all in original) during the selection process, failing which their candidature will be liable to cancelled. Application should only be submitted by hand to the address given below in working days

between 11.00 A, M to 5.00 P.M. Last date of application submission is 24th November,25 (by 3.00PM).

Address for the Submission of Application Form:

The complete application form along with relevant self-attested testimonial must be submitted to the Office of the Additional District Mission Director, Anandadhara, District Mission Management Unit, 12/2 Square East Road, Berhampore, Murshidabad, Pin-742101. Application should be dropped into a specified Drop Box kept in the Office.

Application Fee: There is no application fee. No TA/DA will be paid for appearing in the selection process

Remuneration /Honourarium Structure of RPs

Category	Category of RP	Remuneration per day (Rs.)
A	Retired officials / individuals with known credential expert community level Resource persons having relevant experience more than 10 years	Rs. 2200/-
B	Expert community level Resource persons having relevant experience more than 6 years	Rs. 1500/-
C	Expert community level Resource persons having relevant experience more than 3 years	Rs. 1200/-

******Years of experience must be verified with Experience Certificate / Letter of Engagement, renewal and continuity.

Days of Engagement: -

Maximum 26 days of engagement per month may be allotted for the resource person

Travel Allowance:-

Within the residence Block:- Rs. 100/- or on actual basis whichever is lower.

Outside the residence Block but within the Sub-division:- Rs. 150/- or on actual basis whichever is lower.

Outside the residence Sub-division but within the District:- Rs. 200/- or on actual basis whichever is lower.

Criteria for Rejection / Cancellation of Application:

- Application is submitted through other mode than prescribed.
- Application submitted after last date mentioned in the advertisement.
- Applicant does not possess minimum criteria as mentioned in the advertisement.
- Incomplete application.

Miscellaneous: Candidates shall be responsible for whatever information is furnished in their application. If any of the statements made by a candidate in the application form be subsequently found to be fake or cannot be proved by her or him, candidate will be liable for rejection and even she / he is empanelled at a position on the basis of results of selection process, her / his engagement may be terminated, apart from initiating requisite legal actions. Wilful suppression of any material fact will also be liable for legal action. At any stage a candidate is found ineligible for admission in terms of conditions of eligibility process her / his candidature will be rejected without further reference.

Application Form is available on:

<https://murshidabad.gov.in>

Additional District Mission Director
DMMU, Murshidabad

Memo No: 4601(14) /DMMU

Date: 10/11/2025

Copy forwarded with a request to display on the Notice Board for wide publicity:

1. The SMD & CEO, WBSRLM.
2. The Additional District Magistrate (all), Murshidabad
3. The SDO (all), Murshidabad
4. The Secretary Zilla Parishad, Murshidabad
- 5-10. The DPLO, DYO, SHG & SE Officer, DOMA, DPRDO, District Manager (SC, ST Finance Corp.), Murshidabad
11. The NDC, Murshidabad
12. The Block Development Officer (all), Murshidabad
13. The DIO, NIC, Murshidabad – for wide publicity
14. The DICO, Murshidabad – for wide publicity


Additional District Mission Director
DMMU, Murshidabad

APPLICATION FORM FOR THE POST OF RESOURCE PERSON(RP) UNDER DMMU, MURSHIDABAD

1. Post Applied for: Resource person (Please select any one theme)

- a) Social Inclusion and Social Development -1 post
- b) Non-Farm Livelihoods -1 post
- c) Marketing - 1 post Institution Building,

Colour Passport
size Photo

2. Name of the Applicant:

(In Block Letter)

3. Father's / Husband's Name of the Applicant:

4. Date of Birth:

(DD/MM/YYYY)

5. Religion:

6. Caste:

7. Permanent Address:

8. Communication Address:

9. E-mail ID:

10. Mobile Number:

11. WhatsApp Number:

12. Educational Qualification:

Name of Examination	Year of Passing	School/ College	Board / University	Total Marks	Marks Obtained	Division/ Grade

13. Work Experience

Name of the Organization	Designation Held	Duration		Responsibilities / Assignment
		From	To	

14. Languages Known: -

15. Computer Knowledge:

Date:

Place:

Full Signature of the Applicant