

Empanelment of State Resource Person (SRP): Marketing

Background and General Description:

The Government of India has launched The Deen Dayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) 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 their household income through sustainable livelihoods enhancements and improved access to financial and public services. The agenda is to mobilize the rural poor and vulnerable people into self-managed, federated institutions and support them for livelihoods collectives. In addition, the poor would be facilitated to achieve increased access to their rights, entitlements and public services, diversified risk and better social indicators of empowerment. Further to these objectives, the Government of Maharashtra has constituted the Maharashtra State Rural Livelihoods Mission (MSRLM), registered under the Societies Act 1860. MSRLM would facilitate training of Community Base organization and their leaders, members, community resource persons and professionals working with the Mission at various level. These categories would be trained in attitudes, skills and themes. MSRLM would like to identify and develop State Resource Person (SRP) pool for various capacity building activities and training program. Empanelment of State Resource Person (SRP) will be called as and when required by Mission for training program and capacity building activities.

Working area:

Empanelment of State Resource Person (SRP) should be ready to work in all rural district of Maharashtra.

Minimum Qualification and Experience

Any Graduation in from Government recognized Institution or University. Preference will be given those who have completed in Master of Business Administration (MBA) in Marketing or Master of Business Management (MBM) in Marketing or Master of Business Studies (MMS) in Marketing or Post Graduation degree or diploma (Two Years) in Agri-Business Management or Entrepreneurship Development or Master of Social Work or Post-Graduation degree or diploma (Two Years) in Agriculture or Dairy Management or Development Studies or Fisheries or Forestry or Horticulture or Natural Resource Management or Rural Development or Rural Management or Social marketing or PG Degree in food technology. Knowledge of Marathi and MS Office is essential.

Minimum 7 Years in Development Sector and 5 Years relevant experience is required in Branding, Packaging, Marketing, sale, Effecting Financial inclusion through Banks/ NBFCs /Government / NGOs/ MFIs, Knowledge Management in Rural Development Projects, Marketing & Branding of products of SHG/Community Level Institution Products, Training and development, Training Management & Capacity Building in Rural Projects, Working Rural Co-operative Programmes, Working with Government, organizations/NGOs in Rural Development space, Job placement & skill development in rural development, Training and Module Development.

Age Limit: Age should not more than 60 years on 1 August 2024 and for Retired Government and Bank employee age should not more than 65 years as on 1 August 2024.

Desired Domain Knowledge and Experience

- Knowledge and experience to organize and deliver trainings, including development of training module and training calendar.
- Skills in facilitation and training impact assessment.
- Prior experience of working with Training institutions or as Resource persons in training and Capacity building activities and monitoring the performance of the same.
- Experience in documentation like report writing, Case Studies, Success Stories etc

Desired Competency and Attributes

- *Intensity, Integrity and Intelligence* – Willingness to travel 'extra mile' in order to work for communities with the ability to translate knowledge into purposeful action
- *Inclusive Approach* – Sensitive to needs to vulnerable and marginalized communities and including them in the development process
- *Team Player*- Thrives working in a large team with the ability to demonstrate leadership skills wherever required.
- *Integrative Skills* - Understands relevant cross-sectoral areas how they are interrelated;

- *Articulate and demonstrate clear results* – Possesses effective communication skills to deal with different stakeholders with ability to achieving objectives in challenging situations

Honorarium: As per the policy of MSRLM

No of SRP required: 15

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