



National Rural Livelihood Promotion Society
National Rural Livelihoods Mission
Ministry of Rural Development, Govt of India
7th Floor, NDCC-II Building, Jai Singh Road
New Delhi -110001

Terms of Reference for the post of National Mission Manager- Enterprise Promotion for DAY National Rural Livelihood Promotion Society

The Government of India has launched DAY--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 household income through sustainable livelihoods and improved access to financial and public services. The DAY-NRLM's budget for supporting non- farm livelihoods of the SHG members is Rs.3000 crores till 2025-26. To implement the mission, GoI has constituted National Rural Livelihood Promotion Society (NRLPS) to provide Technical Assistance to all states. A multidisciplinary professional team, has been constituted in NRLPS. This team consists of senior professionals, experienced consultants and young professionals among others. The details about mission and its structure can be seen at <https://aajeevika.gov.in>.

In light of above, Rural Livelihoods Division requires to invite application for the service of professional expert at Level 1 for the post of **National Mission Manager- Enterprise Promotion** at NRLPS, New Delhi.

L1- Minimum Rs. 1,20,000/- to 195,467/- per month plus travel related reimbursable as per NRLPS norms

Educational qualifications and desired skillset required are provided below.

Position/ Level	Educational qualification required	Key competences required
L1 National Mission Manager- Enterprise Promotion	Candidates with a Post-Graduation degree or full time 2 years Diploma in management from an institute of national and international repute or professional degree like CA, ICWA, ICFAI	Essential requirements: Minimum 15 years of experience out of which S/he must have at least 5 years' experience at a middle/senior management level of working in operations for profit enterprise / in implementing non-farm/ off Farm livelihood interventions in the government sector or CSR or not for profit sector. Desirable: Preference shall be given to: experience of managing a large-scale program in livelihoods promotion for rural poor and /or experience in enterprise promotion, business advisory services, forward and backward linkages. Programme management skills with experience counted in terms of ability to navigate procurement of partners, managing partnership with them and leading a dispersed team of



	<p>experience professionals/experts, etc are desirable.</p> <p>The person should also have experience in designing and handling large scale training programs for community and staff.</p> <p>The person should have clearly established track record of working with poor communities and promoting their livelihoods.</p> <p>The person should have strong Data based decision making and data analysis skills.</p> <p>Should have excellent negotiation, interpersonal, and communication skills and should have displayed a problem-solving attitude.</p> <p>Experience in Marketing and branding product is desirable.</p>
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Job Description:-

- The position is for a person who shall drive the promotion of and support to the non-farm enterprises of the NRLM SHG members.
- The incumbent shall be responsible for successful implementation of the programmes, including providing technical guidance to the states and the implementation agencies and partners.
- S/he shall be responsible for meeting the financial and physical targets of the programmes (on both quantitative and qualitative parameters) and ensuring that the supported enterprises are profitable and financially sustainable.
- S/he shall facilitate partnerships with multiple stakeholders, financial institutions, CSR organizations, support organizations, training organizations, NGOs, marketing and e-commerce agencies and government line departments for achieving program objectives.
- Shall lead and drive a culture of support to enterprises of the poor within the NRLM eco-system, including giving suggestions on policy changes for ensuring that these enterprises of the poor, reach scale are financially sustainable and provide enhanced incomes to the members of the community engaged with these enterprises.

Please note the Professionals hired by National Rural Livelihood Mission would be through Human Resource Management Agency. Based on performance and requirement of NRLPS, the tenure of the position may further be extended. Interested candidates, who are meeting the desired qualification and skillset, may please apply by sending filled application in the prescribed format along with an updated CV. The applications should be emailed to nrlm.advt@gmail.com. The last date of submission of filled application along with the CVs is **18th April, 2023, 1700 hrs. (IST)**.

Please note that the application submitted without information in the prescribed format will not be considered



9. Experience:

S. No	Name of Organization	Designation	Tenure in months	Responsibility/Assignment	Key Achievements
Total Experience in months:				Total Experience in Years:	

10. Language

Language	Read	Write	Understand

11. Computer Proficiency:

12. Any Other Relevant Information that applicant may like to add:

13. References:

Name	Designation	Address
		Tel No/Mobile: E-Mail:
		Tel No/Mobile: E-Mail:

Date:

Name:

Place:

Signature: