



**NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ**  
**RAJENDRANAGAR: HYDERABAD - 500030**

**Advt.no.16/2025**

**File no. NRLMRC/HR/NRPS/Empanellment2017-18**

**Comp no.6774**

National Institute of Rural Development and Panchayati Raj (NIRDPR), an autonomous organization under the Union Ministry of Rural Development, is a premier centre of excellence in RD & PR. Having served our nation for 67 years, NIRDPR is now enhancing its vision from poverty alleviation & livelihoods to improving quality of life and improving standards of living in rural India. Deen dayal Antyodaya Yojana- National Rural Livelihoods Mission (DAY-NRLM) under the Ministry of Rural Development (MoRD) 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.

National Rural Livelihood Mission Resource Cell (NRLM RC) of NIRDPR has empaneled 400 + resource persons at the National level including North Eastern states to support various capacity building activities of NRLM and utilizing their knowledge, exposure, expertise and experience for NRLM process, trainings, preparation of training modules, field visits, documentation of case studies, best practices and handholding support to SRLMs as per their demand.

NRLM RC of NIRDPR needs the services of dynamic and experienced persons to be empaneled as National Resource Persons for the following themes under DAY-NRLM to provide technical services.

**I. Farm Livelihoods**

NRLMRC has announced the empanelment of National Resource Persons (NRPs) for the following sub-themes to support the implementation, capacity building, monitoring, and documentation of farm livelihood interventions under DAY – NRLM.

1. Sustainable & Agro Ecological Agriculture.
2. Livestock.
3. Non-Timber Forest Produce (NTFP).

4. Value Chain and Business development plan.
5. Bamboo.
6. Beekeeping.
7. Fisheries & Aquaculture.
8. Medicinal & Aromatic Plants.
9. Horticulture (High-Value Horticulture, spice, Moringa).

## **1. Sub-theme: Sustainable & Agro Ecological Agriculture**

### **Areas of Engagement:**

- NRPs shall support SRLMs in implementing mission activities as per annual action plans.
- NRPs shall provide training and capacity building to state, district, and block-level mission unit functionaries and community cadres.
- NRP shall develop session plans, training modules, technical bulletins, the package of practices, and resource material on farm livelihoods intervention of DAY – NRLM.
- NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.
- NRP shall travel to remote areas to provide necessary support for mission activities.
- Any other assignment requested by NRLM- RC/NMMU.

### **Essential Criteria:**

- Candidate should be a Post-Graduate in Agriculture or allied sciences/ Agribusiness Management/ Rural Management/ Rural Marketing/ Social Sciences from a reputed university/institute.
- Post completion of essential educational qualification, minimum experience of 3 years in an agriculture/ livelihood development project or responsible for the promotion of Sustainable & Agro ecological Agriculture/ (organic, natural, regenerative, etc.) managing commodity business in scale, certification, sourcing, value addition, marketing, etc.

### **Desirable Criteria:**

- Minimum 3 years of working with farmers and/or farmers producer organizations in promoting sustainable agriculture at the design and/or implementation level.
- Candidate should have deep knowledge, understanding, intensive experience, and expertise with livelihoods promotion programs related to Climate-resilient Organic cultivation, Natural farming, INM, IWM, IPM, Watershed Management, certification as per NCONF and APEDA policies,
- Candidate should have excellent documentation and communication skills in English/ Hindi and any one Scheduled (Regional) language

## **2. Sub-theme: Livestock**

### **Areas of engagement:**

- NRPs shall support SRLMs in implementing mission activities as per annual action plans.
- NRPs shall provide training and capacity building to state, district, and block-level mission unit functionaries and community cadre.
- NRP shall develop session plans, training modules, technical bulletins, the package of practices, and resource material on the intervention of DAY – NRLM
- NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.
- NRP shall travel to remote areas to support mission activities.
- Any other assignment requested by NRLM- RC

### **Essential Criteria:**

- Candidate should be a Bachelor of Veterinary Science & Animal Husbandry/ Post Graduate in Poultry Science / Dairy Science/ Animal Nutrition
- Post completion of essential educational qualification, minimum 3 years of relevant work experience, in livelihood development projects, particularly around small ruminants (Poultry, / Sheep, and Goat Rearing), Dairy and Pig Rearing at both backyard and commercial scale

### **Desirable Criteria:**

- Candidate should have deep knowledge, understanding, intensive experience, and expertise related to livestock management, value chain, based livestock enterprise development, and community-driven livestock programs/ projects
- Candidate should have excellent documentation and communication skills in English/ Hindi and any one Scheduled (Regional) language

## **3. Sub-theme: Non-Timber Forest Produce**

### **Areas of Engagement:**

- NRPs shall support SRLMs in implementing mission activities as per annual action plans.
- NRPs shall provide training and capacity building to state, district, and block-level mission unit functionaries and community cadres.
- NRP shall develop session plans, training modules, technical bulletins, the package of practices, and resource material on the intervention of DAY – NRLM
- NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.
- NRP shall travel to remote areas for support mission activities.

<ul style="list-style-type: none"> <li>Any other assignment requested by NRLM- RC/NMMU</li> </ul>
<p><b><u>Essential Criteria:</u></b></p> <ul style="list-style-type: none"> <li>Candidate should be a Post-Graduate in Sericulture / Agriculture / Horticulture / Forestry / Forestry Management / Environmental Management / Sustainability Management / Agribusiness Management/ Rural Management / Rural Marketing (Or)</li> <li>Any Graduate with two years PG Diploma in Forest Management</li> <li>Post completion of essential educational qualification, a minimum of 3 years of experience related to Non-Timber and Minor Forest Produce (NTFP/MFP) technical, value addition, and marketing aspects</li> </ul>
<p><b><u>Desirable Criteria:</u></b></p> <ul style="list-style-type: none"> <li>Candidate should have deep knowledge, understanding, intensive experience, and expertise in production, harvesting, post-production, and marketing of silk, lac, Resins, gums, latex, Mahua, Tamarind, Char seeds, Amla, Harida, Baheda, and other minor forest produce</li> <li>Candidate should have excellent documentation and communication skills in English/ Hindi or any one Scheduled (Regional) language</li> </ul>

#### **4. Sub-theme: Value Chain and Business Development**

<p><b><u>Areas of Engagement:</u></b></p> <ul style="list-style-type: none"> <li>NRPs shall support SRLMs in implementing mission activities as per annual action plans.</li> <li>NRPs shall provide training and capacity building to state, district, and block-level mission unit functionaries and community cadres.</li> <li>NRP shall develop session plans, training modules, technical bulletins, the package of practices, and resource material on the intervention of DAY – NRLM</li> <li>NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.</li> <li>NRP shall travel to remote areas for support mission activities.</li> <li>Any other assignment requested by NRLM- RC/NMMU</li> </ul>
<p><b><u>Essential Criteria:</u></b></p> <ul style="list-style-type: none"> <li>Post Graduate in Business Administration /Entrepreneurship/ Rural Management/ Rural development / 2 years Post Graduate Diploma in Management from reputed Institutions</li> <li>Post completion of essential educational qualification, minimum 3 years of experience in development projects or Industry related to Agribusiness and marketing, Agri Value chains, commodity markets, enterprise promotion, business development, producer collectives, and Cluster-based livelihood promotions</li> </ul>

**Desirable Criteria:**

- Candidate should have deep knowledge, understanding, intensive experience, and expertise towards the value chain stages of various agri and allied crops/ commodities
- Candidate should have an in-depth understanding of business-related aspects of multiple agri and allied-based enterprises both at the project and SHG/VO/CLF level
- Candidate should have excellent documentation and communication skills in English/ Hindi and any one Scheduled (Regional) language

**5. Sub-theme: Bamboo****Areas of Engagement:**

- NRPs shall support SRLMs in implementing mission activities as per annual action plans.
- NRPs shall provide training and capacity building to state, district, and block-level mission unit functionaries and community cadres.
- NRP shall develop session plans, training modules, technical bulletins, the package of practices, and resource material on the intervention of DAY – NRLM
- NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.
- NRP shall travel to remote areas to support mission activities.
- Any other assignment requested by NRLM- RC/NMMU

**Essential Criteria:**

- Candidate from reputed institutions should be a Post-Graduate in Botany / Forest Management/ Agriculture / Forestry / Agro-Forestry / Wood Science & Technology / Horticulture / Environmental Science/ Sustainable Development).
- Post completing essential educational qualification, minimum 3 years of experience specific to Bamboo related projects.

**Desirable Criteria:**

- Candidate should have deep knowledge, and expertise with large-scale livelihoods promotion programs related to production, harvesting, and post-production, understanding, intensive experience, and expertise with large-scale livelihoods promotion programs related to production, harvesting, post-production, and marketing of bamboo and related.
- Candidate should have excellent documentation and communication skills in English/ Hindi and any one Scheduled (Regional) language

## **6. Sub-theme: Beekeeping**

### **Areas of Engagement:**

- NRPs shall support SRLMs in implementing mission activities as per annual action plans.
- NRPs shall provide training and capacity building to state, district, and block-level mission unit functionaries and community cadres.
- NRP shall develop session plans, training modules, technical bulletins, the package of practices, and resource material on the intervention of DAY – NRLM
- NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.
- NRP shall travel to remote areas to support mission activities.
- Any other assignment requested by NRLM- RC/NMMU

### **Essential Criteria:**

- Candidate should be a Post-Graduate in Biology / Zoology /Entomology / Agriculture / Forestry / Agro-Forestry / Forest Management/ Environment Science/ sustainable development from reputed institutions environmental Science/ sustainable development from a reputed institutions.
- Post completion of essential educational qualification, minimum 3 years of experience, specific to Apiculture and beekeeping-related projects

### **Desirable Criteria:**

- Candidate should have deep knowledge, understanding, intensive experience, and expertise with large-scale livelihoods promotion programs related to commercial beekeeping, value addition, and processing, and marketing of bee-based products.
- Candidate should have excellent documentation and communication skills in English/ Hindi and any one Scheduled (Regional) language

## **7. Sub-theme: Fisheries and Aquaculture**

### **Areas of engagement:**

- NRPs shall support SRLMs in implementing mission activities as per annual action plans.
- NRPs shall provide training and capacity building to state, district and block-level mission unit functionaries and community cadre.
- NRP shall develop session plans, training modules, technical bulletins, the package of practices and resource material on the intervention of DAY – NRLM.
- NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.
- NRP shall travel to remote areas for support mission activities.

<ul style="list-style-type: none"> <li>Any other assignment requested by NRLM- RC/NMMU.</li> </ul>
<p><b><u>Essential Criteria:</u></b></p> <ul style="list-style-type: none"> <li>Candidate should be a Post-Graduate in Fishery Science /Aquaculture / Marine Science / Fish Processing Technology/ Food Processing Technology from reputed institutions.</li> <li>Post completion of essential educational qualification, minimum 3 years of experience, specific to marine and related fishery-related projects.</li> </ul>
<p><b><u>Desirable Criteria:</u></b></p> <ul style="list-style-type: none"> <li>Candidate should have deep knowledge, understanding, intensive experience, and expertise with large-scale livelihoods promotion programs related to production, technologies, Sea Weed Cultivation, post-harvesting and food processing, and marketing in the fishery sector.</li> <li>Candidate should have excellent documentation and communication skills in English/ Hindi and any one Scheduled (Regional) language</li> </ul>

## **8. Sub-theme: Medicinal and Aromatic Plants (MAP)**

<p><b><u>Areas of engagement:</u></b></p> <ul style="list-style-type: none"> <li>NRPs shall support SRLMs in implementing mission activities as per annual action plans.</li> <li>NRPs shall provide training and capacity building to state, district, and block-level mission unit functionaries and community cadres.</li> <li>NRP shall develop session plans, training modules, technical bulletins, the package of practices and resource material on the intervention of DAY – NRLM</li> <li>NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.</li> <li>NRP shall travel to remote areas for support mission activities.</li> <li>Any other assignment requested by NRLM-RC/NMMU</li> </ul>
<p><b><u>Essential Criteria:</u></b></p> <ul style="list-style-type: none"> <li>Candidate should be a Post-Graduate in Medicinal and Aromatic Plants / Botany / Agronomy / Agriculture / Agro-Forestry / Forestry / Forest Management / Life Sciences /Environmental Science/ Ecology and Conservation/ Sustainable Development from reputed institutions or Bachelor of Ayurvedic Medicine and Sciences (BAMS)</li> <li>Post completion of essential educational qualification, minimum 3 years of experience, specific to medicinal and aromatic plants-related projects</li> </ul>

**Desirable Criteria:**

- Candidate should have deep knowledge, understanding, intensive experience and expertise with large-scale livelihoods promotion programs related to production, post harvesting, marketing, and processing of MAP and also should know wild collection of MAP and regulations.
- Candidate should have excellent documentation and communication skills in English/ Hindi and any one Scheduled (Regional) language

**9. Sub-theme: Horticulture (High-value Horticulture, Spices, Moringa)****Areas of Engagement:**

- NRPs shall support SRLMs in implementing mission activities as per annual action plans.
- NRPs shall provide training and capacity building to state, district, and block-level mission unit functionaries and community cadres.
- NRP shall develop session plans, training modules, technical bulletins, the package of practices and resource material on the intervention of DAY – NRLM
- NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation, and impact assessment apart from capacity-building activities.
- NRP shall travel to remote areas to provide necessary support for mission activities.
- Any other assignment requested by NRLM- RC/NMMU

**Essential Criteria:**

- Candidate should be a Post-Graduate in Horticulture /Plant Science / Fruit Science / Vegetable Science / Floriculture /Agriculture from reputed institutions
- Post completion of essential educational qualification, minimum 3 years of experience, specific to Plantation Crops/ Orchids/ Floriculture/High-Value Vegetables/High-value Horticultural Crops/ Spices (Chilly, Turmeric and Ginger, etc.)/ Moringa

**Desirable Criteria:**

- Candidate should have deep knowledge, understanding, intensive experience and expertise with large-scale livelihoods promotion programs related to production, post-harvesting, processing, and marketing of horticulture crops.
- Candidate should have excellent documentation and communication skills in English/ Hindi and any one Scheduled (Regional) language



## **II. Non-Farm Livelihoods**

NRLMRC has announced the empanelment of National Resource Persons (NRPs) for the following sub-themes to support the implementation, capacity building, monitoring, and documentation of Non-Farm livelihood interventions under DAY – NRLM.

1. Enterprise Promotion and Business Development.
2. Food Processing and Food Service Enterprises.
3. Handicrafts and Handloom.
4. Rural Tourism.
5. Sales and Marketing (Retail and E-Commerce).
6. Product Designing, Branding and Packaging.
7. Rural Services.

### **1. Sub-theme: Enterprise Promotion and Business Development**

#### **Areas of engagement:**

- Capacity building and mentoring support to SRLMs staff and community cadres dealing with rural enterprises
- Capacitate SRLMs / SHG Entrepreneurs on the following -
  1. **Business Planning** – Idea Validation, goal setting, pricing strategies, growth roadmaps, and sustainability models.
  2. **Business Setup** – Legal registration, GST, licenses, financial management, E-commerce store setup and supply chain basics.
  3. **Enterprise Promotion** – Branding, marketing, customer outreach, identifying various market channels
- Support the States in development of protocols and package of practices in rural enterprise promotion.
- NRPs shall support SRLMs for need assessment, scoping studies, proposal development, DPR preparation, appraisal of proposals, evaluation and impact assessment apart from capacity-building activities.
- NRP shall develop session plans, training modules and resource material on intervention related to Enterprise Promotion
- Any other assignment requested by NRLM- RC/NMMU

**Essential Criteria:**

- Candidates with ICWA/CA/MBA from recognized university/institutes, Post Graduates in Commerce/ Science/ Rural Management / Food Engineering and Processing / Foreign Trade/ Hotel Management/ Fashion Designing/ Arts & Crafts/ Tourism/ Social Sciences from a recognized university/institute
- Post completion of essential educational qualification, candidate should have minimum 3 years of experience, of working in enterprise promotion, MSME development project, and entrepreneurship development

**Desirable Criteria:**

- DPR preparation and implementation for setting up of enterprises in rural areas
- Strong business knowledge and abilities is a must. The candidate must have specific domain experience for the theme applied for.
- Excellent reading, writing, documentation, articulation & communication skills in Hindi/ English and regional language
- Proven track-record of handling / managing successful Projects, Initiatives or contribution that demonstrates the capabilities.
- Willingness to travel extensively in remote areas across the country.

**2. Sub-theme: Food Processing and Food Service Enterprises****Areas of engagement:**

- Capacity building, mentoring and technical support to SRLMs staffs and community cadres dealing with food based enterprises
- Supporting in preparing DPR for High order enterprises
- Develop modules on food standards, quality, accreditation, and certification; keeping a repository of international & national standards, and also advising the SRLMs on matters related to international food standards.
- Any other assignment requested by NRLM- RC/NMMU

**Essential Criteria:**

- Candidates with MBA from recognized university/institutes, Post Graduates in Food Science/ Rural Management / Food Engineering and Processing / Food and Agri Business Management/ Agri Business Management/ Foreign Trade/ Hotel Management/ Tourism/ Home science/Biotechnology/Microbiology/Nutrition Dietetics/Social Sciences from a recognized university/institute.
- Post completion of essential educational qualification, candidate should have minimum 3 years of experience of working in food service and food processing enterprises related projects, MSME development project, and entrepreneurship development.

**Desirable Criteria:**

- DPR preparation and implementation for setting up of food based enterprises in rural areas

- Excellent reading, writing, documentation, articulation & communication skills in Hindi/ English and regional language
- Proven track-record of handling/ managing successful projects, initiatives or contribution that demonstrate the capabilities
- Willingness to travel extensively in remote areas across the country.

### **3. Sub-theme: Handicrafts and Handlooms**

#### **Areas of engagement:**

- Capacity building and mentoring support to SRLMs staffs and community cadres dealing with Handicrafts and Handlooms
- Assist SRLM in preparing guidelines / policy for handicrafts and handlooms cluster development
- Handholding support to clusters, including assisting them in developing a basic business plan and financial projections
- Scoping studies in all clusters that can potentially be supported under NRLM.
- Vetting the scoping study and recommend financial feasibility for preparation of Diagnostic Study Reports
- Any other assignment requested by NRLM- RC/NMMU

#### **Essential Criteria:**

- She/he should be a Post-Graduate or PG Diploma in Rural Management/ Rural Marketing / Marketing / Entrepreneurship and Processing / Designing/ Fashion Designing/ Arts & Crafts/ Tourism/ Textiles/ Fashion Technology/Wood sciences and technology/Wood panel and technology / Science / Social Sciences/ Apparel production/ Accessory design or a relevant discipline from a recognized university/institute.
- Post completion of essential educational qualification, S/he should have minimum 3 years of experience in activities related to handicrafts and handloom enterprise promotion, MSME development

#### **Desirable Criteria:**

- DPR preparation and implementation for setting up of Handicrafts and Handlooms based enterprises
- Excellent reading, writing, documentation, articulation & communication skills in Hindi/ English and regional language
- Worked with at least 5 cluster development projects or KVIC, entrepreneurship development and non-farm livelihoods.

### **4. Sub-theme: Rural Tourism**

#### **Areas of engagement:**

- Assist SRLM in preparing guidelines / policy for rural tourism cluster sustainability.

- Handholding support to rural tourism clusters, including assisting them in developing a basic business plan and financial projections.
- Scoping studies in all rural tourism clusters that can potentially be supported under NRLM.
- Vetting the scoping study and recommend financial feasibility for preparation of Diagnostic study report.
- Develop feasible rural tourism promotion plan and guidelines.
- Any other assignment requested by NRLM- RC/NMMU.

**Essential Criteria:**

- Post-Graduation or PG Diploma in Tourism/ Hotel/ Hospitality Management from a recognized Institution/ University
- Post completion of essential educational qualification, minimum of 3 years of experience, in Tourism and related projects

**Desirable Criteria:**

- DPR preparation and implementation for setting up of rural tourism service led enterprises in rural areas
- Excellent reading, writing, documentation, articulation & communication skills in Hindi/ English and regional language
- Proven track record of handling/managing/implementing successful projects, initiatives or contribution that demonstrate the capabilities
- Willingness to travel extensively in remote areas across the country

## **5. Sub-theme: Sales and Marketing (Retails and E Commerce)**

**Areas of engagement:**

- Capacitate SRLMs on various sales promotions and marketing strategies.
- Develop operational manuals/SOPs for the opening retail outlets/managing supply chains/inventory chains/inventory/ management/ financial management/pricing-management/ pricing etc.
- The positioning of SHG products in various E-Commerce platforms/exhibitions/events, product listing, digital payments, Capacitate SRLM officials/SHG Entrepreneurs/cadre order the positioning of SHG products in various E-Commerce platforms/exhibitions/events, product listing, digital payments, and orders & logistics management.
- Design catalogues/coffee table books/brochures on SHGs products.
- Develop SOPs for creating market linkages with traders/ buyers/corporates for marketing of SHG products.
- Develop guidelines on buyer-seller meets/ MoUs with Corporates
- Develop guidelines for institutional market (market within government).
- Any other assignment requested by NRLM- RC/NMMU.

**Essential Criteria:**

- Qualification: Post-Graduation/ PG Diploma in Business Administration/Marketing/Agri Business Management/ Rural Management from recognized Institutes/Universities.
- Post completion of essential educational qualification, minimum 3years of experience in rural marketing related projects.

**Desirable Criteria:**

- SOP preparation for setting up of retail and E-Commerce.
- Excellent reading, writing, documentation, articulation & communication skills in Hindi/English and regional language
- Proven track-record of handling/ managing successful Projects, Initiatives or contribution that demonstrate the capabilities
- Thorough understanding of various market segments such as exhibitions, export, fairs and festivals, retail and e-commerce.
- Candidate should have in depth knowledge of products, seasons, packaging, certifications, regulations etc.
- Willingness to travel extensively in remote areas across the country.

**6. Sub-theme: Product Designing, Branding and Packaging****Areas of engagement:**

- Capacity building and mentoring support to SRLMs staff/ Community cadres and SHG entrepreneurs in the following areas.
  1. **Branding** – Creating brand identity, storytelling, logo & visual aesthetics.
  2. **Packaging** – Functional & attractive packaging design, compliance & sustainability.
  3. **Marketing** – Digital & traditional marketing, social media promotions, and demand generation
- Advise the SRLMs in the identification of products with fresh, innovative, and marketable designs that are attractive to urban consumers.
- Establishing new B2B and Assist in establishing new B2B and B2C linkages and improve the quality of the existing product portfolio.
- Collaborate closely with the SRLMs on SRLMs in specific product development activities for the international market.

**Essential Criteria:**

- Qualification: Post graduation or PG Diploma in Business Administration – Marketing/ Masters in Designing/Packaging/ Polymer science and technology from recognized institutes/universities.
- Post completing essential educational qualification, minimum 03 years of experience development/branding/ branding and packaging related industries.

**Desirable Criteria:**

- DPR preparation and implementation for setting up of enterprises in rural areas.
- Excellent reading, writing, documentation, articulation & communication skills in Hindi/ English and regional language.
- Proven track-record of handling/ managing successful Projects, Initiatives, or Contributions that demonstrate the Capabilities.
- Willingness to travel extensively in remote areas across the country.

## **7. Sub-theme: Rural Services**

### **Areas of engagement:**

- Provides technical support, training, and advisory services to community institutions, SHG members, and rural entrepreneurs for setting up and scaling non-farm enterprises related to rural services.
- Conduct training programs for community institutions (SHGs, VOs, CLFs, FPOs, and Collectives) & Entrepreneurs on non-farm enterprises related to service sectors.
- Identify and develop proposals for viable non-farm enterprises related to services in rural areas.
- Assess the market potential for rural service-related projects.
- Support SHGs and entrepreneurs in identifying viable business models related to rural services.
- Scoping studies in clusters that can potentially be supported by rural services under NRLM.

### **Essential Criteria:**

- Qualification: Post graduation or PG Diploma in Business Administration/ Social Sciences. / Development Studies from recognized institutes/university.
- Post completion of essential educational qualification, minimum 03 years of experience, in working in any rural service-related projects.

### **Desirable Criteria:**

- DPR preparation and implementation for setting up service-led enterprises in rural areas.
- Excellent reading, writing, documentation, articulation & communication skills in Hindi/ English and regional language.
- Proven track-record of handling/managing/implementing successful Projects, Initiatives, or Contributions that demonstrates the Capabilities.
- Willingness to travel extensively in remote areas across the country.

## **General Conditions:**

1. An application fee of Rs.300/- plus applicable taxes should be paid by General/OBC/EWS candidates through Pay Fee (SB Collect). No application fee for SC/ST/PWD candidates.
2. Candidate seeking exemption of application fee under SC/ST/PWD category is required to upload the necessary Caste/PWD category certificate. Otherwise the application is liable to be rejected.

3. The candidates should apply through online registration available on the website <http://career.nirdpr.in/>
4. Applications are invited from eligible professionals to support training and capacity building needs of various State Rural Livelihood Missions across the country on the aforesaid specializations. Candidate shall not apply for more than two themes.
5. NRPs will be categorized inter alia based on work experience and will accordingly be given suitable assignments. Payment structure will depend upon the category of NRP assigned to a particular assignment.
6. NRPs shall be engaged for a maximum of 10 days per month subject to the needs and demands of NRLM –RC/ NMMU / SRLMs
7. NRPs will be oriented.
8. The offer of engagement is as per the NRP Policy on NIRDPR: <https://nirdpr.org.in/nrlm.aspx>
9. Age, experience and qualification will be reckoned as on the date of this notification i.e., **21.03.2025**. Clear quality attested photostats copies of all important certificates and documents must be uploaded along with the online application.
10. Candidates are advised to satisfy themselves before applying that they possess at least the minimum essential qualification laid down in the advertisement.
11. In case of large number of applications, the Institute may shortlist the candidates as may be necessary.
12. The Institute reserves the right to relax any of the requirements i.e. age, experience etc. in exceptional cases.
13. Canvassing in any form will be treated as disqualification.
14. No correspondence or telephonic enquiry will be entertained as regards short-listing, calling for interview, selection or engagement.
15. The empanelment process will be at NIRDPR, Rajendranagar, Hyderabad.
16. Date, time and venue of written test/interviews shall be communicated to shortlisted candidates only.
17. Only the shortlisted candidates will be called for written test/interview or both as applicable and no TA / DA will be given for attending the written test/Interview.
18. The prescribed qualifications and experience are minimum and the mere fact that a candidate possesses the same will not entitle him/her for being called for written test/Interview.

19. In case of any inadvertence in the process of empanelment which may be detected at any stage even after the issue of empanelment letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates.
20. In case of any dispute/ ambiguity that may occur in the process of empanelment, the decision of the Institute shall be final.
21. Candidates may regularly visit the website for further information/ updates, if any.
22. The final results shall be communicated to the empaneled candidates only.
23. Last date for submission of online application is **11.04.2025**.

Sd/-  
Assistant Director  
Administration (Section –I)