

Empanelment of State Resource Person (SRP):SRP _Knowledge Management and Communication

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 Post Graduation degree or diploma (Two Years) in Mass communication or Journalism or Mass Media or Advertising or Public relations diploma in Mass communication or Journalism or Mass Media or Advertising or Public relations or Master of Social Work (MSW) or Master of Business Administration (MBA) or Master of Business Management (MBM) or Master of Business Studies (MMS) or Post Graduation degree or diploma (Two Years) in Development Studies or Rural Development or Rural Management. Knowledge of Marathi and MS Office is essential.

Minimum 7 Years in Development Sector and 5 Years relevant experience in Handling social, media platform, Digital media, Conducting Entrepreneurship Development Programmes in Rural Development, Conducting Recruiting / Placement Activities in Rural Development Projects, Undertaking Research and Documentation in Rural Development Projects, Conducting Skill Development / Training as a part of Rural Projects / Schemes, Conducting Social Mobilisation Activities, Coordination with External Audit Teams in Finance Function, Developing effective data for Action, Budgeting of IT related expenditure in alignment with business plans for each financial year, Effecting Financial inclusion through Banks/ NBFCs /Government / NGOs/ MFIs, Establishing quantitative and qualitative M&E mechanism to measure key outputs, Implement and monitor financial policies, Information, Education and Communication (IEC) in Rural Development Projects, Institution Building among the poor in Rural Space, Documenting of Project Plans, Inherent Risk Factors etc as a part of Project Implementation, Knowledge Management in Rural, Development Projects, Livelihood Promotion Activities / Programmes - Farm Based, Livelihood Promotion Activities/Programmes - Off Farm Based, livelihoods in Rural Development sector, Marketing & Branding of products of SHG / Community Level Institution Products, - Designing/Implementation/Monitoring for Rural Development Projectsof Rural Development Projects, Periodical training of district staff on effective financial management, Plan, design and finalize hardware, operating systems, database, Planning of Policies and procedures, Preparation of yearly financial budget, Project Planning / Project Management in Rural Development, Training and development, Training Management & Capacity Building in Rural Projects, Working Rural Co-operative Programmes, Working with Government Organizations/NGOs in Rural Development space, Working with Micro Finance Institutions (MFIs), Identify the stakeholders with reference to vulnerable, socially excluded groups, Women, Differently-abled, SC/STs, minorities and other under privileged sections, Facilitate roll out of assessment study of current state of community levels institutions, Develop tools of Participatory Identification of Poor (PIP) with context to the local

scenario, Working with Non-Banking Financial Companies (NBFCs) working in Rural Development Space, Plan for specific jobs placement training programmes matching the demand –supply scenario, Plan and Conduct Job fairs at various levels, Social inclusion & institution building in rural development sector, Job placement & skill development in rural development, Dairy Management, Horticulture, Organic Farming, Sustainable Agricultural, Livestock, Non-Farm, Value Chain, Training, 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, Script writing etc.
- Experience and Expertise in handling social media, Digital media.

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: 05

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