



NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ
(An Organization of Ministry of Rural Development, Govt. of India)
Rajendranagar, Hyderabad - 500 030

NRLM Resource Cell, NIRD&PR needs the services of dynamic and experienced persons for empanelment as National Resource Persons – Farm Livelihoods(Sustainable Agriculture, Livestock, Non Timber Forest Produces (NTFP)&Value Chain Development) under NRLM.

Applications are invited from eligible candidates to support capacity building needs of various stakeholders across the country on various farm livelihoods interventions being taken up under NRLM. Last date for receipt of application is 09.10.2017.

For further details visit: www.nird.org.in.

Apply through online only: nrlmcellnirdhr@gmail.com

Sd/-

Director, NRLM RC

Empanelment of National Resource Persons (NRP) – Farm Livelihoods under DAY - NRLM

The Government of India is implementing DeendayalAntyodayaYojana-National Rural Livelihoods Mission (DAY-NRLM) since June 2011 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 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.

Under Farm Livelihoods interventions DAY-NRLM has focused on promoting Agro Ecological Practices, Livestock and NTFP based livelihoods. Besides, it has initiated Value Chain development interventions to promote market linkages through large size producer enterprises.

DAY-NRLM has taken up value chain development initiatives in various states in large scale and there is a strong need to develop capacity of state field functionaries as well as the community resource persons in various aspects of value chain development interventions specifically in agri/horti commodities and NTFP e.g. Value chain study and analysis, developing business models, promotion of sustainable producer enterprises etc.

DAY-NRLM has developed a clear capacity building strategy to build the capacity of all the stakeholders and as part of that has been using services of National Resource Persons with specific competencies and proven experiences in the areas of Agro ecological Practices, Livestock, NTFP and Value Chain Development. One of the major objectives of NRLM under its Farm Livelihoods promotion interventions is to ensure last mile delivery of extension services through a cadre of Community Resource Persons (CRP) in the above mentioned thematic areas. A national pool of resource persons having in depth understanding of training needs of the CRPs as well as with the experience in training tools design and development would be an important element of this strategy. NRPs would also be utilized for the following activities:

- Support NMMU in monitoring of MKSP project and undertake field visits

- Help state in preparation of MKSP proposal

- Documentation of livelihoods best practices

- Appraisal of Farm Livelihoods proposal received from state

- Providing implementation support to SRLMs

NRLM (RC), NIRD&PR has empanelled 371 Resource Persons at the National level including North Eastern states to support in various capacity building activities of NRLM and utilizing their knowledge, exposure, expertise and experience for NRLM process, trainings, preparation of modules, field visits, documentation of case studies and best practices and hand holding support to SRLMs on need based.

In view of the above, it has been decided to empanel a pool of National Resource Persons having relevant educational qualification and demonstrated experiences in the areas of Agro Ecological Practice/Sustainable Agriculture, Livestock, Value Chain Analysis, Agribusiness Management, Commodities (Pulses, Cereals, Fruits & Vegetables and NTFP), Producers' Enterprises etc. as given in the table below:

Agro-Ecological Practices / Sustainable Agriculture

| S. No. | Themes |
|--------|---|
| 1 | Livelihoods in Rural India, rain fed context |
| 2 | Adult Learning, group and Facilitation, women in agriculture |
| 3 | All about Seeds |
| 4 | Soil literacy and plant nutrient management |
| 5 | Weather literacy and water management |
| 6 | Pest management including non-pesticides measures |
| 7 | Harvesting, post-harvest, storage and marketing |
| 8 | Emerging SA practices (SRI, SWI, WADI, nutrition garden etc.) |

Livestock

| S. No. | Themes |
|--------|---|
| 1. | Vaccination |
| 2. | Neonatal care of small/ruminants |
| 3. | Primary healthcare |
| 4. | Fodder management/ Livestock management |
| 5. | Home-made feed/fodder fortification methods |
| 6. | Shed management and hygiene |
| 7. | Ethno-veterinary |
| 8. | Development of Pashusakhi |

Value Chain Development

| S. No. | Broad themes | Sub themes |
|--------|---|---|
| 1 | Commodity Value Chain Analysis | Identification of various chain actors and their relationship |
| | | Selecting and prioritizing value chains for promotion |
| | | Analyzing value chain technical capacities |
| | | Identification of potential markets |
| | | Formulating upgrading strategy the identified value chains |
| | | Tools for Value Chain Analysis (Porters, SWOT) |
| 2 | Agribusiness Management | Components of agribusiness management |
| | | Risks management |
| 3 | Marketing and business Strategy | Developing market linkages |
| 4 | Commodity Specialist (markets, value addition, quality) | Pulses |
| | | Cereals |
| | | Fruits and Vegetables |

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| | specification, key issues, opportunities etc) | Cashew and other plantation crops, spices |
| | | NTFP |
| 5 | Business Plan preparation | Business strategy and Business plan development process |
| | | Estimation of potential returns and risks |
| 6 | Producer Organizations | Formation of Producer Organizations (Producer's Groups, Producers Companies) |
| | | Book-keeping, maintenance of records of procurement, sales, patronage etc., monitoring |
| | | Implementation, monitoring and impact assessment |
| 7 | Finance, Costing, Accounting and Legal compliances | Fundamentals of Accounting, costing, financial management |
| | | Book-keeping, budgeting |
| | | Accounting tools |
| | | Producer Company - Legal procedures and requirements, formulation of by-laws |

Non Timber Forest Produce (NTFP)

| S. No. | Broad themes | Sub themes |
|--------|----------------------------|---|
| 1. | Lac | Host plant management, Brood management, scientific inoculation, pest management, harvesting, grading, sorting, primary processing, storage and marketing |
| 2. | Tasar | Host plant management, DFL, basics of grainage, rearing practices, sustainable cocoon harvesting techniques, storage of seed cocoon/cocoon, cocoon marketing, yarn production and marketing |
| 3. | Gums | Scientific methods of tapping, collection, gradation and sustainable harvesting, storage, marketing etc., |
| 4. | Medicinal plants and other | Identification, collection, cultivation, sustainable harvesting, primary processing, cleaning, drying, grading, sorting, storage and marketing (Myrobalan, Pungamia, Neem, Mohwa, Honey, Tamarind, Puwad seed, Sal seed etc.) |

Eligible Category

| S.No. | Category | Experience/eligibility |
|-------|------------------------|---|
| 1 | NRP Category A+ | 15+ years in a large size livelihood development project or in reputed industry at senior/middle management level, responsible for promotion of Agriculture and allied activities based livelihoods or managing commodity business in scale- sourcing, value addition, marketing etc. |
| | | Candidate should also have minimum 8 years of experience working in value chains of agriculture/NTFP commodities (in case of Value Chain experts). |
| | | For Value Chain Expert, candidate should be a Post-Graduate in Agri-business management/Rural Management/Rural Marketing |

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|---|---|--|
| | | or MBA in Marketing from a reputed university/institute |
| | | Candidate with UG/PG in Agriculture, Veterinary and allied sciences is desirable for resource persons in Sustainable Agriculture and Livestock. |
| 2 | NRP Category A | 10+ years in a large size livelihood development project or in reputed industry at middle management level, responsible for promotion of Agriculture and allied activities based livelihoods or managing commodity business in scale- sourcing, value addition, marketing etc. |
| | | Candidate should also have minimum 5 years of experience working in value chains of agriculture/NTFP commodities (in case of Value Chain experts). |
| | | For Value Chain Expert, should be a Post-Graduate in Agri-business management/Rural Management/Rural Marketing or <u>MBA in Marketing from a reputed university/institute</u> |
| | | Candidate with UG/PG in Agriculture, Veterinary and allied sciences is desirable for resource persons in Sustainable Agriculture and Livestock. |
| 3 | NRP Category B | 6+ years of experience in thematic livelihoods promotion, production, aggregation, marketing etc. |
| | | Experience in large scale programmes and schemes of Government or Corporate |
| | | UG in Ag Science, Animal Husbandry, Forestry, Rural Development/Rural Management would be preferred |
| 4 | NRP Category B (Finance, Costing, Legal) | 6+ years either in accounting functions in any commodity business, accounting firm or academics. |
| | | Should be a Post-Graduation in Agri-business management/Rural Management/Rural Marketing or MBA in Marketing, Finance/CA from a recognized university/institute |

Essential Criteria

- ❖ Bachelor or Master's Degree or equivalent in Science, Agriculture Science, Veterinary, Forestry, Horticulture, Agri. Engineering preferably from reputed institutions like IIMs, IITs, SLM, FMS, IRMA, IIFM, TISS, XISS, XIMB and top agri /vet universities etc.,
- ❖ Minimum 5 years relevant work experience with large scale poverty alleviation programs in various states and in case of resource persons for value chain relevant experience should be in large size producers' enterprises (PE) or in sector support organizations responsible for promoting such PEs.
- ❖ Good participatory training and facilitation skills with proven ability and experience in delivering trainings in Hindi/English, development of modules, manuals and kit etc.,
- ❖ Proven skills on going and mentoring trainers as well as field staff

- ❖ Excellent reading, writing and communication skills
- ❖ Having experience of designing participatory trainings and capacity building modules and materials in the areas notified
- ❖ Having a comprehensive understanding on NRLM processes and activities
- ❖ Willing to travel extensively across the states or the country even sometimes in short notice

The interested persons can send their latest updated resume / CV with options on above themes and interested states and area of expertise to nrlmcellnirdhr@gmail.com latest by 09.10.2017.

Empanelment would be followed as per the norms based on the qualifications, experience, expertise and mutual exploration. The resource fee to NRPs would be paid as per approved norms of NRLM.

Sd/-

Director, NRLM (RC)