

ANANDADHARA – DISTRICT OFFICE

DISTRICT MISSION MANAGEMENT UNIT & DISTRICT RURAL DEVELOPMENT CELL
NORTH 24-PARGANAS Z.P.(ANGANA BUILDING, 2ND FLOOR)
(Under the Administrative Control of Panchayat & Rural Development Deptt., Government of West Bengal)
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Memo no: 1539

/I-392 /2023-24/DRDC

Dated: 29/09/2023.

Advertisement Notification for engagement of Contractual Community Resource Persons- Enterprise Promotion (CRP-EP) for providing support to Micro enterprise Development (MED) Program under NRLM of the North 24 Parganas District - Habra-II Development Block

Applications are invited from women SHG members (NRLM fold) under Habra-II Block for Micro enterprise Development (MED) Program under NRLM for the deployment of 8 No. of Community Resource Persons- Enterprise Promotion (CRP-EP) on daily wage basis initially for the period of 1 (one) year under **Habra-II Development Block**.

Sl No	Name of the GP	No of CRP-EP to be identified
1.	Guma-I	1
2.	Guma - II	1
3.	Rajibpur Bira	1
4.	Srikrishnapur	1
5.	Dighra Malikberia	1
6.	Bhurkunda	1
7.	Beraberi	1
8.	Banspole	1
	Total	8 CRP-EP to be Identified

A. Criteria for identification of candidates for CRP-EPs : —

- Capable of communicating in the local dialect.
- Minimum educational qualification graduate in any subject (Preferably Commerce background)
- Should have an aptitude for mathematics and business understanding.
- Willing to work at least 15 days a month.
- Resident of concerned MED Block (Minimum residing period in Block is 2 years.)
- Willing to work in any GP under MED Block and other MED Block of the District.
- Basic computer and Smart Phone operation Skills. (Preferable)

B. Criteria (in order of priority)

- Candidates must have prior experience of owning or working in an enterprise
- If the 1st condition is not full filled then existing community cadre of CBO Leaders must be given preference.
- If the above two conditions are not fulfilled, then candidates in age group of 25-45 must be considered. The age limit will be calculated as on 01/10/2023.
- All the Candidates must be women and member of SHG under NRLM fold.**

C. Indicative Roles and Responsibilities of CRP-EPs (Subject to change according to guideline modification):

I. Interaction with Sangha

- Prioritization of enterprises for providing supports
- Preliminary analysis of business potentiality and credit linkage status of a SHG or entrepreneur to whom MED support would be extended
- Feedbacks sharing about SHGs and entrepreneurs those have been provided support under MED
- Community Enterprise Fund loan repayment status sharing
- Training on MED activities, Non-farm activities
- Knowledge sharing on market linkage
- Making weekly plan of action and regular reporting on target achievement

II. Interaction with Upasangha & SHG

- Handholding of Upasanghas on MED activities
- Handholding of Upasanghas on monitoring of entrepreneurs supported under MED
- Knowledge sharing regarding available Govt. schemes for growth of enterprises
- Feedbacks sharing with SHGs and entrepreneurs those have been provided support under MED
- Community Enterprise Fund loan repayment status sharing

III. Interaction with entrepreneur

- Business ideation and conceptualization with entrepreneurs
- Handholding support to initiate / grow business
- Facilitating viability assessment and preparing business plans (specifying loan requirement, repayment duration, and repayment schedule)
- Entrepreneurship training
- Market and business linkages
- Ensure necessary regulatory compliances such as Udyog Aadhar, FSSAI, PAN, GST etc.
- Linkages with schemes of other Departments
- Ensure maintenance of financial books of records and tracking business performance against benchmarks
- Ensure enterprises follow governance protocols (particularly for group enterprises) for transparency and smooth operations.
- Facilitating insurance for the entrepreneur

9) Mode of Selection

Selection of candidate will be made on the basis of the written test followed by personal interview.

Incomplete applications are liable to be rejected.

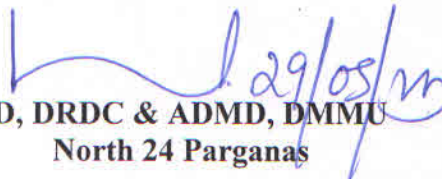
Applications on prescribed format duly supported by self attested copies of testimonials [Age Proof, Aadhaar Card, Residence certificate from local panchayet, Mark sheet of Graduation, Certificate of computer course, certificate from Sangha Samabay mentioning the (i) SHG detail of the candidate (with SHG code , Name of SHG, member since which date)] should be submitted as per the following details :-

Name of the Block the candidates resides at and applied for	Name and Address of the Block for submission of Hard Copies of application with self attested testimonials	Email id for sending the soft copy of the application through email in PDF format
Habra-II Development Block	Office of the Block Development Officer Habra-II Development Block Vill: Borobamunia Po: Guma, PS:Ashoknagar Dist: North 24 parganas Pin: 743704	bdohabra2@gmail.com

Completed applications may also be e-mailed on the above mentioned e-Mail id of the Block. The call letters may also be sent through email. Hence, the candidates are particularly requested to provide correct email id in their application.

F. Last Date of submission of application : - On and from 4/10/2023 to 12/10/2023 up to 4.00 PM and 13/10/2023 up to 03:00 P.M.

Applications received after the last date will not be accepted.


PD, DRDC & ADMD, DMMU
North 24 Parganas