

**Application Format for selection of BDSP (Business Development Service Provider)
for OSF in NRETP Blocks.**

1. Name (In Block Letters)-
2. Father/ Husband's Name-
3. Date of Birth -
4. Age -
5. Name of the Gram Panchayat applied for
(One Person can apply only for one gram panchayat of the respective Block where she stays)-
6. Residential Address -
7. Mobile No-
8. Educational Qualification-
9. E-Mail Id (if any)-
10. Work Experience (If Any)-
11. Basic Computer & Smart Phone Operation Skills- Yes/ No (Please Tick √)
12. Prior Experience of owning or working in an enterprise- Yes/ No (Please Tick √)
13. Whether existing Community Cadre or CBO Leader- Yes/ No (Please Tick √)
14. Name of the SHG and SHG Code(As per NRLM Portal):
15. Does the SHG to which the applicant belong has a bank linkage for at least 3 times- Yes/ No (Please Tick √)

Paste a recent
passport size
colour photograph
here

DECLARATION

I do hereby declare that all the information given above is true to the best of my knowledge and belief and if found incorrect or false in respect of any information, the authority can take legal action against me.

Place:

Date-

Signature of the candidate

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)
K.N.C. Road, Barasat, Kolkata-700124.
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Memo No: 24/1/264/2021-22

Dated: 13/1/22

Advertisement Notification for engagement of Contractual Business Development Service Providers (BDSP) for providing support to One Stop Facility (OSF) Centre activity in NRETP Blocks of the North 24 Parganas District - Amdanga and Habra-I Development Block

Applications in prescribed format are invited from the eligible candidates for Contractual Business Development Service Providers for engagement in the Gram Panchayats of NRETP Blocks- Amdanga and Habra-I Block

The details including eligibility/remuneration etc. are given below:

Name of the Position: Business Development Service Providers (BDSP)

- 1) **Engaging Authority:** West Bengal State Rural Livelihoods Mission (State Mission Management Unit).
- 2) **Number:** One BDSP per Gram Panchayat.

| Details of GP in 2 OSF Blocks | | | | |
|-------------------------------|---------|------------|---------|----------------|
| Sl No. | Block | GP | Block | GP |
| 1 | Amdanga | Bodai | Habra I | Rautara |
| 2 | Amdanga | Amdanga | Habra I | Maslandapur-II |
| 3 | Amdanga | Sadhanpur | Habra I | Maslandapur-I |
| 4 | Amdanga | Adhata | Habra I | Bergoom-II |
| 5 | Amdanga | Beraberia | Habra I | Kumra |
| 6 | Amdanga | Teraberia | Habra I | Bergoom-I |
| 7 | Amdanga | Chandigarh | Habra I | Prithiba |
| 8 | Amdanga | Maricha | | |

- 3) **Age:** Minimum 25 years and maximum 45 years as on 1st January, 2022.
- 4) **Qualification-** Graduation in any discipline (Preferably Commerce background)
- 5) **Criteria for identification for BDSPs:**
 1. Capable of communicating in local dialect
 2. Minimum Educational Qualification: Graduation in any subject (Preferably Commerce Background)
 3. Should have an aptitude for Mathematics and business understanding.
 4. Willing to work for 15 days a month outside her village
 5. Resident of concerned NRETP Block (Minimum residing period in block is 2 years)
 6. Basic computer and Smart phone operation skills (preferable).
- 6) **Criteria (in order of priority):**
 1. Candidates must have prior experience of owning or working in an enterprise.
 2. If the first condition is not fulfilled, then existing community cadre or CBO leaders must be given preference
 3. If the above two conditions are not fulfilled, then candidates in age group of 25-45 will be considered.
 4. All the candidates must be women and member of SHG under NRLM fold, and this SHG must have bank linkage for at least 3 times.
- 7) **Remuneration:** Following the WBSRLM circular no. 56- WBSRLM/Prog/ 6P-129/2014 dated 20.01.2015,

Adi. District In-charge Director NRLM
Project Director
DRD Cell, North 24 P.S., Zilla Parishad
Barasat

per day resource fee and of BDSPs would be at per the resource fee of Expert SHG members or Federation leaders or resource person developed by districts as specialists in specific key areas i.e. Rs. 300/- only per day and actual travel expenses would be provided following the existing policy of reimbursement of travelling expenses for the category mentioned here. The OSF-MC would make the payment of resource fees and TE ((reimbursement) to BDSPs.

8) **Indicative Roles & Responsibilities:**

A. Interaction with Sangha

1. Prioritization of enterprises for providing supports
2. Preliminary analysis of business potentiality and credit linkage status of a SHG or entrepreneur to whom OSF support would be extended
3. Feedbacks sharing about SHGs and entrepreneurs those have been provided support under OSF
4. CEF loan repayment status sharing
5. Training on OSF activities, Non-farm activities
6. Knowledge sharing on market linkage
7. Making weekly plan of action and regular reporting on target achievement

B. Interaction with Upasangha & SHG

1. Handholding of Upasanghas on OSF activities
2. Handholding of Upasanghas on monitoring of entrepreneurs supported under OSF
3. Knowledge sharing regarding available Govt. schemes for growth of enterprises
4. Feedbacks sharing with SHGs and entrepreneurs those have been provided support under OSF
5. CEF loan repayment status sharing

C. Interaction with entrepreneur

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

D. Reporting to OSF-MC/ Mentors/ Block Nodal Officer/ BTC-EP

1. Reporting to OSF-MC regarding weekly target achievement and action plan for next week
2. Discussion with mentors regarding case wise viability assessment and preparation of business plans
3. Communication of gaps identified at entrepreneur level for addressing the same through mentors
4. Assisting Block Nodal officer in preparation of appraisal note of business proposals which would be appraised by OSF-MC
5. Any other activity as instructed by OSF-MC/ Mentors/ Block Nodal Office/ BTC-EP

E. Documentation activity

1. Preparation of documents related to OSF-MC activities
2. Preparation of documents required to submit by entrepreneurs for obtaining services of OSF.

9) Mode of Selection

Selection of candidate will be made on the basis of the written test followed by personal interview (may be conducted through online mode).

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) and (ii) the candidate has 3 times Bank linkage,] 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 |
|---|---|---|
| Amdanga Development Block | To The Block Development Officer Amdanga Development Block Vill-Rafipur, P.O- Arkhali Amdanga, P.S- Amdanga, Dist- North 24 Pgs, Pin- 743221 | amdanga@gmail.com |
| Habra – I Development Block | To The Block Development Officer Habra-I Development Block Prafulla Nagar, Habra, Pin- 743268 | bdohabra1@gmail.com |

Completed applications may also be e-mailed on the above mentioned e-Mail id of the Block. In view of the recent pandemic situation call letters will be sent by email only. Hence, the candidates are particularly requested to provide correct email id in their application.

Last date of receiving applications is 16.02.2022 (up to 5:00 P.M) .

Applications received after the last date will not be accepted.


Additional District Mission Director
DMMU, North 24 Parganas
& Project Director
DRD Cell, North 24 Parganas, Zilla Parishad