

**Indicative Profiles and Skill Set required for the professionals to be deployed in
UPSRLM**

(All positions mentioned below would be on the rolls of the service provider engaged by UPSRLM)

S. N o	Position & Salary Range	Eligibility Criteria
1	<p>State Mission Manager-Micro Finance & Financial Inclusion</p> <p>RS 75,000-100,000 per month</p>	<p>Educational Qualification- Post Graduate Degree in Business Management/Business Administration /Rural Development/ Rural Management/Social Sciences /Economics /Agriculture /Sociology/Social Work and allied disciplines/development studies from recognized university/institute OR 02 years PG Diploma in above disciplines from recognized university/institute with at least 55% minimum marks or equivalent grade. Preferred to specialized in Finance from recognized university/institute.</p> <p>Work Experience- Should have at least 07 years of <u>relevant post qualification work experience</u> in and understanding to assist the thematic in delivering the required task including handholding support to District and block unit in the field of Micro finance, micro credit, SHG's bank linkages and rural finance, financial inclusion, financial literacy of which 3 years should be in middle management at state / National Level.</p>
2	<p>Mission Manager – Micro Finance</p> <p>RS 45,000-75,000 per month</p>	<p>Educational Qualification- Post Graduate Degree in Business Management/Business Administration /Rural Development/ Rural Management/Social Sciences /Economics /Agriculture /Sociology/Social Work and allied disciplines/development studies from recognized university/institute OR 02 years PG Diploma in above disciplines from recognized university/institute with at least 55% minimum marks or equivalent grade.</p> <p>Work Experience- Should have at least 05 years of <u>relevant post qualification work experience</u> in the field of Micro finance, micro credit, SHG's bank linkages and rural finance programs, of at the state/ national of which at least 02 years should be at middle management level.</p>
3	<p>Mission Manager – Human Resource</p> <p>RS 45,000-75,000 per month</p>	<p>Educational Qualification- Post graduate Degree in HR Management/ MBA HR / or 2 years PD Diploma in above disciplines from recognized university/institute with at least 55% minimum marks or equivalent grade. Preferred to specialized in Human Resource Management from recognized university/institute.</p> <p>Work Experience-Should have at least 05 years of <u>relevant post qualification work experience</u> in Human Resource and good understanding in the field of developing professionals ,Human Resource system, strategic human resource for the community driven development projects/programs in national , international scenario. The developing and maintenance of HR Policies, process, system, recruitment, performance management, retention, Statuary compliances and the incumbent should have experience on developing system at state/national level of which 2 years should be in middle management level social/community development sector.</p>
4	<p>Mission Manager – Admin & FM</p> <p>RS 45,000-75,000 per month</p>	<p>Educational Qualification- MBA in Finance/CA/ICWA from recognized university/institute/or Post Graduate Diploma in above discipline from recognized university/institute with at least 55% minimum marks or equivalent grade.</p> <p>Work Experience-Should have at least 05 years of <u>relevant post qualification work experience</u> in Finance and Administration in a large scale programme / Organization. Should have experience in taxation and other statutory formalities of government/and other international agencies, experience in working of a world bank funded Mission at the state/national level of which at least 2 years should be at District/ State/ National level.</p>

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5	Mission Manager – Farm Livelihood RS 45,000-75,000 per month	Educational Qualification- Post Graduate Degree or Diploma in Rural development, Agriculture, Social work, Management, Business administration in above discipline from recognized university /institute/ from recognized university/institute with at least 55% minimum marks or equivalent grade. Work Experience- Should have at least 05 years of <u>relevant post qualification work experience</u> and understanding in the field of Livelihood (Farm, off farm and on farm) working in poverty reduction programs, worked directly with livelihood collectives or organization promoting livelihood collective, experience in promoting enterprises, forward and backward linkages. Candidate with minimum 2 years in a private sector organization managing a strategic business unit (SBU)/ Livelihood promotion in the farm livelihood sector would be preferred.
6	Mission Manager – Research & Studies RS 45,000-75,000 per month	Educational Qualification- Post graduate degree or diploma in Rural development/Social work/ Economics/ Mathematics/ Statistics/ Management /Business administration and allied disciplines /development studies from recognized university /institute/with at least 55% minimum marks or equivalent grade Or B. Tech in Computer Sciences from recognized university/institute/with at least 60% minimum marks or equivalent grade Work Experience- Should have Post graduate degree along with at least post qualification 05 to 07 years of relevant work experience and descent understanding of monitoring, evaluation, learning and strong acumen in development sector specially in SHG's and institution development and have strong knowledge of IT based Research tools and techniques viz. SPSS, Excel of program learning at state/national level of which 2 years should be in middle management level.
7	Mission Executive – Monitoring & Evolution RS 30,000 - 45,000 per month	Educational Qualification- At least post graduate degree or diploma in Rural development/ Social work /Economics /Mathematics /Statistics/Management/Business administration and allied disciplines/development studies from recognized university/institute/with at least 55% minimum marks or equivalent grade Or B. Tech in Computer Sciences from recognized university/institute/with at least 60% minimum marks or equivalent grade Work Experience- Should have at least 03 to 04 years of relevant post qualification work experience and understanding in the field of monitoring, evaluation, learning and strong acumen in development sector specially in SHG's and institution development and have strong knowledge of IT based monitoring tools and system viz. SPSS, Excel etc.
8	Senior Technical Expert/ SPM Value chain and forward linkage RS 75,000-100,000 per month	Educational Qualification- Should be a Post Graduate in Agri-business management / Rural Management / Rural Marketing or MBA in Marketing from a reputed university/institute. Candidate with UG/PG in agriculture or veterinary science is desirable. Work Experience- Should have an experience of minimum 7 years in handling value chain development/ market linkage for agriculture produce. She/he should have experience of procurement and marketing of specific agri commodity in large scale. Candidates with experience in managing agriculture commodity supply chain in companies engaged in agri-business, P&L handling experience in a corporate environment would be preferred. Should experience in developing and managing partnerships in market side, supply side, better technologies. Knowledge of supply chain management, designing procurement operations, project management is required
9	Senior Technical Expert/ SPM Enterprise Promotion	Educational Qualification- MBA in Finance/Rural Management/Marketing/supply chain management from an institution of repute or CA or ICWA. Work Experience-

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	<p>RS 75,000-100,000 per month</p>	<p>At least 7 years of experience of working in non-farm livelihoods sector like micro-enterprises development, Collectives and Producer Companies or in the private sector in a business leadership /management role Experience of providing business advisory services, developing forward and backward linkages for businesses in the non-farm livelihoods sector. Experience of managing /starting business and managing them for growth and profitability will be given preference Demonstrable experience of project management and team management ensuring the delivery of high-quality program. Skill of managing a business, preparing business plans, evaluating financial viability and business plans, are key skills that are critical for this role.</p>
10	<p>Senior Technical Expert/ SPM Digital Finance</p> <p>RS 75,000-100,000 per month</p>	<p>Educational Qualification- Post Graduate degree or diploma (equivalent) preferably in Rural Development Management, Master in Social work, Financial Management</p> <p>Work Experience- Minimum 07 years of relevant experience in related sector with experience of design, planning and working in large scale projects of government/non-government organisation at state/national Level. Have experience in strengthening of Digital Finance Initiatives. Should have knowledge of programme, systems and data and fund management activities in the state. Should have worked with Corporate BC and Banks for data sharing for monitoring of Digital Finance initiatives. Should have experience in support in the identification of cadre and their trainings and deployment.</p>
11	<p>Technical Expert/ PM Forward Linkage</p> <p>RS 45,000-75,000 per month</p>	<p>Educational qualification- Should be a Post Graduate in Agri-business management / Rural Management / Rural Marketing or MBA in Marketing from a reputed university/institute. Candidate with UG/PG in agriculture or veterinary science is desirable.</p> <p>Work Experience- Should have an experience of minimum 5 years in which 3 years of handling value chain development/ market linkage for agriculture produce. She/he should have experience of procurement and marketing of specific agri-commodity in large scale Candidate with experience in managing agriculture commodity supply chain in companies engaged in agribusiness, P&L handling experience in a corporate environment would be preferred. Candidate with experience in enterprise promotion, business advisory services, forward and backward linkages for large agriculture based businesses would be given priority. Experience of starting a business / vertical within a corporate environment would be preferred.</p>
12	<p>Technical Expert/ PM Organic Village Cluster</p> <p>RS 45,000-75,000 per month</p>	<p>Educational qualification- Candidate should be a Post-Graduate in Agriculture / Agri-business management/Rural Management/ Rural Marketing / social sciences from a reputed university/institute</p> <p>Work Experience- 5+ years in a large livelihood development project or in reputed industry at middle management level, responsible for promotion of organic agriculture practices and allied activities based livelihoods or managing commodity business in scale, certification, sourcing , value addition, marketing etc. Should have minimum 3 years of experience working in any part of the value chains of organic produce. Should have handled procurement / marketing / supply chain for organic agricultural produce. Experience of roll-out of PGS or Third party certification with at least 500 farmers.</p>
13	<p>Technical Expert/ PM Enterprise Promotion</p> <p>RS 45,000-</p>	<p>Educational qualification- MBA in Finance/Rural Management/Marketing from an institution of repute or CA or ICWA</p> <p>Work Experience- Minimum of 5 years of experience working on sales/marketing support to clusters/micro and small enterprises. Preference will be provided to candidates with experience in private sector. Experience of working in teams and</p>

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	75,000 month	per	managing relationships with all stakeholders. Strong in numeracy, analytical, and business skills. Good team player with strong ability to work in teams and with people with no direct reporting relationships.
14	Young Professional/ Project Executive-Farm Livelihood	RS 25,000-40,000 month	Educational qualification- Post Graduate degree or diploma preferably in Rural Development/Rural Management, Master in Social work Work Experience- 1+ year experience in rural development in farm based value chain. Able to Analyze value chain competitiveness, and business plans for Producer Enterprises and Producer Groups, Maintain information regarding produce of the SHG members, markets (prices and trends), and commodity-wise details. Experience of Identifying institutional buyers / local buyers, conducting buyer seller meets, collection of information / data for development of new proposals in value chain development.
15	Young Professional/ Project Executive -Non Farm	RS 25,000-40,000 month	Educational qualification- Post Graduate degree or diploma preferably in Rural Development/Rural Management, Master in Social work Work Experience- 1+ year experience in rural development in non farm livelihood promotion. Ability to ensure provision of Business Support Services to entrepreneurs. Can create various data sets of enterprise and entrepreneurs. Experience to Identify new business opportunities and markets for setting up enterprises and able to Provide handholding and business management support to the clusters /incubated enterprises being supported in the block.
16	Young Professional / Project Executive-Social Management Framework & Gender	RS 25,000-40,000 month	Educational qualification- Post Graduate degree or diploma preferably in Rural Development/Rural Management, Master in Social work Work Experience- 1+ year experience in gender / rural development / social development issues. Experience of development and main streaming of Social Management Framework and gender operational strategy, policies, protocols, guidelines AAP and budget etc. Experience in development and coordination with resource persons at state district, block level. Experience in rolling out of institutional mechanisms for implementation capacity building and monitoring of Gender and SMF interventions. Knowledge of preparation & submission of progress reports, Case Studies and any other reports required by management.
17	Young Professional / Project Executive-Capacity Building of Community Institution	RS 25,000-40,000 month	Educational qualification- Post Graduate degree or diploma preferably in Rural Development/Rural Management, Master in Social work Work Experience- 1+ year experience in rural development. Understanding of capacity Building programs of SHGs and their institution. Experience in developing protocols, modules etc., for development of Community, Managed Training centers. Experience in coordination with pool of community master trainers and resource persons at state/district/block level. Knowledge of MIS data collection and analysis and reviewing the performance of Community Managed Training centre's.
1	District Mission Manager -SM & CB	RS 45,000-75,000 month	Educational qualification- Post Graduate Degree in Business Management/ Rural Development/ Rural Management/ Social Sciences /Economics /Sociology/ Anthropology/Social Work / OR 2 years PG Diploma in above disciplines. Work Experience- Should have of at least 03 years of <u>relevant post qualification work experience</u> in Social Mobilization - promotion of SHGs & their institutions, Training and Capacity Building, Gender Activities in large scale rural poverty reduction programs, of which at least 01 year should be at the Block Level or above.

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2	District Mission Manager-Micro Finance & Financial Inclusion RS 45,000-75,000 per month	Educational qualification- Post Graduate Degree in Business Management/ Rural Development/ Rural Management/ Social Work/ Sociology/ Economics/Commerce OR 2 years PG Diploma in above disciplines. Work Experience- Should have of at least 03 years of <u>relevant post qualification work experience</u> in Micro finance Sector / banking sector in large scale rural poverty reduction programs , of which at least 01 year should be at the Block Level or above.
3	District Mission Manager – Livelihood RS 45,000-75,000 per month	Educational qualification- Post Graduate Degree in Business Management/ Rural Development/ Rural Management/Social Work/Sociology/ Economics/Agriculture and Allied/ Veterinary Science OR 2 years PG Diploma in above disciplines. Work Experience- Should have of at least 03 years of <u>relevant post qualification work experience</u> in livelihood promotion in large-scale rural poverty reduction programs in promoting On-Farm/ Non-Farm interventions in agriculture, dairy, enterprise promotion With farmers/ groups/FPO, of which at least 01 year should be at the Block Level or above.
4	Districts Mission Manager-MIS &M&E RS 45,000-75,000 per month	Educational qualification- MCA/BE/ B Tech (Computer Science/ IT/M.Sc-C.S.) /MBA/MSW OR Post Graduate Degree Rural Management/ Rural Development, Business Management OR 2 years PG Diploma in the above disciplines. Work Experience- Should have of at least 03 years of <u>relevant post qualification work experience</u> in operation of MIS software in large scale poverty reduction program, including experience in database management at least 01 year should be at the Block Level or above.
5	District Mission Manager-Non Farm Livelihood RS 45,000-75,000 per month	Educational qualification- Post graduate Degree in business administration with specialization in marketing/ International Business/ IT/ Hospitality/ Economics/Commerce/ Sociology/ Social Work /Rural Development/ Rural Management OR 2 years PG Diploma in above disciplines. Work Experience- Should have of at least 03 years of <u>relevant post qualification work experience</u> in planning and organizing market oriented training for employment for women and youth, including in rural communities, of which at least 01 year should be at the Block Level or above.
6	District Mission Manager-Social Inclusion & Social Development RS 45,000-75,000 per month	Educational qualification- Post graduate Degree in business management/Rural development/Rural Management/Social work OR 2 years PG Diploma in above disciplines Work Experience- Should have of at least 03 years of <u>relevant post qualification work experience</u> in implementing Social Development initiatives and convergence with government programs, Should have experience of working with government programs focusing on the vulnerable groups and process of convergence with main stream institutions of which at least 1 year should be at the block level or above.
7	Account Assistant RS 30,000-50,000 per month	Educational qualification- MBA (Finance) / CA (Inter)/CS(Inter)/M.Com from recognized university/institute/or PG Diploma in above discipline from recognized university/institute. Work Experience- Should have of at least 03 years of <u>relevant post qualification work experience</u> in the field of Accounting and Finance in large development Mission, of which at least 01 year should be at the Block Level or above.
1	Block Mission Manager RS 25,000 -45,000	Educational Qualification- Post Graduate Degree in Management/ Rural Development/ Rural Management/ Social Work/ Agri & Allied / Veterinary Science/ Dairy/Agro-Economics/Sociology/ Economics/from recognized university Work Experience- Should have minimum of 01 year of <u>relevant post qualification work experience</u> in implementing Social/

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	per month	Community Development programmes, livelihood, SHGs programs. Should have experience in handling large and multi disciplinary team with demonstrated leadership skills.
2	Block Mission Manager-Social mobilization and capacity building RS 25,000 -45,000 per month	Educational qualification -Post Graduate Degree in Business Management/ Rural Development/ Rural Management/ Social Sciences /Economics/Sociology/ Anthropology/ Social Work/ OR 2 years PG Diploma in above disciplines. Work Experience -Should have minimum of 01 year of <u>relevant post qualification work experience</u> in Social Mobilization, promoting SHGs and other community institutions, Training and Capacity Building, Gender Activities in any large scale rural poverty reduction program.
3	Block Mission Manager-Micro Finance & Financial Inclusion RS 25,000 - 45,000 per month	Educational qualification -Post Graduate Degree in Business Management/ Rural Development/ Rural Management/ Social Work/ Sociology/Economics/ Commerce OR 2 years PG Diploma in above disciplines. Work Experience -Should have minimum of 01 year of <u>relevant post qualification work experience</u> in bank linkages of community institutions like SHGs, and other financial inclusion initiatives in any rural poverty reduction program.
4	Block Mission Manager-Livelihood RS 25,000 - 45,000 per month	Educational qualification - Post Graduate Degree in Business Management/ Rural Development/ Rural Management/Social Work/Commerce/ Sociology/ Economics/ Agriculture and Allied/ Veterinary Science OR 2 years PG Diploma in above disciplines. Work Experience -Should have minimum of 01 year of <u>relevant post qualification work experience</u> in livelihood promotion in large-scale rural poverty reduction programs, implementing On-Farm/ Off-Farm interventions in agriculture, dairy, enterprise promotion with farmers/ groups/FPO/Non Government reputed agencies.
5	Block Mission Manager-Monitoring & Evaluation, MIS RS 25,000 -45,000 per month	Educational qualification - MCA/BE/ B Tech (Computer Science/ IT/M.Sc-C.S.) /MBA/MSW OR Post Graduate Degree Rural Management / Rural Development, Business Management OR 2 years PG Diploma in the above disciplines. Work Experience -Should have minimum of 01 year of <u>relevant post qualification work experience</u> in operation of MIS software and experience in database management in poverty reduction/eradication program.
6	Block Mission Manager-Non Farm Livelihood RS 25,000 - 45,000 per month	Educational qualification - Post graduate Degree in business administration with specialization in marketing/Enterpreunship/ Human Resource / International Business / IT/ Hospitality /Economics /Commerce/ Sociology/ Social Work /Rural Development/ Rural Management / Agriculture and Allied or 2 years PG Diploma in above disciplines Work Experience -Should have minimum of 01 year of <u>relevant post qualification work experience</u> in planning and organizing market oriented training for employment for women and youth, including in rural communities.
7	Block Mission Manager - Social Inclusion and Social Development RS 25,000 - 45,000 per month	Educational qualification -Post Graduate Degree in Business Management/ Rural Development/ Rural Management/ Social Work/ /Economics/ Sociology/ OR 2 years PG Diploma in above disciplines. Work Experience -Should have minimum of 01 year of <u>relevant post qualification work experience</u> in implementing, Social Development initiatives and convergence with government programs. Should have experience of working with government programs focusing on the vulnerable groups and process of convergence with mainstream institutions.
8	Cluster coordinator - Organic Farming	Educational qualification - Diploma in agriculture from a AICTE recognized institute or UG (4 years course) in Agri Science, Forestry Work Experience - Should1+ years in a livelihood development

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	RS 20,000 - 25,000 per month	project responsible for promotion of organic production systems and allied activities based livelihoods. Experience of roll-out of PGS or Third party certification required. Experience of working with community and community mobilization for livelihoods interventions Experience in executing training and capacity building programs at the field level with community resource persons and community.
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Age Limit

- For State level position maximum age limit is 55 years as on the date of issue of advertisement
- For District and Block level positions, the maximum age limit is 40 years as on the date of issue of advertisement
- Age relaxation is applicable as per Uttar Pradesh State Government Reservation Policy

Computer skill:

- For all the positions candidate should be well aware with MS-office.

Languages:

- Candidate should have good knowledge of English and Hindi Language.

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