

**ANANDADHARA-DISTRICT OFFICE**  
**DISTRICT MISSION MANAGEMENT UNIT&DISTRICT RURAL DEVELOPMENT**  
**CELL**

Nadia Zilla Parishad; Krishnagar; Nadia; WB-741101. Ph.No.-03472-253079, E-Mail:  
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## NOTICE

Applications are invited from Women SHG Members (NRLM fold) under Ranaghat-I Development Block for implementation of Micro Enterprise Development (MED) Programme under NRLM for the deployment of Ten (10) nos. of Community Resource Persons- Enterprise Promotion (CRP-EP) on daily resource fee basis initially for the period of 1 (one) year under. **Mahasangha of Ranaghat-I Development Block, Nadia.**

**A. Eligibility Criteria for selection & deployment of CRP-EPs: —**

- a. Capable of communicating in the local dialect.
- b. **All the Candidates must be Women and Member of SHG under NRLM fold.**
- c. Minimum Educational Qualification is Graduation in any discipline (Preferably Commerce Background)
- d. Should have an aptitude for mathematics and business understanding.
- e. Willing to work for minimum 15 days per month outside her village.
- f. Resident of Ranaghat-I Development Block (Minimum residing period in block is 2 years.)
- g. Willing to work in any GP under Ranaghat-I Development Block of Nadia District.
- h. Basic Computer and Smart Phone operation Skills. For computer knowledge, the candidate should have completed Basic Computer Course from any reputed institute. (preferable)
- i. Between 25-45 years of age (Born between 01/01/1980 to 01/01/2000, both inclusive)
- j. Preference will be given to candidates having prior experience of owning or working in an enterprise or from existing community cadre or CBO leaders.
- k. The selected candidates must not continue as an Office Bearer or Community Cadre/ Employee of Upa-Sangha / Sangha Samabays.
- l. The selected candidates must not continue to render service as on ICDS Worker or as an ASHA Worker or as a full-time employee or any Government Organization/ NRO/ PRI.
- m. The selected candidates must not continue to act as an Office Bearer of PRI.

**B. Roles and Responsibilities of CRP-EPs: —**

**I) Interaction with Sangha Samabays**

- a. Prioritization of enterprises for providing support.
- b. Preliminary analysis of business potentiality and credit linkage status of a SHG or entrepreneur to whom MED support would be extended.
- c. Feedback sharing about SHGs and entrepreneurs those have been provided support under MED.
- d. Community Enterprise Fund (CEF) Loan repayment status sharing.
- e. Training on MED Activities and Non-Farm Activities.
- f. Knowledge sharing on Market Linkage.
- g. Making weekly plan of action and regular reporting on target vs. achievement.

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**II) Interaction with Upa-Sangha & SHGs**

- a. Handholding of Upa-Sanghas on MED Activities.
- b. Handholding of Upa-Sanghas on monitoring of entrepreneurs supported under MED.
- c. Knowledge sharing regarding available Govt. Schemes for growth of enterprises.
- d. Feedback sharing with SHGs and entrepreneurs who have been provided support under MED.
- e. Community Enterprise Fund (CEF) Loan repayment status sharing.

**III) Interaction with Entrepreneur**

- a. Business ideation and conceptualization of growth.
- b. Handholding support to initiate / grow business.
- c. Conducting viability assessment and preparing business plans for growth. (Specifying loan requirement, repayment duration and repayment schedule).
- d. Facilitating setting-up, running and growing an enterprise.
- e. Entrepreneur training.
- f. Market and Business linkages.
- g. Ensure necessary regulatory compliances such as Udyog Aadhar, FSSAI, PAN, GST etc,
- h. Linkages with schemes of other Ministries and Departments.
- i. Ensure maintenance of financial books of records and tracking business performance against benchmarks.
- j. Ensure enterprises follow governance protocols (particularly for group enterprises) for transparency and smooth operations.
- k. Facilitating insurance for the entrepreneur.

**C. Training of CRP-EP Cadre:** -The CRP-EPs will undergo complete/partial training programme prior to commencing work in the field; only those CRP-EPs who will obtain Certificate of completion from the training agency will be allowed to work under Mahasangha. **Final deployment of CRP-EPs will be done by Mahasangha of Ranaghat-I Development Block.**

**D. Payment Structure:** - Regarding payment procedure in connection with CRP-EP, following the WBSRLM circular no. 56- WBSRLM/Prog/ 6P-129/2014 dated 20.01.2015, per day resource fee of CRP-EPs would be as 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/- (maximum following the work plan) 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 Mahasangha would make the payment of resource fees and TE (reimbursement) to CRP-EPs.

**E. Submission of Application:** — The Candidates will submit their Application Form (duly filled-up) at the following address:

**Ranaghat-I Development Block,**  
**Habibpur, Near Habibpur ISCON Mandir**

**F. Last Date of submission of application:** - On and from 04-02-2025 to 12-02-2025 during 11.00 A.M. to 04:00 P.M. on Working Days. All the applications shall be submitted by hand only to the above

address. Registered Post / Speed Post, Courier / other mode of submission (like ordinary post) will not be entertained.

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**G. Selection Procedure: -**

**Step-I: -**

Written Examination - Total Marks-40, Duration of Exam- 60 Minutes.

Total No. of Questions -20 (MCQ type), Question on Math (10 Nos.) & Logic (10 Nos.) of Class 10<sup>th</sup> Standard.

**Step – II: -**

Basic Computer and Smart Phone Operation Skills (Practical) - 20 Marks

The candidates shall carry their own functional Smart Phone.

Only those candidates securing pass marks (to be decided by the authority) in the Step-I & Step-II combined, will be eligible for Step-III & Step-IV.

**Step – III: -**

Group Activity (3 Parameters x 10 Marks for each Parameter) - 30 Marks

**Step – IV: -**

Personal Interview - 10 Marks

Thus, the Total Marks for Selection Procedure will be  $40+20+30+10 = 100$  (One Hundred).

The authority reserves the right to cancel the candidature of any applicant without assigning any reasons thereof.

Sd/-

Additional District Mission Director, DMMU  
& Project Director, DRDC, Nadia

Date: 24/01/2025

Copy forwarded for information and necessary action to:

1. The SDO, Ranaghat Sub-Division.
2. The Block Development Officer, Ranaghat-I Development Block with a request to keep necessary arrangement for collection of applications.
3. The Pradhan, All GPs under Ranaghat-1 Block.
- 4-13. The Special Officer / Secretary.....  
Bahumukhi Sangha.

Sd/-

Additional District Mission Director, DMMU  
& Project Director, DRDC, Nadia