

District Manager – Marketing

Background and General Description:

The Government of India has launched The National Rural Livelihoods Mission (NRLM) 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 their household income through sustainable livelihoods enhancements and improved access to financial and public services. The agenda is to mobilize the rural poor and vulnerable people into self-managed federated institutions and support them for livelihoods collectives. In addition, the poor would be facilitated to achieve increased access to their rights, entitlements and public services, diversified risk and better social indicators of empowerment.

Further to these objectives, the Government of Maharashtra has constituted the Maharashtra State Rural Livelihoods Mission, registered under the Societies Act 1860. A State Mission Management Unit has been constituted as a dedicated support structure to deliver the mission in the State. The MSRLM aims to build a team of high quality professionals for providing technical assistance to the districts in various thematic areas such as human resource management, rural livelihoods, social inclusion, environment management, financial inclusion etc.

The mission will be operational for a period of 5-7 years. Thus, persons recruited and performing successfully could expect to be associated with the mission on a long term basis. For administrative policy reasons, the contract of this position will be for 11 months and renewed further based on performance and requirement.

Posting:

The posting will be at District Mission Management Unit (DMMU) level in any one of ten districts under Phase I of implementation in Gadchiroli, Wardha, Yeotmal, Osmanabad, Jalna, Ratnagiri, Nandurbar, Solapur, Gondia and Thane.

Duties and Responsibilities

The following are the indicative Duties and responsibilities of District Manager – Marketing & Branding

- Leadership in designing and development of annual work plans, perspective plans for the district under marketing and linkages component.
- Study the current demand potential for products made by SHGs/community level institutions in the district/region
- Consultation and handholding support to community level institutions to develop products which are in sync with current market demand in-order to ensure better price realization and value addition for stakeholders.
- Develop and maintain a database of institutional buyers /vendors relevant to the products made by SHGs and other affiliated groups
- Plan and organise seminars /workshops showcasing products of SHG's to institutional buyers, financial institutions and general public
- Ensure participation of SHGs and other affiliated groups to showcase their products at Mela's/Fairs at district or regional level.
- Promote an enabling work environment to maximise intra thematic and cross thematic exchange of ideas, plans and strategies for implementation.
- Undertake regular reporting to SMMU in form of generating MPR's, QPR's and other relevant periodic reports.
- Any other tasks or activities as per mission requirement and needs.

Reporting:

The person recruited will be reporting to the State Co-ordinator – Marketing and Branding for functional reporting and District Mission Manager for administrative reporting any other delegated authority.

Minimum Qualification and Experience

For Government Officials-Candidates from Maharashtra State Services/ Banking institutions / Government departments should have PG degree or diploma in any discipline from a recognised university/Institute with minimum 6 years of experience in Rural Development/Social Mobilisation/Poverty alleviation/Livelihoods promotion /Rural Co-operative programmes. .

Relevant experience should be minimum 3 year in marketing activities of products made by SHGs/community level institutions in Rural Development/Social Mobilisation/ Poverty alleviation/Livelihoods promotion /Rural Co-operative programme.

For candidates from open market- PG degree/diploma completed in Business administration, MBA – Sales & Marketing, or Rural development or Rural management or Agri business management or Entrepreneurship Development from recognised university/Institute with overall experience of at least 6 years in working in Rural Development/Social Mobilisation/Poverty alleviation/Livelihoods promotion/Rural Co-operative programmes.

Relevant experience should be minimum 3 years.in marketing activities of products made by SHGs/community level institutions in Rural Development/Social Mobilisation/ Poverty alleviation/Livelihoods promotion /Rural Co-operative programme.

- Age Limit for Government Employees would not be more than 50 years as on 1st April 2013.
- Age Limit for open market candidates would not be more than 40 years as on a 1st April 2013 and up to 5 years of age relaxation for reservation category and Persons with disabilities (PwD) candidates.
- Knowledge of Marathi and MS Office is essential.

Desired Domain Knowledge and Experience

- Sound knowledge of product development, market penetration and prices realization strategies in context of products made by SHGs and affiliated institutions of the poor.
- Sound Knowledge on Value chain development of products made by SHGs and affiliated institutions of the poor.
- Verifiable track record of linkage of SHGs and affiliated institutions of the poor to institutional buyers and vendors for marketing of products.
- Knowledge of processes and systems for linking SHGs and affiliated institutions of the poor to financial institutions for working capital requirements.

Desired Competency and Attributes

- *Ability to recognise complexity, analyse and act* – Proactive in identifying issues and bottlenecks with ability to think Out of Box for innovative solutions.
- *Intensity, Integrity and Intelligence* – Willingness to travel 'extra mile' in order to work for communities with the ability to translate knowledge into purposeful action
- *Inclusive Approach* – Sensitive to needs to vulnerable and marginalized communities and including them in the development process
- *Team Player-* Thrives working in a large team with the ability to demonstrate leadership skills wherever required.
- *Integrative Skills* - Understands relevant cross-sectoral areas how they are interrelated;
- *Articulate and demonstrate clear results* – Possesses effective communication skills to deal with different stakeholders with ability to achieving objectives in challenging situations

Salary- Gross salary would be up to Rs 50,000/- per month for this position.

