

**WEST BENGAL TRIBAL DEVELOPMENT  
CO-OPERATIVE CORPORATION LTD.**

SIDHU KANU BHAVAN, KB-18, Sector-III,  
Bidhannagar, Kolkata-700 098  
☎ : 2335-1832/1918  
Fax : (033) 2335-1935



পশ্চিমবঙ্গ আদিবাসী উন্নয়ন  
সমবায় নিগম লিমিটেড

সিধু-কানু ভবন, কে বি-১৮, সেক্টর-৩  
বিধাননগর, কলকাতা-৭০০ ০৯৮  
দূরভাষ : ২৩৩৫-১৮৩২/১৯১৮  
ফ্যাক্স : (০৩৩) ২৩৩৫-১৯৩৫

**Memo No. 3069/WBTDCC/Advt.**

**Dated: 14/12/2022**

**Notification for Engagement of one 'Expert on Institution Building', one 'Expert on livelihood', one 'Experienced Banker for Financial Inclusion' for the WBTDCC Ltd. on contract basis.**

West Bengal Tribal Development Cooperative Corporation Ltd. (WBTDCC Ltd.) is the apex body of the LAMPS (Large Area Multipurpose Co-operative Society) running at the village level in the Districts of West Bengal (except Nadia, Howrah, Cooch Behar and Kolkata) spearheading the Socio-economic Development of the Tribal People through the means of Cooperative Movement under the direct supervision of the Tribal Development Department Government of West Bengal. At present there are 155 LAMPS spread across the various places of our State. WBTDCC Ltd. operates through the 4(four) Regional Offices and 4(four) Branch Offices situated in the different Districts. Population covered is approximately 50% of the Tribal population of the State. It is an endeavour of the Government to include the rest of the Tribal Population in this movement.

In order to expedite the process of the socio-economic upliftment of the Tribal population of the State, it has been decided to recruit experts on the following positions purely on a contractual basis initially for one year to coordinate various steps in the terms of reference as mentioned hereunder.

SI	Name of Position	Number of Post
1	Expert on Institution Building	1 (One)
2	Expert on livelihood	1 (One)
3	Experienced Banker for Financial Inclusion	1 (One)

**1. Terms of Reference for the post of 'Expert on Institution Building'**

The main focus for the socio-economic upliftment of the Tribal population of the State is on the sustainable development of the basic economic activities pursued by them in synchronisation with their life style. The incumbent needs to provide technical and managerial inputs to WBTDCC at strategic and operational level for strengthening of LAMPS and SHGs under it in the following areas:

- To look after the institution set-up provided by the Govt. For the LAMPS.
- To provide necessary support for nurturing of the existing as well as the prospective SHGs under LAMPS in respect of institution building and management.
- To provide updated information of ground to the LAMPS as and when required.

- d. Holding monthly meetings with Regional Managers/Branch Managers for better service delivery to Tribal Members in respect of ground to the centre, utility and branch to the centre services.
- e. Pursuing other Government Departments for ground to the centre services delivery through BSKs.
- f. Holding meetings with the LAMPS as and when necessary.
- g. Keeping track of software development and advice on required upgradation.
- h. Co-ordinate and upgradation of Website/ Portal/ Payment Gateway for WBTDC Ltd. Down the line to the LAMPS.
- i. Follow up on complaints/ public grievances related to the functioning of LAMPS etc.
- j. Documentation of all initiatives on a regular basis, including supporting the WBTDC for reporting and returning filing.
- k. To propose and implement various initiatives that support social development of members of the tribal communities related to their rights and entitlements as well as their overall well being covering the areas of education/ health including sanitation and nutrition etc.
- l. Assessment of the interventions and initiatives in the LAMPS for upscaling and adapting in the interest of tribal communities.
- m. Guide and work with the other experts on livelihoods and financial inclusion (banking) for achieving the best possible results and outcomes for all interventions.
- n. Any other responsibility given by the higher authorities in the interest of the LAMPS and their members including prospective members.

## **2. Term of reference for the post of 'Expert on livelihood'**

The main focus for the socio-economic upliftment of the Tribal population of the State is on the sustainable development of the basic economic activities pursued by them in synchronisation with their life style. The incumbent needs to provide technical and managerial inputs to WBTDC at strategic and operational level in the following areas:

- a. Support for nurturing of the existing as well as the prospective SHGs in respect of economic livelihood is the prime priority.
- b. Support in mapping of the economic activities of the SHGs.
- c. Focus on their capacity building in preparing a potential business plan and providing them a hand holding support in this regard.
- d. Opportunities from the National Rural Livelihood Mission should be tapped for this purpose.
- e. NABARD based models for the Tribal development is to be followed.
- f. Provide supports for development of appropriate household level and community level livelihoods, with linkage for marketing their produces.
- g. Identification of the different domains of business activities and explore opportunities for the SHGs.
- h. Coordination with various line departments for promotion of livelihoods of SHG households and marketing of their products.
- i. Preparing plans and projects for submission to various authorities including TRIFED and other government and non-government organisations offering

opportunities for enhancing the income potential of members of the tribal communities as members of the LAMPS as well as in areas where there are no LAMPS but there are opportunities that may be harnessed in the interest of tribals in general and the members of the LAMPS in particular.

- j. Creation of a support system for the LAMPS members who are undertaking various livelihoods interventions so that their assets are protected/ insured from any harm and loss.
- k. Working with the other experts and officials and staff of the LAMPS as well as the WBTDC.
- l. To arrange for workshops/symposia in consultation with Cultural Research Institute of the State under BCW Department wherever necessary for attaining the objectives of the overall sustainable and holistic development of the STs in the State through WBTDC Ltd.
- m. Any other responsibility given by the higher authorities in the interest of the LAMPS and their members and including prospective members.

### **3. Term of reference for the post of 'Experienced Banker for Financial Inclusion'**

The incumbent needs to provide technical and managerial inputs to WBTDC at strategic and operational level in the following areas

- a) Strengthening of systems and capacity for achieving the WBTDC's goal and objectives on ensuring financial services to members of LAMPS
- b) Imparting of financial literacy and ensuring financial inclusion of LAMPS members;
- c) Effective linkage with banks, insurance providers and other financial service providers and access of financial services by the members;
- d) Capacity building of members and their institutions on access and utilization of financial services including creation of community resource persons for LAMPS.
- e) Support development of partnerships and collaborations with different Technical Agencies (TA) / NGOs / CBOs
- f) Engagement with all relevant stakeholders including Banks, RBI, NABARD, government departments at various levels (district, state and national), etc. for creating a conducive atmosphere and also strengthening effective collaboration.
- g) Maintaining a database of all the interventions as well as critical information related to the LAMPS members.
- h) Any other responsibility that is given by the higher authorities for the betterment of the members of the tribal communities in the state.

#### **How to apply:**

Interested candidates will submit their application online in PRESCRIBED format provided in the website [www.wbtbcc.org](http://www.wbtbcc.org)

Candidates are advised to read the instructions carefully before submitting online application. Application can be submitted online with effect from 14<sup>th</sup> December 2022. The last date of submission of complete application is 5<sup>th</sup> January 2023.

**Important Notes:**

1. The selection will be based on performance in the recruitment process which will/may include written test/group discussion/computer test and viva-voce.
2. Candidates are requested to ensure that CORRECT e-mail ID and contact telephone number have been provided
3. The application must be submitted ONLINE only. Incomplete applications will be summarily rejected. No application shall be entertained after the last date and time as mentioned or if sent through any other system.
4. Candidates are requested to go through the grounds on which their candidature may be rejected mentioned below:
  - a. If application is submitted through other mode than online.
  - b. If application doesn't bear any of the following:
    - i. Photograph of the candidate.
    - ii. Mention of the post applied for.
    - iii. Date of Birth
    - iv. Address for communication
    - v. Signature of the candidate
    - vi. Non-fulfilment of the minimum criterion of educational qualification and experience.
    - vii. Application is received after the DEADLINE mentioned in the advertisement.
    - viii. The application will be rejected if any other reasons for rejection of application is found appropriate at any point of time.
    - ix. Any candidate found to be canvassing in any form will be out rightly disqualified. The lists, though, is not exhaustive.
5. Admit card will be downloaded from website by the candidates.
6. The list of shortlisted candidates will be uploaded on the website.
7. Shortlisted candidates will be informed about further selection process through e-mail as well.
8. No TA/DA will be paid for appearing in the selection process or any part of the process should there be such a requirement.
9. Any discrepancy observed in the application/documents etc will lead to cancellation of candidature and suitable action as per law will be taken.
10. WBTDCC Ltd. has the right to cancel the recruitment process without assigning any reasons thereof.
11. Brief description of position, number of vacancies, remuneration and minimum qualification and experience required are given in the table below.

Sd/-

**Managing Director**  
**West Bengal Tribal Development**  
**Cooperative Corporation Limited**

**Brief description of position, number of vacancies, remuneration and minimum qualification and experience required are given in the table below:**

SL. No	Name of Position	No. of vacancy	Monthly Remuneration	Required Qualification and Experience.
1	Expert on Institution Building	One	Rs 70,000/-	<ol style="list-style-type: none"> <li>1. MBA / Bachelor or Master Degree in Sociology/ Bachelor in Engineering from an institution of repute. Relaxation in qualification for persons having long and exceptional experiences in related activities may be considered.</li> <li>2. Minimum of 15 years of experience with Community Based Organisations in their visioning / strengthening internal capacities / improving systems with accountability for serving the interest and aspirations of CBO members in a sustainable manner</li> <li>3. Preference will be provided to candidates who have strategic capability to integrate the CBOs' progress in the overall micro and macro development context.</li> <li>4. Experience of managing relationships with all stakeholders</li> <li>5. Good communication skill in Bengali, English and Hindi.</li> <li>6. Proficiency in MS Office is a must</li> <li>7. Demonstrable experience of project management and team management ensuring the delivery of high-quality program</li> <li>8. Should have managed a team of at least 10 members.</li> <li>9. Willing to travel extensively in the field for 10-15 days a month.</li> </ol>
2	Expert on Livelihoods	One	Rs. 45,000/-	<ol style="list-style-type: none"> <li>1. Degree or Diploma in Rural Management /Marketing/ supply chain management/ Animal Husbandry/Agriculture from an institution of repute. Relaxation of qualifications for retired government officials having long experiences in related activities may be considered.</li> <li>2. At least 10 years of experience of working in livelihoods sector like micro-enterprises development, Collectives and Producer Companies or in the private sector in a business leadership</li> </ol>

				<p>/management role</p> <ol style="list-style-type: none"> <li>3. Experience of providing business advisor services, developing forward and backward linkages for businesses in the livelihoods sector.</li> <li>4. Experience of managing/ starting business and managing them for growth and profitability will be given preference.</li> <li>5. Demonstrable experience of project management and team management ensuring the delivery of high-quality program.</li> <li>6. Should have managed a team of at least 10 members.</li> <li>7. Good communication skill in Bengali and English and Hindi.</li> <li>8. Proficiency in MS Office is a must.</li> <li>9. Candidate having a successful track record of working experience for Tribal Development (both in North Bengal and South Bengal) shall be preferred.</li> <li>10. Willing to travel extensively in the field for 10-15 days a month.</li> </ol>
3	Experienced Banker for Financial Inclusion	One	Rs. 45,000/-	<ol style="list-style-type: none"> <li>1. Retired Banker from public sector banks with extensive experience in priority sector lending</li> <li>2. Proficiency in MS Office is a must, including capacity to handle/ analyze large data in MS Excel.</li> <li>3. Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy</li> <li>4. Adept at queries, report writing and presenting findings.</li> <li>5. Good communication skill in Bengali and English. Knowledge of Hindi also desirable.</li> <li>6. Willing to travel extensively in the field for 10-15 days in a month.</li> </ol>

**Managing Director**  
**West Bengal Tribal Development**  
**Cooperative Corporation Ltd.**