National Institute for Micro, Small and Medium Enterprises (ni-msme)
An Organisation of the Ministry of MSME, Govt. of India, An IS0 9001:2015 Certified
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www.nimsme.gov.in Yousufguda, Hyderabad – 500045

ni-msme Invites Applications

Recruitment of Mentors for West Bengal State Rural Livelihood Mission (WBSRLM)

National Institute for Micro, Small and Medium Enterprises (ni-msme), invites applications from eligible, enthusiastic and motivated professionals for the recruitment of 02 (Two) Mentors to support the implementation of the West Bengal State Rural Livelihood Mission (WBSRLM).

Place of Posting

1. **Kanksa Block, Paschim Bardhaman District, West Bengal – 01 Position.**
2. **Kaliachak - III Block, Malda District, West Bengal – 01 Position.**

Job Role

1. Design, develop and organise training programmes for women, Self-Help Groups (SHGs), and MSMEs under **Start-up Village Entrepreneurship Programm (SVEP).**

2. Provide guidance, mentoring and handholding support to field-level staff in enterprise promotion, development and management, as per Ministry of Rural Development (MoRD) guidelines.

3. Identify, document and disseminate best practices, success stories, case studies, photographs and videos relating to enterprise promotion and development.

4. Coordinate with the project implementation team and maintain relevant project documents, records and reports.

5. Prepare and submit weekly and monthly progress reports, highlighting activities undertaken, achievements and outcomes.

Educational Qualifications & Experience

Criteria – I: Graduate/Postgraduate degree, preferably in Social Sciences, Business Administration, Rural Development Studies or any relevant discipline, with a minimum of Two (02) years of professional experience in professional experience in Rural Development, Women Entrepreneurship or implementation of State Rural Livelihood Mission (SRLM) projects. Community Development, Microenterprise Development, Social Development, MSME Development or Corporate Social Responsibility (CSR).

Candidate Requirements

Candidates should be enthusiastic, self-motivated and passionate about rural livelihoods and women's entrepreneurship. **Willingness to undertake regular field visits and travel extensively within the assigned blocks is essential**. Good communication, coordination, documentation and reporting skills are desirable. Preference will be given to candidates having prior experience in SRLM projects and enterprise promotion.

Preference:

Preference shall be given to candidates belonging to the respective blocks or adjoining areas, with familiarity with the local language and geographical context.

Application Details

Interested and eligible candidates may submit their updated CV/Resume along with relevant educational qualification and experience certificates.

How to Apply
Interested candidates are requested to submit their applications in the prescribed format enclosed herewith to **nimsme.wbsrlm@gmail.com**, with a copy (CC) to **nronimsme@gmail.com**, on or before **23.11.2026**.

Selection Process: Shortlisted candidates will be invited to attend an online interview through Video Conferencing (VC).

Contact
Phone: 040-23633252/23633222

Disclaimer:
ni-msme reserves the right to modify, postpone, or cancel the recruitment process, either in part or in full, at any stage, without assigning any reason. The Institute also reserves the right to accept or reject any application without assigning any reason. The decision of **ni-msme** shall be final and binding in all matters relating to the recruitment.