

### **ENGAGEMENT NOTICE**

Applications are hereby invited for the position of **Consultant (Task Force) in the MSME&T Department , Government of West Bengal – 60 (Sixty) nos. for District Level, 12 (Twelve) nos. for Zonal Level and 02 (Two) nos. for Head Quarter Level** on purely temporary and contractual basis through the 3<sup>rd</sup> Party Agency. Details of the positions and eligibility criteria for applying to the posts are given below:-

#### **1. Programme Background**

The Raising and Accelerating MSME Performance (RAMP) is a World Bank-funded initiative, supported by the Ministry of MSME, Government of India. This programme is designed to enhance schemes that improve market access, credit availability, institutional and governance strengthening, Centre-State linkages, delayed payment issues, and the greening of MSMEs. The Terms of Reference outline the establishment of a District/ Zonal-level Task Force under supervision of the Department of MSME & Textiles, Government of West Bengal. This task force will assist in implementing the approved interventions for the state at districts under the supervision of respective GM-DICs.

#### **2. Scope of Services**

The effective execution of the proposed interventions requires additional support for the Department of MSME&T and other implementing bodies. The proposed interventions have been approved across different pillars, and thus, their implementation will require specific expertise. While government officials will be instrumental in the implementation of these interventions, they also have to be supported by stakeholders, physically co-located at GM-DIC's office/ zonal offices and Directorate/ Department. Implementation of most of the proposed interventions will involve awareness sessions and require the presence of an implementing team at the grass-root level (zone/district or block level).

The scope of services of the task force will be to assist and support the State which, inter-alia includes, activities listed below:

- (i) Support the GM-DICs/ State Nodal Officer (RAMP) in all matters as defined in the RAMP Programme implementation manual.
- (ii) Coordinate with the Government officials in regular monitoring of the intervention, giving updates on the activities taking place in the districts and preparation of progress reports.
- (iii) Engage in efficient planning for implementation of interventions such as MSME Registration camps, hand-holding sessions for Udyam registrations, awareness campaigns, and promotion of central and state schemes for MSMEs.
- (iv) Support strengthening department to provide the last-mile support to MSME ecosystem.
- (v) Engage in data collection at the ground level, data handling (cleaning, sorting, transforming, analysis), and developing operational reports at district/ zonal level.
- (vi) Update data in the MIS portal to be developed for the Programme, providing input on a real-time basis and retrieval of information from the system for use.

- (vii) Assist in structured interface/ workshop with stakeholders and related departments, financial institutions, NBFCs, etc.
- (viii) Assist in compliance and in meeting various reporting requirements of the Government of India (GoI) and World Bank
- (ix) Single point of contact for all MSME-related issues (for related track) in the HQ, zone/districts
- (x) Assist in communication and dissemination of information, exchange of knowledge and experience.
- (xi) Any other activity related to implementation, management, or monitoring of the RAMP Programme, not specified within the above scope of services.

### 3. Task Force Member | Key Responsibilities and Competency/ Evaluation Criteria ]

An indicative list of key tasks and responsibilities, and evaluation criteria for the Task Force members is shown in the Table 1. The team composition is based on the existing project requirements and objectives.

**Table 1: Composition of Taskforce**

| Deployment Pattern    | Key Responsibilities   | # task force / helpdesk members  | Competency/ Evaluation Criteria   | Age as on 01.01.2025      |
|-----------------------|--|--|---|---------------------------|
| <b>District Level</b> | <ul style="list-style-type: none"> <li>Responsible for target-driven Udyam Registrations in the assigned districts</li> <li>To promote MSMEs' footfall during registration camps</li> <li>To support the profiling of women MSMEs and support GM DICs to achieve Udyam registration for women MSMEs and resolve challenges faced by them</li> <li>Support GM-DICs in identifying sectors/ sellers for reverse buyer-seller meets</li> <li>Coordinate with GM-DICs to roll out capacity-building</li> </ul> | 60 (will be distributed in the districts as per requirements / industry potential) | <ul style="list-style-type: none"> <li>Graduation in any discipline from a recognized university</li> <li>Minimum 3 years of experience</li> <li>Proficiency in using computers and commonly used software applications (MS Office, Google Suite, etc.)</li> <li>Excellent communication skills in the local language and fluency in English</li> <li>Prior experience in MSME/entrepreneurship development or government project management</li> <li>Knowledge of government schemes and policies related to MSME</li> </ul> | Maximum 40 (Forty) years. |

| Deployment Pattern | Key Responsibilities  | # task force / helpdesk members | Competency/ Evaluation Criteria  | Age as on 01.01.2025 |
|--------------------|---|---------------------------------|--|----------------------|
|                    | programs at zonal/district levels in support with PBSSD <ul style="list-style-type: none"> <li>• Ensure participation of MSMEs in LEAN workshops in districts</li> <li>• Prepare reports at district level and co-ordinate with zonal/ HQ team</li> </ul> |                                 | development <ul style="list-style-type: none"> <li>• Strong analytical and report writing skills</li> <li>• Ability to work in a target-driven environment and coordinate with various stakeholders</li> <li>• Shall be deployed (physically) full time in the assigned districts</li> </ul> |                      |

**The candidates should possess the following specific computer skills:**

**1. Proficiency in MS Office Suite:**

- Strong working knowledge of MS Word, Excel, and PowerPoint
- Ability to create professional-looking documents, spreadsheets, and presentations
- Familiarity with advanced features and functions of MS Office applications
- Ability to create visually appealing and informative presentations using tools like MS PowerPoint or Google Slides
- Familiarity with video conferencing and online meeting platforms (e.g., Zoom, Microsoft Teams, Google Meets)
- Possess skills on digital communication channels (e.g., email, instant messaging, online forums) for coordination and information sharing

**2. Expertise in Data Management and Analysis:**

- Ability to collect, organize, and maintain data related to Udyam registrations, MSME profiles, and other relevant information
- Proficiency in using spreadsheet software (e.g., MS Excel) for data entry, manipulation, and analysis
- Experience in generating reports, charts, and graphs to present data insights

**3. Familiarity with Web-based Applications and Online Tools:**

- Familiarity with web-based platforms and applications used for Udyam registration and MSME-related services
- Ability to navigate and use online portals, forms, and databases effectively
- Understanding of cloud-based collaboration and document-sharing tools (e.g., Google Suite, Dropbox)

**4. Basic Troubleshooting and Technical Support Skills:**

- Ability to troubleshoot common hardware and software issues
- Familiarity with basic computer maintenance and optimization techniques
- Understanding of internet connectivity and network-related troubleshooting

*The above skillset and ability to work with large teams is required from the temporary (contractual) staff to effectively leverage technology for Udyam registrations, MSME profiling,*

*data management, report generation, and seamless coordination with the DIC, zonal, and headquarters team.*

| Deployment Pattern | Key Responsibilities   | # task force / helpdesk members | Competency/ Evaluation Criteria  | Age as on 01.01.2025      |
|--------------------|--|---------------------------------|--|---------------------------|
| <b>Zonal Level</b> | <b>Access to finance</b> <ul style="list-style-type: none"> <li>Responsible for coordination with Stock Exchange Platforms to identify MSMEs eligible for listing</li> <li>Responsibility to attain at least 5 listings in NSE/BSE every year from each zone</li> <li>Coordinate with MSMEs in the districts and P2P platforms, and NBFCs on the alternative finance platform</li> <li>Provide guidance and support to MSMEs throughout the listing and financing process</li> </ul> | 2 members at Zonal level        | <ul style="list-style-type: none"> <li>Bachelor's degree in Finance, Economics, or a related field</li> <li>Minimum 3 years of experience in capital markets, MSME financing, or financial intermediation</li> <li>Strong understanding of stock exchange platforms and MSME listing requirements</li> <li>Ability to identify and coordinate with MSMEs eligible for capital market listing</li> <li>Proficiency in liaising with stock exchanges, P2P platforms, and NBFCs</li> <li>Excellent communication and negotiation skills to facilitate MSME access to alternative financing</li> </ul> | Maximum 40 (Forty) years. |
| <b>Zonal Level</b> | <b>Access to Markets</b> <ul style="list-style-type: none"> <li>Conduct reverse buyer-seller meetings and ensure off-take of MSME products.</li> <li>Coordinate with the Federation of Indian Export Organisations (FIEO)</li> <li>Support in conducting cluster assessment</li> </ul>   | 3 members at Zonal level        | <ul style="list-style-type: none"> <li>Bachelor's degree in Business, Marketing, or a related field</li> <li>Minimum 3 years of experience in export promotion, value chain analysis, or cluster development</li> <li>Expertise in conducting assessments and</li> </ul>   | Maximum 40 (Forty) years. |

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|--|---|--|--|--|
|  | <p>and target-driven export facilitation.</p> <ul style="list-style-type: none"> <li>● Identify the sectoral value chain.</li> <li>● Liaise with GM-DICs and IIFT to support the preparation of roadmap of export promotion</li> <li>● Ensure participation of MSMEs in LEAN workshops</li> </ul> |  | <p>value chain analysis of MSMEs of West Bengal</p> <ul style="list-style-type: none"> <li>● Familiarity with export facilitation initiatives for MSME</li> <li>● Ability to organize and facilitate reverse buyer-seller meetings.</li> <li>● Strong analytical and problem-solving skills to identify and address market challenges</li> </ul> |  |
|--|---|--|--|--|

|                    |   |                          |  |                           |
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| <b>Zonal Level</b> | <b>Access to technology</b> <ul style="list-style-type: none"> <li>Responsible for coordination with MSMEs at zones and technology platform provider (Webel)</li> <li>Act as a liaison between the empaneled technology solution providers and MSMEs</li> <li>Collaborate with the onboarded trainers to conduct awareness sessions for MSMEs to inform them regarding services provided by MSME Tool room and Webel Fujisoft CoE</li> <li>Support in MSME Udyam Registration in districts</li> </ul> | 2 members at Zonal level | <ul style="list-style-type: none"> <li>Bachelor's degree in Engineering, Technology or a related field</li> <li>Minimum of 5 years of professional experience</li> <li>Experience in technology implementation, MSME capacity building, or digital transformation</li> <li>Capable of explaining technological concepts</li> <li>Strong understanding of technology solutions and their applicability for MSMEs</li> <li>Ability to coordinate with technology platform providers</li> <li>Proficiency in conducting awareness sessions and training programs for MSMEs</li> <li>Familiarity with the Udyam Registration process and its requirements</li> </ul> | Maximum 40 (Forty) years. |
| <b>Zonal Level</b> | <b>Capacity building -</b><br>Coordinate with GM-DICs to roll out capacity-building programs at zonal/district levels in support with PBSSD and Logistics support to trainer on for capacity building session   | 3 members at Zonal level | <ul style="list-style-type: none"> <li>Bachelor's degree in management, Training, or a related field</li> <li>Minimum 5 years of professional experience</li> <li>Prior experience in training and skilling will be preferred</li> <li>Strong understanding of MSME capacity-building needs and</li> </ul>   | Maximum 40 (Forty) years. |

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|--|--|--------------------------|--|---------------------------|
|  |  |                          | training methodologies <ul style="list-style-type: none"> <li>● Ability to identify and onboard subject-matter experts for sector-specific training</li> </ul>   |                           |
| <b>Zonal Level</b>                       | <b>Greening &amp; Sustainability</b> <ul style="list-style-type: none"> <li>● Support the onboarded team in the environment risk assessment of clusters.</li> <li>● Support the onboarded team with appropriate measures to mitigate environmental risks</li> <li>● Support in MSME Udyam Registration in districts</li> </ul> | 2 members at Zonal level | <ul style="list-style-type: none"> <li>● Bachelor's degree in Environmental Science, Environmental Engineering, or a related field</li> <li>● Years of professional experience: Minimum of 3 years</li> <li>● Preferably experience in sustainability-related projects</li> <li>Requisite Skill Set:               <ul style="list-style-type: none"> <li>● Proficiency in conducting environmental risk assessments for industrial clusters/MSMEs of various sectors</li> <li>● Ability to identify and recommend appropriate measures to mitigate environmental risks</li> <li>● Knowledge of relevant environmental laws, regulations, and compliance requirements</li> </ul> </li> </ul> | Maximum 40 (Forty) years. |
| <b>Overall support to the Department</b> | <ul style="list-style-type: none"> <li>● Co-ordinate with task force members at the zone/ district level</li> </ul>  | 2 (at HQ level)          | <ul style="list-style-type: none"> <li>● Graduation in any discipline from a recognized</li> </ul>   | Maximum 40 (Forty) years. |

|                          |   |  |   |  |
|--------------------------|---|--|---|--|
| (HQ Level)               | <ul style="list-style-type: none"><li>• Oversee the task force members onboarded at districts/ zones</li><li>• Monitor performance tracking, attendance of team members</li><li>• Support nodal officer in the implementation of RAMP programme</li></ul> |  | <ul style="list-style-type: none"><li>• university/preferably MBA</li><li>• Minimum 10 years of professional experience is preferred</li><li>• Proficiency in using computers and commonly used software applications (MS Office, Google Suite, etc.)</li><li>• Excellent communication and interpersonal skills in the local language and fluency in English</li><li>• Ability to work in a team and coordinate with various stakeholders</li><li>• Prior experience in managing development projects at the state Govt. level is preferable</li><li>• Knowledge of government schemes and policies related to MSME and export facilitation</li><li>• Strong analytical and report writing skills</li><li>• Familiarity with the manufacturing and export ecosystem in West Bengal</li></ul> |  |
| Total Task Force Members | 74  | <ul style="list-style-type: none"><li>• 60 at district level</li><li>• 12 at zonal level</li><li>• 2 at HQ level</li></ul> |   |  |



#### 4. Reporting Hierarchy :

The task force member at the HQ level will gather data and information on project implementation from the zonal/district level members and prepare a Monthly Progress Report. The task force members at the district level shall prepare a Monthly Progress Report to be submitted to HQ for the progress made in the interventions during the month. The Monthly Progress Report will comprise the physical and financial targets achieved in the reporting period along with photographs and training materials of the camps/workshops conducted. This process shall ensure timely delivery, due diligence, and effective performance tracking.

#### 5. Nos. of task force members may be deployed at district under RAMP

| Sl. No. | Name of the District                | Task Force Member |
|---------|-------------------------------------|-------------------|
| 1       | ALIPURDUAR                          | 2                 |
| 2       | BANKURA                             | 2                 |
| 3       | BIRBHUM                             | 2                 |
| 4       | COOCHBEHAR                          | 2                 |
| 5       | DAKSHIN DINAJPUR                    | 1                 |
| 6       | DARJEELING                          | 2                 |
| 7       | JALPAIGURI                          | 2                 |
| 8       | JHARGRAM                            | 1                 |
| 9       | HOOGHLY                             | 4                 |
| 10      | HOWRAH                              | 4                 |
| 11      | KALIMPONG                           | 1                 |
| 12      | KOLKATA                             | 3                 |
| 13      | MALDA                               | 3                 |
| 14      | MURSHIDABAD                         | 3                 |
| 15      | NADIA                               | 3                 |
| 16      | NORTH 24 PARGANAS                   | 4                 |
| 17      | PASCHIM<br>BARDHAMAN                | 3                 |
| 18      | PASCHIM MEDINIPUR                   | 3                 |
| 19      | PURBA BARDHAMAN                     | 2                 |
| 20      | PURBA MEDINIPUR                     | 3                 |
| 21      | PURULIA                             | 2                 |
| 22      | Sub DIC Siliguri                    | 2                 |
| 23      | SOUTH 24 PARGANAS                   | 4                 |
| 24      | UTTAR DINAJPUR                      | 2                 |
|         | <b>Sub TOTAL</b>                    | 60                |
|         | <b>Zonal task force<br/>members</b> | 12                |
|         | <b>Headquarter Level</b>            | 2                 |
|         | <b>Total</b>                        | 74                |

## **How to apply and General instruction to applicants:**

1. Interested candidates may apply to the Director, Webel Support Multipurpose Service Co-Operative Society Limited, Kolkata – 700091 through e-mail at the e-mail address: **rect.wsmscs@gmail.com** in the prescribed form attached herewith along with self attested Xerox copies in .pdf format of the following particulars.
  - (i) Copy of Admit Card- in support of date of birth.
  - (ii) Copy of Aadhar Card, EPIC and PAN Card
  - (iii) Copy of Testimonials of Educational qualifications.
  - (iv) Copy of Certificate in support of knowledge in Computer Applications (wherever applicable)
  - (v) Copy of Experience Certificate from the Employer (wherever applicable)

Candidates are to download the Application Form as appended below and submit the filled in Application form **along with the scanned copies of all requisite testimonials (i) to (v) above, from their personal e-mail ID.**

**Applications received after the last date and time of submission of application will be summarily rejected.**

### **2. Selection criteria**

After scrutiny of the applications, the shortlisted candidates will be called for Walk-in-Interview. The date, time and place of interview and the list of eligible candidates will be notified later. Verification of the documents in original will be done at the time of Interview.

### **3. Termination**

The engagement to the above contractual posts will be terminated on the following conditions-

- a) If the future prospect of the project is ceased due to any unforeseen reason.
- b) On expiry of contract period, if not renewed further.
- c) Provided that the Engaging authority shall reserve the right for early termination of engagement on one month's prior notice, on the ground of unsatisfactory performance/ indiscipline/ misconduct etc.

### **4. General Information for the candidate**

- i) The engagement shall be purely temporary on contractual basis, initially for the period of one year which can be renewed further based on the requirement of the project and on satisfactory performance of the incumbent concerned. This engagement does not give any assurance or possibility of being permanent at any point of time.
- ii) The engagement to any of these posts does not entertain the candidate to any right of service or claiming any type of benefit from WTL or Engaging Authority.

- iii) No TA/DA will be allowed for the interview.
- iv) Statutory Deduction will be applicable as per Rule.
- v) Eligible persons shall be deployed anywhere in the jurisdiction of Engaging Authority.
- vi) No accommodation facilities will be provided to the selected candidates.
- vii) Incomplete application shall be liable for rejection.
- viii) No interim correspondences will be entertained.
- ix) Impersonation /Canvassing in any form will lead to disqualification.
- x) All correspondences regarding this engagement will be made to the candidates **to their personal email ID.**
- xi) **The candidates will have to check their personal e-mail for any updates.**
- xii) Selection to the post would be done, if any only if, suitable candidates are found. Decision of the Selection Committee will be final which will be binding to all applicants and all other concerned.

**Last date of receipt of application – 25.05.2025 (24.00 hrs.)**

**APPLICATION FORMAT**

**Advt No.WTL/MSMET-TF/ADVT/25-01**

Application for the post of

- a) Consultant (Task Force) for District Level :
- b) Consultant (Task Force) for Zonal Level :
- c) Consultant (Task Force) for HQ Level :

Recent  
Pass port Photo

1. Name of the Candidate (IN BLOCK LETTERS):
2. Name of Father/Husband :
3. Date of Birth :
4. Gender (M/F) :
- 5.Nationality:
- 6 .Domicile:
7. Religion:
8. Name of the organization with address (if employed)
9. Address for communication-\_\_\_\_\_

10. Contact details : e.mail-----

Phone no----- Mobile-----

**11. Qualification:**

| Examination | Board/Council/University | Year of Passing | Subject taken | Percentage/Grade ** |
|-------------|--------------------------|-----------------|---------------|---------------------|
|             |                          |                 |               |                     |
|             |                          |                 |               |                     |
|             |                          |                 |               |                     |
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|             |                          |                 |               |                     |
|             |                          |                 |               |                     |

- ***Enclose attested copies of all Mark Sheets and Testimonials (Scanned softcopy)***
- ***Mention conversion factor, if any.***

**12. Professional Skill details:**

| Sl no. | Details of the skill set | Duration | Certifying Authority |
|--------|--------------------------|----------|----------------------|
|        |                          |          |                      |
|        |                          |          |                      |
|        |                          |          |                      |

*Enclose copy of certificates*

**13. Experience:**

| Sl. No. | Department/Organization | Gross Salary per annum | Duration of job |    | Nature of job |
|---------|-------------------------|------------------------|-----------------|----|---------------|
|         |                         |                        | From            | To |               |
|         |                         |                        |                 |    |               |
|         |                         |                        |                 |    |               |
|         |                         |                        |                 |    |               |
|         |                         |                        |                 |    |               |

*( To be supported by authenticated experience certificates )*

**14. Declaration:**

I do hereby declare that all the information given by me in this application are true and correct to the best of my knowledge and belief. I am also aware that the post I have applied for is purely temporary / contractual with fixed remuneration and liable to be posted anywhere in West Bengal and does not have any possibility of being permanent any point of time in future. I also note that if any of the above statements are found to be incorrect or false or any information or particular have been suppressed or omitted in this form, my candidature is liable to be disqualified for appearing in the interview, or if detected later, my appointment will be liable for cancellation without any notice. I shall abide by the decision of the selection board and in no way whatsoever would dispute the selection process.

Date -----

Signature -----

Name -----

Date: -----

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