



NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ
RAJENDRANAGAR : HYDERABAD -500 030

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The National Institute of Rural Development & Panchayati Raj (NIRDPR) is an autonomous organization under the Ministry of Rural Development (MoRD), Government of India, mandated to build capacities and provide policy support in rural development. The Centre for Marketing and Promotion of Rural Products & Entrepreneurship Development (CMRPED) at NIRDPR Delhi Branch proposes to recruit Young Professional (Marketing) on contract basis. NIRDPR invites applications from the interested candidates for the following contractual positions for working at NIRDPR, Hyderabad:

1. Young Professional (Marketing)

1.	Designation	Young Professional (Marketing)
2.	Nature of Engagement:	On Contract basis
3.	No. of Positions	One
4.	Place of Posting	NIRDPR, Delhi Branch (with travel as required)
5.	Tenure of Engagement	The engagement will be purely on contract basis initially for one year, extendable based on performance and requirement of the Centre.
6.	Educational Qualification	Post Graduate Diploma in Rural Management (PGDRM)/ Post Graduate Diploma in Rural Development (PGDRD)/ Post Graduate Diploma in Management-Rural Management (PGDM-RM)/MBA (Marketing)/ MBA (Rural Management)/ Post Graduate Degree in Agriculture/Post Graduate Degree in Social Sciences/Post Graduate in Social Work/Post Graduate Degree in Economics or any Allied disciplines from a recognized university/institution.
7.	Desirable	<ul style="list-style-type: none">• Experience of working with SHGs / SRLMs / DAY-NRLM if any. Exposure to organize trainings, workshops, fairs or exhibitions. Understanding of rural marketing, value chains and enterprise development.of logistics management and event planning

8.	Job Description	<p>The Young Professional will work under the overall supervision of the Assistant Director (CMPRPED), NIRDPR Delhi Branch and will be responsible for the following:</p> <ul style="list-style-type: none"> • Capacity Building & Training: Assist in planning, coordination and organization of Training of Trainers (ToTs) programmes on Marketing Skills (Farm and Non-Farm) for Self Help Groups (SHGs)/Lakhpati Didis, FPOs, State Programme Managers/District Programme Managers/Block Programme Managers/Nodal Persons of SRLM and other stakeholders. • To Develop Training Materials: Support in preparation of training content, session plans, brochures, case studies, presentations (PPTs) and training materials related to marketing, branding, packaging, pricing and market linkages. • Coordination Works: Coordination with SRLMs, SIRDs, Other institutions, Resource Persons and participants for smooth conduct of training programmes, nomination of SHGs under LoKos App for participation in SARAS Aajeevika Melas. • Data Entry & MIS Related Works: All data entry related to training under STMS, Training Management Portal (TMP), Data entry under tracker etc. • Workshops & Knowledge Events Assist in organizing National/Regional Level Workshops on marketing of SHG and Lakhpati Didi products, including logistics, documentation and follow-up actions. Support preparation of concept notes, agenda, background papers, and post-event reports. • Support in organizing SARAS Aajeevika Melas: To assist the officers of Marketing Centre of Delhi Branch in providing programmatic and coordination support to Ministry of Rural Development (MoRD) in planning and organization of SARAS Aajeevika Melas at national and state levels. Assist in coordination with SRLMs, SHGs, local administration and other stakeholders. Support documentation, data compilation, and reporting related to SARAS events. • Documentation & Reporting: Prepare reports, briefs, success stories, best practices and presentations related to marketing initiatives. Assist in maintaining programme databases, records and communication with stakeholders. • Any Other Work: Any other assignment related to NIRDPR Delhi Branch as assigned by the Centre from time to time.
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9.	Skills & Competencies	Strong coordination and organizational skills. Good drafting, documentation and presentation skills. Proficiency in MS Office (Word, Excel, PowerPoint). Ability to work with multiple stakeholders and meet timelines. Willingness to travel extensively as per programme requirements. Knowledge of Hindi and English (working proficiency)
10.	Age Limit	Not exceeding 35 years as on last date for submission of application
11.	Remuneration	a) Consolidated monthly remuneration of Rs.50,000/- (Fifty Thousand) only will be paid as per NIRDPR norms for Young Professionals, subject to revision from time to time. b) Actual cost of travel and subsistence for official tour, as per norms of NIRDPR.

General conditions

1. An application fee of Rs.300/- plus applicable taxes should be paid by General/OBC/EWS candidates through Pay Fee (SB Collect). No application fee for SC/ST/PWD candidates.
2. Candidate seeking exemption of application fee under SC/ST/PWD category shall require to upload the necessary Caste/PWD category certificate. Otherwise the application is liable to be rejected.
3. The candidates should apply through online registration available on the website <http://career.nirdpr.in/>
4. The offered assignment is purely on contractual basis and does not envisage any form of regular appointment at NIRDPR in future.
5. Age, experience and qualification will be reckoned as on last date for submission of application i.e, 26.04.2026. Clear quality attested photostats copies of all important certificates and documents must be uploaded with the online application.
6. Candidates are advised to satisfy themselves before applying that they possess at least the minimum essential qualification laid down in the advertisement.
7. In case of large number of applications, the Institute may shortlist the candidates as may be necessary.
8. The Institute reserves the right to relax any of the requirements i.e. age, experience etc. in exceptional cases.
9. Canvassing in any form will be treated as disqualification.

10. No correspondence or telephonic enquiry will be entertained as regards short-listing, calling for interview, selection or engagement
11. The selection will be at NIRDPR, Rajendranagar, Hyderabad.
12. Date, time and venue of written test/interviews shall be communicated to shortlisted candidates only.
13. Only the shortlisted candidates will be called for written test/interview or both as applicable and no TA / DA will be given for attending the written test/Interview.
14. The prescribed qualifications and experience are minimum and the mere fact that a candidate possesses the same will not entitle him/her for being called for written test/Interview.
15. In case of any inadvertence in the process of selection which may be detected at any stage even after the issue of engagement letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates.
16. The Institute may hold the right to cancel the recruitment process due to lack of eligible applicants/administrative reasons.
17. In case of any dispute/ ambiguity that may occur in the process of selection, the decision of the Institute shall be final.
18. Candidates may regularly visit the website for further information/ updates, if any.
19. Applications received after the due date and time will not be considered.
20. The final results shall be communicated to the selected candidates only.
21. Last date for submission of online application is 26.04.2026.

Sd/-
Assistant Director
Administration (Section –I)