

JOB DESCRIPTION

Expert- Institutional Building, BD and Market Linkage Bharat Rural Livelihoods Foundation

Position: Expert- Institutional Building, BD and Market Linkage

Location: Bhubaneswar, Odisha with travel to BRLF geographies of operation

Number of Positions: One

Reports To: Program Officer; Southern Zone (Odisha)

Nature of Employment: This is a project-specific position offered as a full-time three-year contract with benefits. Renewal is possible, depending on project extension and availability of funds.

1.ORGANISATION BACKGROUND:

The Ministry of Rural Development set up Bharat Rural Livelihoods Foundation (BRLF), Government of India (GOI) as an independent organization under the Societies Registration Act to facilitate civil society action in partnership with State and Central Government, to transform livelihoods and lives of rural households, with an emphasis on women, particularly in the Central Indian Tribal Region.

BRLF is a unique and first-of-its-kind initiative. The Foundation is a partnership between Government on the one hand and private sector philanthropies, and public and private sector undertakings (under Corporate Social Responsibility) on the other. Major functions of BRLF are fostering strategic partnerships with state govt for improving program outcomes, providing financial grants to Civil Society Organizations (CSOs) to meet their human resource and institutional costs for up-scaling of proven interventions, investing in institutional strengthening of smaller CSOs, capacity building of professional human resources working at the grassroots, and to create a knowledge Hub for the sector.

For more details, visit www.brlf.in

2. ROLE DESCRIPTION:

The Expert - Institutional Building, BD & Market Linkage will play a pivotal role in developing and strengthening rural institutions, such as farmer producer companies (FPCs), Producer Groups and Self-help groups (SHGs), to enable sustainable livelihoods in rural areas. The role involves identifying and creating market opportunities, building institutional capacities, and ensuring that rural communities, particularly tribal and marginalized groups—have access to viable market linkages for their products and services. The expert will work closely with local partners, NGOs, Government agencies, and market actors to improve livelihood outcomes for rural communities.

3.KEY DUTIES AND RESPONSIBILITIES:

Institutional Building:

- **Capacity Development of Rural Institutions:** Build the capacities of rural institutions, such as FPOs, PGs and SHGs to improve their organizational governance, financial management, and operational efficiency.
- **Leadership & Governance Training:** Train community leaders and governing bodies of rural institutions in best practices for management, accountability, and member engagement.
- **Strategic Planning Support:** Assist rural institutions in developing and executing long-term strategies, including business planning, resource mobilization, and sustainable growth models.

Market Linkage Development:

- **Market Access Strategies:** Develop strategies to link rural institutions and communities with local, regional, and national markets. This includes facilitating partnerships with buyers, wholesalers, retailers, and processors.
- **Capacity Building for Market Readiness:** Train rural institutions in product development, quality control, packaging, and branding to make their products competitive in the market.
- **Facilitate Partnerships:** Build partnerships with businesses, NGOs, government agencies, and other stakeholders to promote rural livelihoods and ensure market access.

Collaboration & Stakeholder Engagement:

- **Collaboration with NGOs & Local Partners:** Work closely with BRLF's civil society partners and government agencies to design and implement capacity-building and market linkage programs.
- **Policy Advocacy:** Advocate for policies and schemes that enable rural communities and institutions to access better markets and improved livelihood opportunities.

Training & Module Development:

- Co-create training modules on FPC strengthening, statutory compliances, aggregation, value chain development and marketing linkages etc.
- Facilitating training to Agri-entrepreneurs, progressive farmers and community leaders.
- Capacity building and training programs to BoD members of FPCs, developing demonstrations sites and incubation centers.
- Provide support to progressive farmers linkages with flagship schemes of both state/central govt.

4. QUALIFICATIONS, EXPERIENCE AND COMPETENCIES:

Qualifications & Experience:

- Bachelor's degree (master's preferred) in Rural Development, Agribusiness Management, Social Work, Business Administration, Economics, or a related field.
- At least 7-8 years of relevant experience in institutional building, rural development, and market linkage.
- Proven track record of working with grassroots organizations, particularly in rural or tribal areas of India.
- Familiarity with government schemes, rural value chains (especially agriculture, horticulture, livestock, NTFPs), and market linkage models.

Key Skills & Competencies:

- Market Linkage & Value Chain Development: Strong understanding of market systems, value chains, and market access strategies for rural communities.
- Rural Livelihoods Knowledge: Deep understanding of rural livelihoods, particularly in tribal, marginalized, and remote areas of India.
- Project Management: Strong ability to manage multiple projects, coordinate with stakeholders, and ensure timely delivery of objectives.
- Capacity Building: Experience in conducting training programs and providing technical assistance to grassroots institutions and rural communities.
- Stakeholder Engagement: Ability to collaborate with government agencies, civil society organizations, private sector actors, and market players to achieve institutional development goals.
- Innovative Thinking: Ability to design and implement innovative solutions for market linkage and institutional sustainability.
- Communication: Strong verbal and written communication skills, with the ability to present complex ideas clearly to diverse audiences.

5. COMPENSATION OFFERED:

The remuneration package is budgeted for a range of INR 65,000-75,000 per month. The offer made to the selected candidate shall be commensurate with the qualifications, experience and salary history.

6.LOCATION: Bhubaneswar, Odisha

7.Age Limit: Max. Up to 45 years

8. Languages

Good command in speaking, reading, and writing in English and Odia are required. Knowledge of Hindi language would be an added advantage to the candidate.

9. APPLICATION PROCESS:

Eligible candidates interested in this position are requested to apply through [Link](#).

Applications will be reviewed on a rolling basis, and the position will remain open until filled. Early submission is encouraged, with a final application deadline of **December 05, 2024**.

BRLF is an equal-opportunity organization that does not discriminate based on religious belief, social class, caste, special ability, or gender.

Women are encouraged to apply.
