

UTTAR PRADESH STATE RURAL LIVELIHOOD MISSION (UPSRLM)

(Department of Rural Development, Government of Uttar Pradesh)

Eldeco Tower, Gomti Nagar, Lucknow - 226010

Date: June 12, 2026

DETAILED RECRUITMENT ADVERTISEMENT FOR CONTRACTUAL DISTRICT & BLOCK LEVEL POSITIONS

Uttar Pradesh State Rural Livelihood Mission (UPSRLM), under the Department of Rural Development, Government of Uttar Pradesh, invites online applications from eligible Indian citizens for appointment on a pure Outsourcing basis to various technical and administrative positions at the District Mission Management Unit (DMMU) and Block Mission Management Unit (BMMU) levels. These professionals will spearhead the digital monitoring, field operations, and strategic scaling of the National Rural Livelihood Mission (DAY-NRLM) across all development blocks and districts of Uttar Pradesh.

MANDATORY LEGAL NOTIFICATION & DISCLAIMER: This notification does not constitute an offer of direct, regular, temporary, or direct contractual employment by the Government of Uttar Pradesh or UPSRLM. The deployment is governed exclusively under an External Human Resource Outsourcing Model. Selected professionals will be structural employees of the designated Outsourcing Service Provider Agency. There shall be no explicit or implied Employer-Employee relationship between the deployed personnel and UPSRLM. Consequently, no claim for regularization, absorption, parity of salary, or structural integration into any cadre of the State Government or the Mission will be legally maintainable or entertained at any stage.

1. Position Structure & Essential Educational Qualifications

A. District Level Positions (District Mission Management Unit - DMMU)

**Note: No prior work experience is required for any position. All educational credentials must be from recognized universities.*

Theme	Position Name			Essential Educational Qualification (Regular Course)
District Mission Manager - ICB & SISD	S.N0.	Category	No. of Positions	MSW (Master of Social Work) / MA or MSc in (Rural Development / Sociology / Development Studies / Gender Studies / Women Studies / Forestry / Social Anthropology) / MBA / PGDM in (Rural Development / Rural Management / Development Management).
	1	UR[40%]	1	
	2	OBC[27%]	0	
	3	SC[21%]	0	
	4	ST[2%]	1	
	5	EWS[10%]	2	
	Total Positions		4	
District Mission Manager -NFL	S.N0.	Category	No. of Positions	MBA / PGDM in (Rural Development / Management / Entrepreneurship / Operations / Marketing) / MA / MSc (Rural Development / Development Studies / Economics) / M.Com / Master's Degree (Textile / Handloom / Handicraft / Industrial Development).
	1	UR[40%]	7	
	2	OBC[27%]	12	
	3	SC[21%]	2	
	4	ST[2%]	1	
	5	EWS[10%]	4	
	Total Positions		26	
District Mission Manager -MFFI	S.N0.	Category	No. of Positions	MBA / PGDM (Finance / Banking / Rural Management / Rural Development / Financial Inclusion / Microfinance / Entrepreneurship) / M.Com / MA Economics / CMA Inter.
	1	UR[40%]	12	
	2	OBC[27%]	09	
	3	SC[21%]	8	
	4	ST[2%]	1	
	5	EWS[10%]	8	
	Total Positions		38	
District Mission Manager -ME & MIS	S.N0.	Category	No. of Positions	MCA / M.Sc. (IT / Computer Science / Data Science) / M.Tech / B.Tech (IT, CSE, Data Analytics) / MBA / PGDM (Analytics / Operations / Data Science) / MA / MSc in (Statistics / Economics) / PG Diploma (Data Analytics / Data Science / MIS / IT Systems).
	1	UR[40%]	15	
	2	OBC[27%]	8	
	3	SC[21%]	6	
	4	ST[2%]	1	
	5	EWS[10%]	8	
	Total Positions		38	
District Mission Manager -FL	S.N0.	Category	No. of Positions	M.Sc. Agriculture (any major: Agronomy, Horticulture, Extension, etc.) / M.V.Sc. / Fisheries / Forestry OR MBA / PGDM (Agri-Business / Rural Management / Rural Development) / MSc (Agribusiness / Natural Resource Management).
	1	UR[40%]	14	
	2	OBC[27%]	12	
	3	SC[21%]	6	
	4	ST[2%]	1	
	5	EWS[10%]	7	
	Total Positions		40	
District Mission Manager -Value Chain & Market Linkage	S.N0.	Category	No. of Positions	MBA / PGDM (Marketing / Agri-Business / Supply Chain / Rural Development / Rural Management) / M.Sc. (Agri Business / Food Technology) / MA Economics / Development Studies / Master's Degree (Supply Chain Management / Logistics).
	1	UR[40%]	30	
	2	OBC[27%]	20	
	3	SC[21%]	16	
	4	ST[2%]	1	
	5	EWS[10%]	8	
	Total Positions		75	
District Mission Manager -Admin & Accounts	S.N0.	Category	No. of Positions	MBA / PGDM (Finance / Banking / HR / Financial Inclusion) / M.Com / CMA OR MA (Public Administration).
	1	UR[40%]	30	
	2	OBC[27%]	20	
	3	SC[21%]	16	
	4	ST[2%]	1	
	5	EWS[10%]	8	
	Total Positions		75	

Theme	Position Name			Essential Educational Qualification (Regular Course)
Account Assistant (District)	S.NO.	Category	No. of Positions	Master's Degree in Commerce (M.Com) / Finance / Accounts in regular course from a recognized institute or university.
	1	UR [40%]	18	
	2	OBC[27%]	13	
	3	SC[21%]	8	
	4	ST[2%]	1	
	5	EWS[10%]	8	
	Total Positions		48	
Data Entry Operator cum MIS Assistant (District)	S.NO.	Category	No. of Positions	Graduate Degree in any discipline from a recognized institute/university AND mandatory CCC Computer Certificate from NIELIT. Operational typing proficiency in both Hindi and English is mandatory.
	1	UR[40%]	75	
	2	OBC[27%]	50	
	3	SC[21%]	39	
	4	ST[2%]	4	
	5	EWS[10%]	19	
	Total Positions		187	

B. Block Level Positions (Block Project Implementation Unit - BMMU)

**Note: No prior work experience is required. Fresh graduates are fully eligible to apply.*

Position Name				Essential Educational Qualification (Regular Course)
Block Mission Manager -IBCB & SISD	S.NO.	Category	No. of Positions	Graduate in any discipline from an officially recognized institute or university.
	1	UR 40%	20	
	2	EWS 10%	44	
	3	OBC 27%	20	
	4	SC 21%	7	
	5	ST 2%	13	
	Total		104	
Block Mission Manager -NFL	S.NO.	Category	No. of Positions	BBA / BA Economics / B.Sc. (Hotel Management / Fashion Technology) / B.Voc. from a recognized institute or university.
	1	UR 40%	145	
	2	EWS 10%	60	
	3	OBC 27%	100	
	4	SC 21%	61	
	5	ST 2%	15	
	Total		381	
Block Mission Manager -MFFI	S.NO.	Category	No. of Positions	B.Com / BA Economics / BBA in regular course from a recognized institute or university.
	1	UR 40%	149	
	2	EWS 10%	77	
	3	OBC 27%	104	
	4	SC 21%	109	
	5	ST 2%	17	
	Total		456	
Block Mission Manager -ME & MIS	S.NO.	Category	No. of Positions	BCA / B.Sc. IT / B.Tech (IT / CSE / Data Science / Data Analytics) OR PGDCA from an UGC/AICTE recognized institute.
	1	UR 40%	204	
	2	EWS 10%	72	
	3	OBC 27%	130	
	4	SC 21%	112	
	5	ST 2%	17	
	Total		535	
Block Mission Manager -FL & Value Chain	S.NO.	Category	No. of Positions	BBA / B.Sc. Agriculture / B.Sc. (Horticulture / Forestry / Fisheries) in regular course from a recognized
	1	UR 40%	130	
	2	EWS 10%	62	
	3	OBC 27%	101	

Position Name				Essential Educational Qualification (Regular Course)
	4	SC 21%	78	university.
	5	ST 2%	15	
	Total		386	
Account Assistant (Block)	S.NO.	Category	No. of Positions	Regular Bachelor's Degree in Commerce (B.Com) or Business Administration (BBA) from a recognized institute/ university.
	1	UR [40%]	330	
	2	OBC [27%]	223	
	3	SC [21%]	173	
	4	ST [2%]	17	
	5	EWS [10%]	83	
	Total		826	
Data Entry Operator cum MIS Assistant (Block)	S.NO.	Category	No. of Positions	Regular Graduate Degree in any discipline from a recognized institute/university AND mandatory CCC Computer Certificate from NIELIT. Knowledge of computer typing both Hindi and English Must.
	1	UR [40%]	91	
	2	OBC [27%]	61	
	3	SC [21%]	48	
	4	ST [2%]	5	
	5	EWS [10%]	23	
	Total		228	

2. Selection Modality, Examination Scheme & Minimum Qualifying Cut-offs

To ensure total transparency and meritocracy under the contractual frameworks of UPSRLM, recruitment is executed through a strict three-layer selection process consisting of the following mandatory phases:

- 1. Initial Sewayojan Portal Screening:** Automated screening of basic applications matching essential educational pathways, qualifying fields, marks percentages, and uploaded computerized certificates.
- 2. Computer Based Test (CBT):** Shortlisted individuals will face an 120-minute competitive online examination holding 100 Objective Type Multiple Choice Questions (MCQs), split evenly as follows:
 - **Part-1 (General Domain):** Assesses basic reasoning, analytical math, computer literacy, and governance programs.
 - **Part-2 (Thematic Technical Domain):** Assesses specialized vertical knowledge aligned with the respective post.

* CRUCIAL REQUIREMENT: Category-Wise Minimum Sectional Cutoff Matrix

To qualify for the subsequent merit listing or practical skill tests, candidates **must secure the minimum qualifying marks independently in both Part-1 and Part-2** of the CBT. Scoring below the specified threshold in either section results in automatic elimination:

S.No.	Candidate Category	Part-1 (General Domain) Minimum Cutoff	Part-2 (Technical Domain) Minimum Cutoff
1	Unreserved / General (UR)	50% (25 out of 50 Marks)	50% (25 out of 50 Marks)
2	Economically Weaker Sections / Other	45% (22.5 out of 50 Marks)	45% (22.5 out of 50 Marks)

	Backward Classes (EWS / BC)		
3	Scheduled Caste / Scheduled Tribe (SC / ST)	40% (20 out of 50 Marks)	40% (20 out of 50 Marks)

1. Comprehensive and Exhaustive Written Examination Syllabus (CBT)

Section I: Part-1 Syllabus (General Domain) | Common across All Positions

This part tests general awareness, quantitative efficiency, logic systems, and understanding of rural institutions and governance in Uttar Pradesh:

S.No.	Subject Area	Detailed Topics
1	Current Affairs & General Awareness	National and international current affairs of the past 12 months, government flagship programs, important economic developments, major sports events, awards and honors, key national appointments, recent advancements in science and technology, foundational environmental issues, and prominent national/international organizations.
2	Uttar Pradesh Special Knowledge	Geographical landscape of Uttar Pradesh; major rivers and irrigation canal networks; climate variations and agricultural patterns of the state; Key Indicators of UP Census 2011 (rural-urban population percentages, literacy density, block-wise variations in gender ratio); art, culture, regional folk dances, and prominent festivals of UP; historical and tourism destinations; basic administrative structure of Uttar Pradesh.
3	Rural Development & Governance	Foundational framework and objectives of DAY-NRLM; institutional model of Self-Help Groups (SHGs); 3-tier Panchayati Raj system (73rd Constitutional Amendment); functions, powers, and structural role of the Gram Sabha; basic process of Social Audit; key line departments under Rural Development; decentralization and local self-governance frameworks.
4	Government Welfare Schemes	MGNREGA (wage employment guidelines, social audits); Pradhan Mantri Awas Yojana-Gramin (PMAY-G); Swachh Bharat Mission-Gramin (SBM-G); Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY); Pradhan Mantri Suraksha Bima Yojana (PMSBY); Atal Pension Yojana (APY); Pradhan Mantri Rozgar Programme (PMEGP); One District One Product (ODOP); Lakhpati Didi Initiative ; MUDRA loan categories; PM Vishwakarma Yojana; PMFME, CM-YUVA, Mukhyamantri Sumangala Yojana, Digital India; and Startup India frameworks.
5	Logical Reasoning	Coding-decoding, analogies, semantic and numeric classification (Odd One Out), blood relation tracing, direction coordinate sense, seating arrangements (linear and circular alignments), syllogisms, statement and conclusion logic, basic alphanumeric puzzles, ranking tests, and introductory calendar/clock problems.

S.No.	Subject Area	Detailed Topics
6	Quantitative Aptitude	Simplification techniques, fractions and decimals, percentages, ratio and proportion, averages, profit and loss metrics, commercial partnerships, simple and compound interest calculations, time and work schedules, pipe and cistern capacities, time-speed-distance equations, fundamental mensuration formulas, and Data Interpretation (DI tables, bar graphs, and pie charts) .
7	Computer Fundamentals	Foundational concepts of hardware and software; functions of standard operating systems (Windows, Android); types of memory and storage devices; basics of computer networking; operational handling of peripheral assets like printers and scanners, MS office.
8	Digital Governance & Financial Systems	Unified Payments Interface (UPI) systems, QR code transaction safety, execution logic of Direct Benefit Transfer (DBT), foundational overview of the Public Financial Management System (PFMS), application of Digital Signatures, and handling of major online e-governance platforms.

Section II: Part-2 Syllabus (Thematic Technical Domain) | Post-Specific

[Category A: District Level Technical Domain - DMMU]

[Post Code: DMM - ICB & SISD] District Mission Manager — Institution Building & Social Inclusion

- **Rural Sociology & Community Systems:** Basic understanding of rural social structures; tracking indicators of gender inequality in rural terrains; strategic frameworks for Social Inclusion; mapping vulnerable and marginalized groups; introductory causes of rural-to-urban migration; socio-economic profiling models for rural households.
- **Social Mobilization & Institution Building:** Step-by-step process of Self-Help Group (SHG) formation; core principles and behavioral tracking of Panchasutra rules; eligibility benchmarks for SHG grading; structural assembly of Village Organizations (VOs) and Cluster Level Federations (CLFs); verification of official bylaws and baseline meeting procedures.
- **Community Capacity Building:** Frameworks for Training Need Assessment (TNA); core tenets of adult learning principles; step-by-step execution of ToT (Training of Trainers) modules; structural orientation of Community Resource Person (CRP) networks and basic management of community cadres.
- **Participatory Approaches:** Foundational tools for Participatory Rural Appraisal (PRA); on-field execution of Social Mapping, Resource Mapping, and Wealth Ranking; step-by-step communal validation loops for the Participatory Identification of Poor (PIP) process.
- **Convergence Systems:** Identification protocols for vulnerable groups via Participatory Identification of Poor (PIP) exercises. Constructing inter-departmental linkage blueprints with Departments of Panchayati Raj, Horticulture, Agriculture, and Women & Child Welfare.
- **Food, Nutrition, Health and WASH (FNHW):** Maternal and Child Nutrition, including diet diversity, complementary feeding and breastfeeding practices, Maternal Health, including Antenatal Care (ANC), Postnatal Care (PNC), institutional delivery and identification of danger signs, Menstrual Health Management (MHM), personal hygiene and WASH (Water, Sanitation and Hygiene) practices, Government Health and Nutrition Programmes and Campaigns, including Poshan Maah, Poshan Pakhwada, Anemia Mukh Bharat, TB Mukh Bharat and Lymphatic Filariasis elimination initiatives, Prevention and management of common nutrition and health issues, including anemia, malnutrition, tuberculosis and vector-borne diseases, Roles and responsibilities of community institutions and frontline workers in

[Post Code: DMM - NFL] District Mission Manager — Non-Farm Livelihoods

- **Entrepreneurship Development:** Methodologies for identifying rural micro-enterprises; basic tools for business opportunity analysis; core traits of foundational entrepreneurship skills; primary structural components of the rural start-up ecosystem.
- **Enterprise Planning & DPR:** Business planning frameworks for nano-ventures; studying local market feasibility vectors; drafting bankable Detailed Project Reports (DPRs); basic cost-benefit analysis metrics; estimation parameters for working capital and asset planning.
- **Rural Non-Farm Sectors:** Promotional models for traditional Handloom, Handicrafts, textile clusters, small-scale Food Processing units, and localized micro-manufacturing facilities.
- **Skill Development Systems:** Operational policy architectures and target flows of DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana), Uttar Pradesh Skill Development Mission (UPSDM), and RSETI centers; tracking placement-linked training modules and organizing candidate mobilization/counseling circuits.
- **Cluster Development Basics:** Basic cluster mapping mechanisms for traditional artisans; conceptual layout of Common Facility Centers (CFCs); institutionalizing artisan collectives; primary guidelines of the SFURTI framework.
- **Marketing & Branding:** Foundational branding protocols for rural products; standard labeling requirements; aesthetic packaging laws; primary parameters of barcoding systems; introductory registration processes under FSSAI compliance lines.
- **E-Commerce & Digital Marketing:** Step-by-step onboarding loops of SHG micro-ventures onto the Open Network for Digital Commerce (ONDC), Government e-Marketplace (GeM) portal, Amazon, and Flipkart channels; basic execution setups for social media marketing.
- **Financial Linkages & Schemes:** Application processing routes under Prime Minister's Employment Generation Programme (PMEGP), CM YUVA yojana, MUDRA loan frameworks, and Stand-Up India lines; standard procedures for mobilizing bank loans and processing subsidy-linked welfare brackets.
- **State Industrial Linkages:** Deep functional knowledge of 'One District One Product' (ODOP) policies, liaison tracking with District Industries Centers (DIC), PMEGP subsidies.

[Post Code: DMM - MFFI] District Mission Manager — Microfinance & Financial Inclusion

- **Financial Inclusion Ecosystem:** Structural framework of the Self-Help Group-Bank Linkage Programme (SHG-BLP); basic credit delivery loops; operational parameters of core master circulars issued by RBI and NABARD; architectural design of Banking Correspondent (BC) networks. RBI master circulars on SHG bank linkage, NABARD priority sector credit metrics.
- **Community-Based Finance:** Allocation matrices and financial management of the Revolving Fund (RF), Community Investment Fund (CIF), and Vulnerability Reduction Fund (VRF); operationalizing internal lending mechanisms inside SHGs and framing base interest rate structures.
- **Credit & Banking Systems:** Core stages of the credit appraisal process; standard documentation required for micro-banking loans; layout of asset repayment cycles; initial tracking parameters for preventing Non-Performing Assets (NPAs) and sustaining financial discipline.
- **Banking Coordination Mechanisms:** Preparation of agendas and coordination flows for District Level Bankers' Committee (DLCC) and Block Level Bankers' Committee (BLBC) sessions; handling friction and streamline processing of SHG applications at branch levels, representation layouts in District Level Bankers' Committee (DLCC) platforms.
- **Insurance & Social Security:** Methods to maximize rural coverage for Pradhan Mantri Jeevan Jyoti Bima Yojana

(PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), and Atal Pension Yojana (APY); basic procedures for setting up crop and livestock micro-insurance claims.

- **Digital Financial Services:** Performance tracking profiles of BC Sakhis (Bank Sakhis); structural monitoring of Micro-ATM assets; transaction security patterns under the Aadhaar Enabled Payment System (AePS); tracking DBT settlement networks and secure mobile banking parameters.
- **Financial Literacy Campaigns:** Methods for training rural households in budget making, maximizing localized saving models, organizing basic credit counseling cells, and deploying mobile financial awareness campaigns.
- **Monitoring & Recovery Systems:** Developing analytical trackers for loan tracking; managing overdue recovery matrices; portfolio quality assessment calculations; online execution of Interest Subvention claims across bank networks.

[Post Code: DMM - ME & MIS] District Mission Manager — Monitoring & Evaluation and MIS

- **Computer Basic Skills:** Proficiency in MS Office (Word, Excel, PowerPoint, Outlook), Advanced Excel functions (Pivot Table, VLOOKUP/XLOOKUP, Conditional Formatting, Dashboard Preparation), Internet and Email Management, Data Entry and Data Validation Techniques• File Management and Cloud-based Document Sharing, Hindi and English Typing
- **Core Topics Knowledge:** Monitoring & Evaluation Framework, Key Performance Indicators (KPIs), Data Collection, Data Validation and Data Quality Assessment, Annual Action Plan (AAP) Preparation and Monitoring, District and Block Level Planning & Review Mechanism, Project Progress Tracking and Performance Monitoring, Report Writing and Documentation, DAY-NRLM Guidelines, Institution Building and Livelihood Components.
- **Technical Skills:** MIS Management and Database Handling, Data Analysis and Interpretation, Dashboard Development and Reporting, Management Information Systems (MIS) Operations, Data Compilation, Cleaning and Verification, Preparation of Monthly, Quarterly and Annual Reports, Data Visualization using Excel/Power BI/Table, Basic SQL Query Understanding, Mobile-based Data Collection Platforms, Data Security and Confidentiality Practices
- **Emerging Trends:** Business Intelligence (BI) Tools, Power BI Dashboard Development, AI-enabled Data Analytics and Reporting, Digital Monitoring Systems• Real-time Data Tracking and Visualization, Cloud-based Data Management Systems, Predictive Analytics for Programme Monitoring, API-based Data Integration Concepts, Data Governance and Data Quality Management
- **Other Skills:** Analytical and Problem-Solving Ability, Communication and Presentation Skills, Stakeholder Coordination and Team Management, Capacity Building and Training Facilitation, Review Meeting Facilitation and Documentation, Time Management and Multitasking, Decision Support through Data Analysis, Attention to Detail and Accuracy, Leadership and Strategic Planning, Ability to Work with District, Block and Community Institutions

[Post Code: DMM - FL] District Mission Manager — Farm Livelihoods

- **Sustainable Agriculture & Natural Farming:** Core principles of chemical-free organic agriculture; practical field execution metrics under Bhartiya Prakritik Krishi Paddhati (BPKP) / Zero Budget Natural Farming (ZBNF)—the specific biological compositions of Bijamrit, Jeevamrit, Ghanajeevamrit, and Acchadan; basic layout steps of Integrated Nutrient Management (INM).
- **Soil & Water Management:** Tracking indicators of the Soil Health Card to design balanced localized nutrient inputs; modern irrigation methods (drip systems, sprinkler mechanisms); water conservation steps; and baseline structural setups of watershed management.
- **Crop Intensification Systems:** Operational field geometries and root management metrics for the System of Rice Intensification (SRI) and System of Wheat Intensification (SWI); concepts of crop diversification indexes and multi-cropping parameters.
- **Horticulture & High-Value Crops:** Production techniques for commercial vegetable cultivation; medicinal and aromatic plant farming; low-cost models for rural floriculture clusters.

- **Protected Cultivation Basics:** Core structural layouts and temperature principles behind Polyhouse farming and shade-net setups; integrating micro-irrigation lines inside protected environments.
- **Livestock Development Models:** Layout parameters for running rural dairy units, advanced goat rearing (Goatery) loops, backyard poultry systems, and inland fisheries; production cycles for high-nutrient green fodder (Azolla Cultivation).
- **Veterinary & Disease Management:** Primary physical symptoms of endemic livestock conditions (Foot & Mouth Disease - FMD, PPR, Lumpy Skin Disease); implementing preventative healthcare loops and managing a district Livestock Vaccination Calendar via Pashu Sakhis.
- **Climate Smart Agriculture:** General parameters of climate-resilient crop varieties; translating weather advisory forecasts into grassroots language for rural dissemination networks.
- **Renewable Energy Systems:** Operational framework of the state-level "Surya Sakhi" Initiative; training curricula for rural women as basic solar PV assembly and repair technicians; functional layouts of solar irrigation pumps and localized domestic solar arrays.

[Post Code: DMM - Value Chain Development and Market Linkage] District Mission Manager — Value Chain & Market Linkage

- **Value Chain Concepts:** Multi-stage pathways of value addition in primary agri-produce; field measures to mitigate post-harvest losses; standardizing parameters for primary sorting, cleaning, and grading lines.
- **Storage & Logistics:** Basic operational rules for managing community-level grain banks and decentralized warehouse assets; basic conceptual overview of cold-chain logistics; transportation tracking methods.
- **Producer Institutions:** Methodologies for organizing grassroots Producer Groups (PGs) and Farmer Producer Organizations (FPOs); basic governance guidelines and financial equity structures matching the Companies Act provisions.
- **Procurement & Aggregation:** Bulk aggregation methodologies for smallholder farm outputs; models for managing collective procurement points; managing baseline inventory control logs.
- **Agri-Marketing Systems:** Operational working loops of APMC Mandi structures; processing options under institutional marketing networks; managing wholesale and retail supply tracks; reinforcing local rural haats.
- **Contract Farming Basics:** Fundamental legal definitions under contract farming; structural layouts of generic farmer-buyer agreements; risk management pathways for protecting marginal cultivators.
- **Retail & Corporate Linkages:** Creating commercial access points for SHG items inside mainstream retail chains and corporate consumer houses; foundational elements of B2B (Business-to-Business) marketing pipelines.
- **Export & Quality Standards:** Primary parameters for enforcing food safety protocols; acquiring core certifications (including AGMARK parameters and foundational FSSAI quality benchmarks).

[Post Code: DMM - Admin and Accounts] District Mission Manager — Administration & Accounts

- **Office Administration:** Standard operating procedures for government offices; execution workflows for official noting and drafting; file indexing rules and record retention systems; tracking inward-outward letter registers.
- **Human Resource Management:** Standard administrative provisions for managing contract human resource brackets; automated attendance tracking systems; leave management profiles; employee performance scoring loops under the mission's HR Policy Manual.
- **General Financial Rules (Foundational):** Core principles of fiscal propriety under General Financial Rules (GFR); structural steps for executing direct public procurements using the online GeM (Government e-Marketplace) portal.
- **E-Tendering & Procurement:** Primary operational stages for issuing e-tenders; tracking bid evaluations; generic models

for vendor selection and vendor relationship management.

- **Taxation & Compliance:** Foundational knowledge of GST tax slabs; rules governing TDS (Tax Deducted at Source) deductions on administrative vouchers; handling online e-filing pathways; baseline compliance parameters for Employee Provident Fund (EPF) and ESI processing.
- **Financial Monitoring:** Managing budget utilization indexes; automated tracking of administrative expenditures; compiling and validating regional Utilization Certificates (UCs) for submission to state directorates.
- **Audit Systems:** Defining parameters for Internal Audit loops; tracking statutory audit preparations; organizing evidentiary books for compliance verification and audit objection settlement, compilation/verification of district Utilization Certificates (UCs).

[Post Code: Account Assistant (District)]

- **Accounting Principles:** Fundamental concepts of the double-entry bookkeeping system; structure of generic accounting standards; rules for recording journal entries and ledger formatting.
- **Financial Statements:** Balancing out a comprehensive Trial Balance; structural components of an enterprise Balance Sheet; formulating detailed Profit & Loss Accounts.
- **Cash & Banking Operations:** Rigorous upkeep of primary Cash Books; managing petty cash accounts; formulation steps for generating a Bank Reconciliation Statement (BRS).
- **Voucher & Documentation:** Systematic processing of vendor and office bills; physical and digital verification of transaction vouchers; checking evidentiary supporting documents and archiving protocols.
- **PFMS Operations:** Transaction mapping across the Public Financial Management System (PFMS) portal; operational execution within the EAT (Expenditure-Advance-Transfer) module; managing electronic fund transfer pathways.
- **Tally Prime Applications:** Step-by-step company creation; managing ledger configurations; entering transaction entries under GST variables; processing voucher layouts inside Tally Prime.
- **Audit & Compliance:** Compilation parameters for generating Utilization Certificates (UCs); indexing financial audit queries; structuring formal compliance responses.
- **Government Accounting:** Structural overviews of treasury account matching; tracking public grants management; standard classification codes for administrative expenditure.
- **Cash Handling:** Bank Reconciliation Statements (BRS), cash book verification routines, accounting steps inside Tally Prime.

[Post Code: Data Entry Operators cum MIS Assistant (District)]

- **Office Automation Tools:** Professional mastery of MS Word processing, MS Excel spreadsheet architectures, and MS PowerPoint slide tools; editing and compiling complex PDF portfolios. MS Excel operations (filters, conditional calculations, SUMIF, COUNTIF, VLOOKUP).
- **Data Entry & MIS:** Entering continuous updates across state web portals; processing real-time dataset uploads; formatting automated daily progress logs; executing input data quality validations. MS Word advanced features (mail merge, pagination rules)
- **Spreadsheet Management:** Data processing via cell sorting, complex multi-column filters, foundational logical equations, data formatting setups, and automated dynamic chart creation.
- **Internet & Communication:** Advanced management of corporate email networks (correct parameters for CC/BCC strings); administrative coordination of video conferencing clients; utilizing cloud-sharing drives.
- **Document Management:** Structural rules for digital file indexing; document scanning protocols; executing secure file

conversions and archiving records on remote cloud storage nodes.

- **Typing & Documentation:** Operational typing speed and accuracy in Hindi and English (utilizing Mangal Font on Inscript Layout); formatting standard drafts for inter-office memos and letters.
- **Hardware & Troubleshooting:** Basic troubleshooting steps for configuration issues on desktops, office printers, or scanning hardware; resolving basic local network and internet connectivity drops.
- **Cyber Hygiene:** Following information security guidelines; updating antivirus engines; strong password construction; identifying phishing emails and online social engineering traps.
- **Server Management:** File Transfer Protocol (FTP) handling, managing backup folders over enterprise cloud platforms (Google Drive, OneDrive)

[Category B: Block Level Technical Domain - BMMU]

[Post Code: BMM - IBCB & SISD] Block Mission Manager — Institution Building & Social Inclusion

- **SHG Formation & Strengthening:** Methods for identifying and organizing rural women into new Self-Help Groups (SHGs); scheduling regular group meetings; on-field monitoring of Panchasutra compliance; verifying elementary bookkeeping registers and transaction entries at the group level. Process of SHG formation, member selection criteria, group norms, savings practices, meeting procedures, internal lending systems, maintenance of attendance and savings registers
- **Capacity Building & Training:** Training Need Assessment (TNA), adult learning principles, training methodologies, exposure visits, community-level training programmes
- **Community Mobilization:** Designing and executing village-level awareness camps regarding Livelihood Mission; conducting household surveys; utilizing basic PRA tools (such as participatory social mapping) on the ground.
- **VO & CLF Support:** Facilitating fair execution of democratic selection processes and executive committee formations inside Village Organizations (VOs) and Cluster Level Federations (CLFs); guiding community scribes in writing up clean tracking logs inside official Resolution Books (Prastav Pustika).
- **Social Inclusion & Gender Sensitization:** Identifying ultra-poor, destitute, and marginalized households within the block for inclusion into the SHG network; coordinating village-level campaigns on women empowerment and gender equity issues.
- **Community Cadres Coordination:** Roles and responsibilities of Community Resource Persons (CRPs), Bank Sakhis, Samooch Sakhi, Krishi Sakhis, Pashu Sakhis and other community cadres, Managing active schedules, tracking field outputs, and checking claim logs of Community Resource Persons (CRPs) and local bookkeepers; compiling data for honorarium routing via VOs.
- **Vulnerability Reduction Fund (VRF):** Financial support systems for poor and vulnerable households and emergency needs
- **Welfare Linkages:** Direct handholding of eligible poor households to complete application processes for old-age/widow state pensions, Ayushman Bharat health cards, and micro-insurance programs (PMJJBY/PMSBY).
- **Food, Nutrition, Health and WASH (FNHW):** Maternal and Child Nutrition, including diet diversity, complementary feeding and breastfeeding practices, Maternal Health, including Antenatal Care (ANC), Postnatal Care (PNC), institutional delivery and identification of danger signs, Menstrual Health Management (MHM), personal hygiene and WASH (Water, Sanitation and Hygiene) practices, Government Health and Nutrition Programmes and Campaigns, including Poshan Maah, Poshan Pakhwada, Anemia Mukh Bharat, TB Mukh Bharat and Lymphatic Filariasis elimination initiatives, Prevention and management of common nutrition and health issues, including anemia, malnutrition, tuberculosis and vector-borne diseases, Roles and responsibilities of community institutions and frontline workers in

promoting health, nutrition and sanitation outcomes.

[Post Code: BMM - NFL] Block Mission Manager — Non-Farm Livelihoods

- **Introduction to Rural Non-Farm Livelihoods:** Concept and importance of non-farm livelihoods, role of micro-enterprises in rural income generation, Delivering direct field-level support to SHG members for launching individual or group nano-enterprises (such as tailoring units, grocery stores, local utility kiosks, or artisanal setups).
- **Entrepreneurship Development:** Identification of business opportunities, entrepreneurial behavior, business planning and risk assessment
- **Product Branding & Packaging:** Labeling, packaging standards, barcode systems, product presentation and branding techniques
- **Digital Marketing & E-Commerce:** GeM Portal, ONDC, Amazon and Flipkart onboarding, social media marketing and online product promotion
- **Financial Linkages for Enterprises:** PMEGP, CM-YUVA, MUDRA Loan, Stand-Up India, bank loan application process and subsidy-based schemes.
- **Skill Development Mobilization:** Mapping unemployed rural youth at the village level; conducting counseling loops to motivate youth to enroll in DDU-GKY, Rural Self Employment Training Institutes (RSETI), and Uttar Pradesh Skill Development Mission (UPSDM) mobilization and counselling.

[Post Code: BMM - MFFI] Block Mission Manager — Microfinance & Financial Inclusion

- **Introduction to Financial Inclusion:** Meaning and importance of financial inclusion, role of banks in rural development, access to formal financial systems
- **SHG-Bank Linkage Programme:** Process of linking SHGs with banks, opening savings accounts, grading for credit linkage, loan application and repayment systems
- **Savings & Internal Lending:** Group savings practices, inter-loaning systems, interest calculation and financial discipline
- **Revolving Fund (RF):** Purpose, eligibility and utilization of Revolving Fund provided to SHGs
- **Community Investment Fund (CIF):** CIF concept, fund disbursement, utilization process, repayment tracking and monitoring
- **Banking Systems & Coordination:** Banking procedures, branch coordination, District Level Consultative Committee (DLCC), Block Level Bankers Committee (BLBC)
- **Banking Correspondent Sakhi (BC Sakhi) Model:** Rural banking services through BC Sakhis, micro-ATM operations, digital cash transactions
- **Digital Financial Services:** Unified Payment Interface (UPI), Aadhaar Enabled Payment System (AePS), Direct Benefit Transfer (DBT), mobile banking
- **Financial Literacy:** Household budgeting, savings promotion, insurance awareness, loan management and digital payment awareness
- **Insurance & Social Security Schemes:** PMJJBY, PMSBY, Atal Pension Yojana and insurance claim procedures
- **Loan Recovery & NPA Management:** Non-Performing Assets (NPA), overdue management, repayment follow-up and financial discipline systems
- **Block Banking Liaison:** Assisting SHG bank savings account setups, executing credit linkage portfolios, participating in Block Level Bankers' Committee (BLBC) assemblies.

[Post Code: BMM - ME & MIS] Block Mission Manager — Monitoring & Evaluation and MIS

- **Computer Basic Skills:** Proficiency in MS Office (Word, Excel, PowerPoint), Excel functions (Sorting, Filtering, Pivot Table, Basic Formulas, VLOOKUP), Internet and Email Management, Data Entry and Data Validation, File and Folder Management, Hindi and English Typing
- **Core Topics Knowledge:** DAY-NRLM/UPSRLM Programme Structure and Institutional Architecture (SHG, VO, CLF), MIS Data Collection and Reporting Processes, Data Quality and Validation Procedures, Block Level Planning and Review Processes, Key Performance Indicators (KPIs) under DAY-NRLM, Report Preparation and Documentation
- **Technical Skills** : MIS Portal Operations and Data Entry Management, Data Compilation, Verification and Consolidation, Monthly Progress Report (MPR) Preparation, Excel-based Data Analysis and Reporting, Mobile App-based Data Collection Systems, Data Cleaning and Error Resolution, Basic Dashboard Interpretation, Record Management and Documentation
- **Emerging Trends:** Digital Data Collection Platforms, Mobile-based Monitoring Systems, AI-assisted Reporting Tools (Basic Awareness), Real-time Monitoring Dashboards (User Level), Cloud-based File Sharing and Collaboration Tools
- **Other Skills:** Analytical Thinking and Attention to Detail, Communication and Coordination Skills, Training and Handholding of Community Cadres, Problem Solving and Follow-up Skills, Time Management and Task Prioritization, Teamwork and Interpersonal Skills, Ability to Work with SHG, VO, CLF and Block-level Stakeholders
- **Desktop Spreadsheets:** Managing data points inside Google Sheets/MS Excel using sorting parameters, filtering rows, and basic algebraic equations.

[Post Code: BMM - FL & Value Chain Development and Market Linkage] Block Mission Manager — Farm Livelihoods & Value Chain

- **Sustainable Agriculture Practices:** Organic farming, natural farming, integrated nutrient management and climate-resilient agriculture
- **Organic & Natural Farming Inputs:** Jeevamrit, Ghanajeevamrit, Beejamrit, Neemastra, compost preparation and bio-fertilizers
- **Soil & Water Conservation:** Soil Health Card, water conservation techniques, irrigation systems and watershed management
- **Crop Intensification Techniques:** System of Rice Intensification (SRI), System of Wheat Intensification (SWI), crop diversification
- **Horticulture & Protected Cultivation:** Vegetable cultivation, floriculture, medicinal plants, polyhouse and drip irrigation
- **Dairy & Livestock Management:** Dairy farming, goatery, poultry, fodder management and livestock-based livelihoods
- **Fisheries & Allied Activities:** Fish farming, pond management and aquatic livelihood systems, Krishi Sakhi & Pashu Sakhi Model, Community cadre systems for agriculture and livestock advisory services
- **Producer Group Formation:** Formation of Producer Groups (PGs), aggregation systems and collective marketing
- **Value Chain Development:** Product grading, sorting, packaging, storage and value addition
- **Market Linkages & Aggregation:** Mandi systems, local buyers, aggregation centers and institutional market linkage
- **Renewable Energy in Agriculture:** Solar pumps, Surya Sakhi initiative and renewable energy applications in farming

[Post Code: Account Assistant (Block)]

- **Basic Accounting Principles:** Double-entry bookkeeping system, accounting concepts and accounting standards
- **Journal, Ledger & Trial Balance:** Recording of financial transactions, ledger posting and preparation of trial

balance

- **Cash Book Management:** Maintenance of cash book, petty cash register and daily cash verification
- **Bank Reconciliation Statement (BRS):** Reconciliation of cash book and bank statement balances
- **Voucher Preparation & Verification:** Preparation of payment vouchers, bill verification and supporting documents
- **Public Financial Management System (PFMS):** Online payment systems, fund transfer, expenditure tracking and EAT module
- **Tally Prime Accounting Software:** Company creation, ledger creation, voucher entry, GST accounting and reconciliation
- **Budget & Expenditure Monitoring:** Budget allocation, expenditure tracking and financial reporting
- **Audit & Financial Compliance:** Internal audit, utilization certificates (UCs), compliance reports and audit observations
- **Government Financial Rules (GFR):** Basic financial rules, procurement systems and office financial procedures
- **Block Bookkeeping:** Maintaining continuous block cash books, balancing ledgers, executing bank statement matching (BRS), sorting project invoice vouchers.

[Post Code: Data Entry Operators cum MIS Assistant (Block)]

- **Computer Fundamentals:** Hardware, software, operating systems, storage devices and peripheral devices
- **MS Office Applications:** MS Word formatting, MS Excel formulas, PowerPoint presentations and document management
- **Data Entry Operations:** Online portal data entry, beneficiary records, report updating and verification
- **Spreadsheet Management:** Sorting, filtering, formulas, Pivot Tables, charts and dashboard preparation
- **Internet & Email Management:** Official email communication, attachments, online meetings and digital correspondence
- **PDF & Digital Documentation:** PDF conversion, scanning, digital file management and document uploading
- **Typing Skills:** Hindi typing in Mangal Font, English typing speed and formatting practices
- **Cloud Storage & File Sharing:** Google Drive, OneDrive and online file sharing systems
- **Cyber Security Awareness:** Safe browsing, password security, malware prevention and phishing awareness
- **Basic Hardware Troubleshooting:** Printer setup, scanner management, internet troubleshooting and system maintenance
- **Desk Processing:** Running the inward-outward letter dispatch indexes, categorizing local mission data folders, physical file archival.
- **Data Operations:** Drafting meeting notes and project alerts inside MS Word, assembling basic village arrays inside MS Excel tables.
- **Practical Skill Assessment (Qualifying Only):**
 - **Data Entry Operators cum MIS Assistants (District/Block):** Computerized keyboard speed testing. Candidates must exhibit a net typing speed of minimum 30 wpm in English and minimum 25 wpm in Hindi utilizing Mangal Font (Inscript Layout layout scheme).

UPSRLM भर्ती प्रक्रिया – आवेदन करने के लिए आवश्यक निर्देश

चरण 1: सेवायोजन पोर्टल पर पंजीकरण एवं आवेदन

सबसे पहले उत्तर प्रदेश सेवायोजन पोर्टल पर जाएँ: <https://sewayojan.up.nic.in/IEP/Login.aspx> अपना पंजीकरण (Registration) पूर्ण करें तथा अपनी योग्यता के अनुसार निम्नलिखित पदों में आवेदन करें:

चरण 2: SMS / WhatsApp संदेश प्राप्त करें

सेवायोजन पोर्टल पर आवेदन करने के उपरांत, आपको **24 से 48 घंटे के भीतर** Urmila International Services Pvt. Ltd. की ओर से SMS अथवा WhatsApp संदेश प्राप्त होगा।

चरण 3: दस्तावेज़ अपलोड करें

प्राप्त SMS/WhatsApp संदेश में दिए गए Link (<https://uistech.in/seva-yojan>) / **Submit Documents Button** पर क्लिक करें। इसके बाद निम्न कार्य पूर्ण करें:

- आवश्यक व्यक्तिगत जानकारी भरें।
- शैक्षणिक एवं अनुभव संबंधी दस्तावेज़ अपलोड करें।
- अन्य मांगी गई जानकारी सावधानीपूर्वक दर्ज करें।

महत्वपूर्ण सूचना

OTP सत्यापन (OTP Verification) के लिए वही मोबाइल नंबर अथवा ईमेल आईडी उपयोग करें जो आपने सेवायोजन पोर्टल पर पंजीकरण के समय दर्ज की थी।

चरण 4: Candidate ID प्राप्त करें

सभी विवरण एवं दस्तावेज़ सफलतापूर्वक जमा करने के बाद आपको एक **Candidate ID** प्रदान की जाएगी।

यह Candidate ID निम्न कार्यों के लिए आवश्यक होगी:

- आवेदन की स्थिति (Application Status) देखने हेतु
- भविष्य में पत्राचार (Communication) हेतु
- भर्ती प्रक्रिया से संबंधित जानकारी प्राप्त करने हेतु

महत्वपूर्ण

- ✓ आवेदन केवल ऑनलाइन माध्यम से स्वीकार किए जाएंगे।
- ✓ सभी दस्तावेज़ स्पष्ट एवं सही होने चाहिए।
- ✓ गलत अथवा अपूर्ण जानकारी पाए जाने पर आवेदन निरस्त किया जा सकता है।
- ✓ Candidate ID को सुरक्षित रखें तथा भविष्य के संदर्भ हेतु नोट कर लें।