



**GOVERNMENT OF WEST BENGAL**  
**OFFICE OF THE DISTRICT MISSION DIRECTOR & DISTRICT MAGISTRATE**  
**(DISTRICT MISSION MANAGEMENT UNIT – PASCHIM MEDINIPUR)**  
3rd Floor, Minority Building, Collectorate Campus, Medinipur, Paschim Medinipur, PIN – 721101

Phone: 03222-265281 / Website:- [www.anandadharawm.in](http://www.anandadharawm.in) / Email: [anandadhara.pmid@gmail.com](mailto:anandadhara.pmid@gmail.com)

Memo No:- 1122 / DMMU

Date:- 10 / 03 / 2026

**Notification of Empanelment of Mentors (Enterprise Finance) under District Mission Management Unit (DMMU), Paschim Medinipur.**

Applications are hereby invited from Bonafide candidates for the empanelment of Mentors (Enterprise Finance) under District Mission Management Unit (DMMU), Paschim Medinipur in order to ensure proper monitoring and supervision of Enterprise Finance.

**Number of Mentors (Enterprise Finance) to be engaged: Tentatively 68 (Sixty-Eight); (Vacancy may be increase or decrease)**

**Essential Qualification:**

**1. Ex-Bankers:**

- a. Ideal candidate for a mentor would be an ex-banker from public or private sector Banks / MFIs who have at least 5-7 years of relevant field experience in micro or small enterprise segment in rural areas.

**2. Non-Bankers:**

- a. Non-Bankers such as empaneled Block / District Level Trainers (BLTs / DLTs), Chartered Accountants, Cost Accountants, MBA who are conversant with functioning of Blocks for micro-enterprise loans can also be empanel as a mentor.
- b. SHG Members of 3 Years with basic computer knowledge skill (Minimum 6 months certification course).

**Educational Qualification:**

- a. For Ex-Bankers (Retired from Public Sector Bank / Private Sector Bank / MFIs) and Non-Bankers minimum qualification shall be Graduation Degree in any discipline from any recognition institute.
- b. Sound knowledge in computer (MS Office including Spread Sheet, Data Analysis).

**Eligibility Criteria:**

1. Must be a resident of Paschim Medinipur (EPIC / Aadhaar card will be considered as residential proof).
2. Must be willing to go outside Block/ District/ State to attend training, workshop etc. as and when required.
3. Age limit of Ex-Bankers should be 60 years as on 01/03/2026.
4. Age limit of Non-Bankers should be 23- 40 years as on 01/03/2026.
5. Must have good communication skills & should fluent in both English & Bengali.
6. The candidates should have clear knowledge of accounting and financial system.
7. Must have a desire to learn new skills & acquire knowledge, and be physically fit.
8. Must be willing to work in villages within the district and outside the district/State also.
9. SHG Members engaged in any work/regular work for which paid by the Government/Government-sponsored organization (ICDS/ASHA/VRP) and non-government organizations are not eligible
10. SHG Members acting as BOD, OB of Sangha Cooperative/Upasangha/Mahasangha are not eligible.
11. SHG Members with a PRI portfolio are not eligible.

**Role & Responsibilities of Mentors (Enterprise Finance):**

1. Mentors will provide the crucial support to the Vitta Sakhi's at each step from selection of the micro enterprise, preparation of documents, disbursement of loan, loan data collection and business monitoring.
2. Any gaps / short coming observed in the process of identification, enrollment and documentation etc. of entrepreneur will be rectified by the mentor through inputs to / from Vitta Sakhi's.



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3. Mentors are expected to conduct sample visit of 10% / 30% / 25% of entrepreneurs identified and found eligible for enterprise loans.
4. Mentors will provide necessary guidance to Vitta Sakhi on how to conduct the appraisal of the enterprise.
5. Mentor will liaison with the banks post submission of the micro enterprise loan application in case it faces any hurdles and will support the Vitta Sakhi's to resolve the same.
6. Mentor will ensure that the Block office and Sangha are informed of the disbursement and are always kept in loop.
7. Primarily Mentors will use the Excel tool to estimate the maximum permissible bank limit, based on the information / data collected by the Vitta Sakhis through Questionnaire-2.
8. In respect of post disbursal of the loan, Mentors are expected to support Vitta Sakhis by visiting the entrepreneurs along with Vitta Sakhis, in case there is any issue in the fund utilization or timely repayment of the loan.
9. Mentors – based on their experience will prepare a list of model economic activities, which have potential to grow in the area. The model should include the various resources required including the investment required for the same. This will form a part of the handbook which will be provided to Vitta Sakhi.
10. Mentors should further give inputs in regards to various central & state government schemes which are relevant and can be beneficial for entrepreneur.
11. Mentor are expected to examine the reasons for rejection of loan applications submitted to banks and to arrange for rectification and resubmission of the application to the bank.
12. Attend monthly meeting with the District Implementation & Monitoring Team.
13. To attend workshop/ exposure visit / exchange programmes at various levels as and when required.
14. To monitor the quality of training programme delivered by other trainers / resource persons, if specially assigned.
15. Attend monthly / quarterly/ special monitoring meetings, as & when directed.
16. Submit reports in specified formats/ entry reports including web based or electronic platforms as per requirements of WBSRLM.
17. Any other duties assigned by DMMU.

**Mode of Selection:**

Selection process for “**Mentors**” shall comprise of two (2) successive stage-

1. Preliminary selection round will be done based on performance written examination of 100 marks of MCQ type question.

**Brief outline of written examination is as follows:**

Subjects	Marks
General Knowledge Banking Awareness	<b>20 marks</b>
Basic Mathematics (10th Standard)	<b>25 marks</b>
Logical Reasoning	<b>10 marks</b>
Basic English (12th Standard)	<b>10 marks</b>
Bengali (10 <sup>th</sup> Standard)	<b>5 marks</b>
SHG related	<b>25 marks</b>
Current Affairs	<b>5 marks</b>

Total marks obtained in written exam shall be considered only for elimination. Marks obtained in the elimination rounds shall not be considered for final selection.

2. Final selection round: Number of candidates selected based on the result of the elimination round, will be allowed to go through a residential training phase of 5 days where in final merit list shall be done through a screening test, personality test, practical computer test and English writing skill (Descriptive type).



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Identified mentors who will score minimum 80% marks in the final selection round may be selected for functioning as mentor.

Wait list of candidates will be published which will be valid for next one year from the date of publication of Notice.

No TA/DA will be paid for appearing in the selection process.

**Honorarium of Mentors (Enterprise Finance):**

Honorarium of Mentors (Enterprise Finance) will be paid fixed in a month, based on the performance on which he/she actually renders services, as per the latest orders of WBSRLM vide Memo No. 817/PRD-15098/1/2023-SRLM, Dept. of PRD, dated 05-07-2024, this guideline is attached herewith. In case any new order is issued by WBSRLM, the new order will be applicable.

**How to Apply:**

Interested candidates will have to submit their applications as per the **prescribed format through online mode only** at <https://engagement.anandadharawm.in>. No testimonials relevant to their educational qualification and experience along with the applications are required to be attached or uploaded. The application form must be filled on the basis of fact which they will have to substantiate with the documentary evidence (all in original) during physical verification process, failing which their candidature will be liable to cancelled means they are not allowed to sit for computer test & interview.

**Application can be submitted in official portal of DMMU, Paschim Medinipur -**  
<https://engagement.anandadharawm.in>.

**Commencement of Submission of Application: 16-03-2026;**

**Closing Date for submission of online Application: 31/03/2026 (Up to 06:00 PM).**

Application Fee: There is no application fee.

**Notification is available on:** <https://engagement.anandadharawm.in>;

<https://paschimmedinipur.gov.in>; <http://zpmidwest.org>

**Mode of Submission:** Online at <https://engagement.anandadharawm.in>.

**No Application will be entertained physically. No Application can be sent by Post/Courier/ e-mail or any other method except online platform available at**  
<https://engagement.anandadharawm.in>.

**VERIFICATION:** No initial Verification will be done. Based on the information provided in online application form, all will be called for sitting preliminary examination. Physical verification of original documents will be verified to those candidates who will be shortlisted for final selection round, computer test & interview. During physical verification if any information furnished in online application are found incorrect, candidature of that candidate will be cancelled.

**Criteria for Rejection of Candidature:**

1. In case of any misinformation, wrong information or fraud.
2. Age below 60 years as on 01/03/2026 for Ex-Bankers candidates.
3. Age below 23 years or above 40 years as on 01/03/2026 for Non-Bankers candidates.
4. Application is submitted through other mode than prescribed.
5. Application submitted after last date mentioned in the notification.
6. Applicant does not possess minimum criteria as mentioned in the notification.



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7. Incomplete application.
8. Furnishing of false information.

**Cancellation of Empanelment:**

1. In case of any misinformation, wrong information or fraud, the selection committee will summarily cancel the empanelment of the Mentor.

**Issuance of ADMIT Card:** No Admit card will be issued physically, admit card has to be downloaded from official website i.e. <https://engagement.anandadharawm.in>.

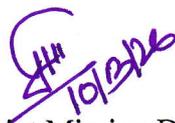
  
Additional District Mission Director  
District Mission Management Unit,  
Anandadhara, Paschim Medinipur

Date- 10 / 03 / 2026

**Memo No- 1122 / 1 (64) / DMMU**

Copy forwarded for kind information & wide publicity to:-

1. The SMD & CEO, WBSRLM, Kolkata
2. The Additional District Magistrate (All), Paschim Medinipur.
3. The Secretary, Zilla Parishad, Paschim Medinipur with a requested to upload in Zilla Parishad Website
4. The Sub Divisional Officer, (All), Paschim Medinipur.
- 5-11. The DYO/DPLO/Dist. SHG & SE Officer/PO cum DWO/DOMA/DPRDO/District Manager, SC,ST Finance Coop, Paschim Medinipur
12. The DCFS, Paschim Medinipur
13. The NDC, Paschim Medinipur
14. DICO with a request to publish abridged notice in daily newspaper & local newspaper.
- 15-16. The Deputy Project Director (Credit/Accounts), DRD Cell, Paschim Medinipur
- 17-37. The Sabhapati, Panchayat Samiti (All), Paschim Medinipur
- 38-58. The BMD & BDO (All), Paschim Medinipur with a direction to serve this notice to all Sanghas under your jurisdiction & to display on office notice board.
59. The ARCS, Paschim Medinipur
60. DIO, NIC with a request to upload in District Website.
61. PA to the Sabhadhipati, Zilla Parishad, Paschim Medinipur
62. CA to the District Magistrate, Paschim Medinipur.
63. The President/ Secretary.....BPSSS Ltd., Paschim Medinipur
64. Office Copy (CA Engagement /Empanelment File)

  
Additional District Mission Director  
District Mission Management Unit,  
Anandadhara, Paschim Medinipur