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GOVERNMENT OF MEGHALAYA
MEGHALAYA STATE RURAL LIVELIHOODS SOCIETY

(The Nodal Agency of Govt. of Meghalaya for Implementing NRLM, Ministry of Rural Development, Govt. of India)
Montfort Building, 2nd Floor, Dhanketi, Shillong-793001
: msrls2011@gmail.com : msrls.nic.in :0364-2502130

MSRLS/SMMU/HR/REC/ADVT/1856/2024-25/5658 Dated: Shillong the 3rd November, 2026

ADVERTISEMENT

The Meghalaya State Rural Livelihoods Society (MSRLS) seeks applications from the citizens of Meghalaya for filling of various post at the State Mission Management Unit (SMMU) & District Mission Management Unit (DMMU). The candidates will have to submit their Online Application using the link provided in the MSRLS website "http://msrls.nic.in/" and the date for submission of the application is from **10:00 am** of the **12th November, 2026** up to **5:00 pm** of the **26th November, 2026.** The required qualification for the post and other related information are also available at the above link under **Detailed Advertisement & Guidelines for application** and the candidates are advised to go through the terms and conditions of the recruitment process thoroughly and satisfy themselves of their eligibility before applying. The job requires extensive tours and night stays in remote rural areas of the state, so only such candidates who have the commitment to serve rural people and possess the requisite aptitude, should apply. Local Candidates will be given preference. The appointment to the following post is purely temporary and on a contractual basis and no claim whatsoever can be made for any permanent position with the Government or any organization under it.

Place of posting	Name of post	Region	No. of Post	Pay per Month
State Mission Management Units (SMMU)	Project Manager – Non Farm Marketing (PM-NFM)	Khasi	1	₹. 46,800/-
	Project Manager- Start-up Village Entrepreneurship Programme (PM-SVEP)	Khasi	1	₹. 46,800/-
District Mission Management Units (DMMUs)	District Functional Specialist-Financial Inclusion (DFS-FI)	Khasi	1	₹. 39,000/-
	District Functional Specialist – Non Farm Livelihoods Promotion (DFS-NFLP)	Khasi	1	₹. 39,000/-
	District Functional Specialist-Social Inclusion & Social Development (DFS-SISD)	Garo	1	₹. 39,000/-

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Sd/-
Chief Executive Officer,
Meghalaya State Rural Livelihood Society.

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ANNEXURE -I:

PLACE OF POSTING – STATE MISSION MANAGEMENT UNIT (SMMU)			
SN	**Post**	**Qualification & Experience**	**Pay Per Month**
1.	Project Manager – Non Farm Marketing (PM-NFM) (1 Post – Shillong)	**Essential:** 1. Post Graduate Degree from a recognised University/Institution in Business Administration (Marketing), Rural Management, Agri-Business/Rural Development, Economics, Commerce. 2. Minimum 5 years of post-qualification experience in marketing, enterprise promotion or market linkages, of which at least 2 years should be in the social/community development sector, preferably in non-farm livelihoods promotion. 3. Experience in: (i) strategic marketing planning and promotion of products of SHGs, producer groups or micro-enterprises; (ii) developing market linkages, branding, packaging and retail/institutional buyer tie-ups; (iii) online and offline campaign development, including social media, e-commerce platforms and content marketing. 4. Proficiency in MS Office/ Canva/ Adobe and internet applications. 5. Working knowledge of English and at least one local language (Khasi/Garo/Pnar). 6. Within 35 years of age. **Desirable:** 1. Experience in rural development externally funded rural livelihood projects, with a focus on promoting rural enterprises, strengthening community institutions and linking rural producers to markets. 2. Exposure to working with Community Based Organization (SHGs, Village Organizations, Cluster Level Federations), and to trade fairs, exhibitions and sales outlets such as Saras. 3. Experience with GeM, ONDC or other e-commerce platforms. 4. Certification or formal training in rural marketing, entrepreneurship development, value chain management, or digital marketing from a recognized institution (Mandatory)	**₹. 46,800/-**
2.	Project Manager – Start-up Village Entrepreneurship Programme (PM-SVEP) (1 Post – Shillong)	**Essential:** 1. Post Graduate Degree in Business Management - Finance/Mathematics/Commerce or related field from recognized University/Institution. 2. Minimum 5 years of working experience in a Business/Producer Organization Livelihoods related Projects, Start-up Village Entrepreneurship Programme, Rural Development and Poverty Alleviation Programmes 3. Should have strong numerical and business finance understanding and skill 4. Individuals having experience in training rural masses are preferred 5. Fluency in English and local languages. 6. Within 35 years of age.	**₹. 46,800/-**

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ANNEXURE -II:

PLACE OF POSTING – DISTRICT MISSION MANAGEMENT UNIT (DMMU)			
SN	**Post**	**Qualification & Experience**	**Pay Per Month**
1.	District Functional Specialist – Financial Inclusion (DFS-FI) (1 post – Ri Bhoi)	**Essential:** 1. Post Graduate/Graduate degree in Rural Development/ Business Management-Finance/Commerce from a recognized University or Institution. 2. Minimum 3 years' experience in Rural Development and Poverty Alleviation Programmes. 3. Having worked in a Non Banking Financial Company (NBFC)/ Micro Finance Institutions (MFI). 4. Having Computer Skills with emphasis on Microsoft Packages, Google Suite, Microsoft word/excel etc. 5. Within 35 years of age.	₹. 39,000/-
2.	District Functional Specialist-Non Farm Livelihoods Promotion (DFS-NFLP) • (1 post – Ri Bhoi)	**Essential:** 1. Post Graduate/Graduate Degree in Commerce/ Marketing/Business Administration from a recognized University or Institution. 2. Minimum 3 years of experience in marketing roles, with progressively increasing responsibility. 3. Experience in strategic planning, online/ offline campaign development. 4. Demonstrated success in managing affiliate marketing related activities. 5. Proficiency in digital channels like social media, email, Search Engine Optimization (SEO), Search Engine Marketing (SEM), and content marketing. 6. Having Computer Skills with emphasis on Microsoft Packages, Google Suite, Microsoft word/excel etc. 7. Within 35 years of age.	₹. 39,000/-
3.	District Functional Specialist-Social Inclusion & Social Development (DFS-SISD) • (1 post - Garo Region)	**Essential:** 1. Post Graduate/Graduate Degree in Rural Development/ Rural Development Agriculture Production/Community Development/Public Health from a recognized University or Institution. 2. Minimum 3 years of working experience in Rural Development' sector/Projects preferably in Rural Development and poverty alleviation programmes, community organization, social inclusion, community development, or social welfare programs. 3. Experience working with diverse communities and an understanding of social issues like poverty, discrimination, and access to education and healthcare. 4. Having Computer Skills with emphasis on Microsoft Packages, Google Suite, Microsoft word/excel etc. 5. Within 35 years of age.	₹. 39,000/-

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Guidelines for Application/ Eligibility Criteria for various posts under the MSRLS

The job requires extensive tours and night stays in remote rural areas of the state so only such candidates who have the commitment to serve rural people and possess the requisite aptitude, should apply. The appointment to the post mentioned in Annexure – I, is purely temporary and on a contractual basis and no claim whatsoever can be made for any permanent position with the Government or any organization under it. Application has to be submitted only after the applicant has satisfied him/herself to the terms and conditions laid down in the guidelines as under: -

1. The candidates will have to apply online through the link provided on the MSRLS website (msrls.nic.in.) under Notice Board- > Recruitment.
2. The dates for submitting the form are from **10:00 am** on the **12th November,2026** up to **5:00 pm** on the **26th November, 2026.**
3. the various posts under MSRLS, are given in Annexure – I, with regards to essential qualifications, maximum age, experience, pay per month, etc...
4. The maximum age for SC/ST candidates is relaxable by five years.
5. For Persons with Disabilities (PWDs), the age is relaxable by ten years (fifteen years for SC/ST) as per the extant policy of the Government of Meghalaya.
6. The candidates should have obtained at least **45%** marks from **recognized Universities** or **Institutions** as the case may be.
7. No application fee is required to be paid along with the application.
8. All posts are transferable, involve extensive traveling, and stay at villages for about 15 days in a month. Candidates willing to undertake such travels and stay only may apply.
9. Candidates, who can speak, read and write, in the local language will be given more preference.
10. Candidates should have good communication skills, and proficiency in working on Microsoft Packages, Google Suite, etc.

List of documents to be uploaded along with the Online Application (See General Instructions for Details):

1. Self-attested copies of documents/certificates are required to be submitted in support of the following:
   a) Certificate for the Highest Educational Qualification only
   b) Working Experience Certificate / No Objection Certificate only (Internship Certificate not allowed).
   c) Curriculum Vitae (CV)

Method of Recruitment:

The shortlisted candidates will be informed by e-mail and subjected to undergo the multi-modal selection process, which will include a preliminary examination that will test the verbal, quantitative, and analytical abilities of the candidates and thereafter, a group discussion, skill test, and /or any such other tests as MSRLS may decide. The screening of the candidates will take place at every stage of the examination. The preliminary examination will be held at Shillong. Candidates appearing for the Examination will not be paid any TA/DA.

General Instructions:

i. Candidates are advised to read the eligibility criteria and other conditions prescribed for the post very carefully before applying.
ii. Candidates may upload Proof of Qualification with either a Marksheet/ Provisional Certificate/ Completion Certificate of the latest qualification only.
iii. Candidates who are working in any private/ public sector may furnish a **'No Objection Certificate'** from their Controlling authority at the final stage of selection.
iv. Candidates should provide proof of Date of Birth as per the Birth Certificate issued by the Registrar of Births & Deaths or as entered in Matriculation.
v. Candidates should provide any address proof duly Certified/Issued by the Government. (e.g. Valid Indian Passport/EPIC/Driving License/Aadhar Card).
vi. Candidates can upload **documents** only in PDF format before submitting and the maximum document size should be up to **10MB**.
vii. Candidates are advised to fill in their correct and active e-mail addresses and contact number in the application form to enable MSRLS to use it for correspondence purposes. If a mail sent to a candidate bounces for any reason, MSRLS will not take any responsibility.
viii. Incomplete applications in any respect and ineligible applicants will be summarily rejected. No further correspondence in this regard shall be entertained.
ix. Candidates should regularly check the MSRLS Website for any updates on recruitment.
x. Candidates should regularly check their email for call letters.
xi. For further queries, candidates can send an email to msrls.recruitment.2026 @gmail.com

Debarment:

i. Any candidate furnishing incorrect information or making false declarations regarding his/her eligibility at any stage or suppressing any material information is liable to be debarred from appearing in any recruitment stage and would entail summary rejection of their candidature for this recruitment.
ii. MSRLS is authorized to recruit and select candidates, maintaining utmost confidentiality at all times. Any attempt by anyone causing a breach or attempting to cause any breach of the process of this or any such action which violates or is likely to violate the fair practices will be a sufficient ground for debarment of candidate/s for this recruitment.
iii. If any candidate is or has been found impersonating or procuring impersonation by any person or resorting to any other irregular or improper means in connection with his/her candidature for selection or obtaining the support of candidature by any means, he/she shall be liable to be debarred for this recruitment in addition to rendering himself/herself liable to criminal prosecution.
iv. Canvassing directly or indirectly for the above-mentioned posts shall disqualify a candidate and the decision of MSRLS shall be final and binding in this regard.

Sd/-
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