



APPOINTMENT OF FINANCIAL LITERACY COUNSELLORS
ON CONTRACTUAL BASIS

Bank of Baroda, a Government of India Enterprise, invites offline applications from interested candidates who are ex-bankers (officer cadre) with a minimum 5 years of experience in any nationalized Bank / RRB / Pvt. Bank OR Business correspondent/BC Coordinator with a minimum of 5 years of experience OR Ex RSETI Director with minimum 3 years of experience/Faculty with minimum 5 years of Experience OR Persons having minimum 5 years' experience in banking / with related fields, NBFCs / Fis, etc. and age at the time of application should not exceed -64- years, for appointment as Financial Literacy Counsellor on contract basis at Financial Literacy & Credit Counselling Centre, Nadiad, Kheda district in the state of Gujarat, preferably from same district.

The last date for submission of the application is on or before 16-05-2025.

Please collect the application format from the Lead Bank department at the address mentioned below.

Regional Manager,
Bank of Baroda,
Regional Office, Kheda,
2nd floor, The Emperor Complex,
Opposite Hotel Blue Berry & Kokharan Hanumanji Temple,
Uttarsanda Road, Nadiad,
Distt.: Kheda, Gujarat – 387001

For full details, visit our Bank's website: www.bankofbaroda.in.

Regional Manager

Date 05-05-2025



बैंक ऑफ बड़ौदा
Bank of Baroda



Selection for FLC Counsellors on a contract basis:

The bank has decided to hire the services of a Financial Literacy Centre Counselor (FLCC) at Nadiad, Kheda District Gujarat.

Sr Number	Name Of FLC	Name Of Regional Office	State	Number Of Vacancies
1	Nadiad	Kheda	Gujarat	1

A. Criteria for Engagement of FLC Counselors:

Sr. No	Particulars	Proposed Criteria
1	Eligibility	<u>Qualification:</u> i) A graduate degree from a recognized University. Preference should be given to having post graduate degree in the area of Agriculture, Veterinary Science, Sociology, Psychology and Social work. ii) Should be well conversant with the local language. iii) Should possess flair for teaching and computer knowledge. Candidates for the post of FLC counsellor may be selected from open market. Counselors should have sound knowledge of banking, insurance, investment, Pension, law, finance, requisite communication and team building skills etc. <u>Experience:</u> Shall be an ex-banker (Officer cadre) with minimum 5 years of experience in any Nationalized Bank/ RRB / Pvt. Bank. OR Persons having minimum 5 years' experience in banking / with related fields, NBFCs / Fis. OR Business correspondent / BC-Coordinator with minimum 5 years of experience. OR Ex RSETI Director with minimum -3 years of experience/Faculty with minimum 5 years of Experience. Maximum Age at the time of appointment on contract should not



		be more than 64 years subject to good health. <u>Resident:</u> Should be resident of respective State preferably from the same District. Panel may be formed to conduct the interview of shortlisted candidates. (Panel may include Bank's LDM, DOM of NABARD of respective District, SC/ST representative (Scale-III & above officer from Bank having knowledge of Rural Banking & Regional Manager of the respective Region to recommend the final names for selection to Zone and Zonal Head to take the decision on engagement of the candidate.
2	Remuneration	<u>Remuneration:</u> A consolidated remuneration per month will be Rs. 18000/- plus maximum Rs. 5000/- towards conveyance expenses on reimbursement basis (total Rs. 23000/-). The reimbursement of conveyance expenses will be subject to number of meetings/camps conducted per month. Rs. 3000/- if less than -10-camps conducted per month and Rs. 5000/- if more than -10-camps per month. To be eligible for HA the camp conducted should be at least away from the FLC centre and no vehicular facility has been availed from LDM/ RO. The entire district will be jurisdiction of the FLC for conducting the camps / meetings and LDM/ RO / base Branch can disallow any claim of HA with justifications. No other allowances/reimbursement of expenses will be admissible. FLC Counsellor has to submit monthly visit diary of Financial Literacy Camps to the reporting authority viz. RSETI Director/Lead Bank Manager (LDM)/ Br Head of base Branch. Subsequently, LDM/ Base Br Head should submit monthly report to Zonal Manager every month (with a copy to RO) before payment of monthly remuneration. Zonal office will release amount of monthly remuneration on verification of monthly visit diary of FLCs. For a service period of less than one month, the payment will be made on pro-rata basis. Statutory tax deductions to be done as applicable by the paying authority.
3	Halting/ Travelling Allowance	Halting allowance for FLC counsellor will be Rs 300/- (if more than -8- hours without night stay) and Rs 600/- (if night stay). Travelling Expenses for attending any training program/outside the



	while on tour	head quarter, the eligibility criteria for traveling is as applicable for JMG/S-1 officer.
4	Terms of Appointment	i. Engagement of the counsellors will be for period on contractual basis and shall not exceed one year and Renewal of the contract may be extended by RO based on approval from ZO based on satisfactory performance, subject to annual review. ii. The contractual engagement is purely on temporary basis. This will not vest any right to claim for regular appointment or for continued contractual appointment. iii. For renewal of contract, LDM or RSETI Director (as decided by RO) / Br Head of base Branch to recommend the renewal/non-renewal of contract of the counsellor to Region, Region further to send its recommendation to Zone. (in case there is no Lead bank/RSETI centre, base branch will submit its recommendation to Region) and Zone may take the final decision on the same. Zone to inform the renewal/ non-renewal of the contract of counsellor to corporate office. iv. The contract may be terminated by either party by giving due notice. The counsellor has to serve a notice of at least 3 months. From Bank's side, notice period of one month shall be given to counsellor. v. Renewal of contract may be possible at Bank's sole discretion in terms of extant policies and Rules.
5	Key Responsibility Area:	He would be in charge of a particular FLC and would provide counseling at FLC in accordance with the guidelines of RBI on FLC. He shall report to the concerned Lead District Manager or RSETI Director (to be decided by RO)/ Base Branch office in case of non-lead Districts.
6	Roles & Responsibilities:	i. Carry on day to day activities of FLCs as per guidelines of RBI ii. To maintain arm's length relationship with the Author Banks iii. Not to give impression that the counselling centres are part of the bank. iv. Not to promote the products of the Bank. v. Not to give an impression to the general public/banks constituents that the counselling centres are recovery or marketing agents of the bank. vi. To provide counselling services except to wilful defaulters. vii. Impart financial literacy in the form of simple messages like why to save, why save with banks, why borrow from Banks, etc.



		viii. To provide counselling and debt management services free of cost to the customers so as to put no additional burden on them. ix. To provide financial literacy activities to the trainees of rural development and self-employed training institute towards skill development capacity building for increased earnings/debt repaying ability of the distressed borrower families. x. Not to involve themselves in recovering and distributing money. xi. To assist and guide distressed individual borrowers. xii. To ensure that miss selling of financial products and services does not take place. xiii. To conduct Financial literacy Camps on Digital banking with latest digital banking Products. D<iv. To maintain record in the form of register containing details such as name , gender, age, profession, contact details, whether banked or unbanked, details of services availed and whether linked with banking services xv. To arrange gram sabhas/ awareness camps in rural areas at regular interval. ixvi. FLC has to submit his, tentative quarterly visit schedule to LDM. (LDM has to put the report in DLCC meeting as agenda item of the meeting). D<:vii. Imparting knowledge on various schemes of Govt of India (like PMJDY, APY, PMSBY, PMJBY and other social security schemes, Digital Banking etc.) announced from time to time as per instructions of HO/ ZO/ LDMs. xviii. Other responsibilities that may deem fit from time to time.
7	Reporting Authority	The selected Counsellors will report to the concerned Lead District Manager/RSETI Director/Regional Office (in case of non-lead Districts) and they will submit monthly report to Zonal Manager (with a copy to RO) before payment of monthly remuneration.
8	Leave entitlement:	i. Casual Leave: - 1 day for every completed month subject to maximum of 12 days for a contract period. ii. Sick leave : - 15 days full pay for contract period. Credit will be given pro-rata basis on completion of every month. iii. In case of absence from office without valid leave/ leave at credit, pro-rata deduction from monthly payment shall be made. iv. Un-availed leave if any will not be carried forward in case of



		further renewal/extension of your engagement, which will be Banks's sole discretion for renewal of your engagement as counsellor. v. Bank would be free to terminate the services in case of a counsellor remaining on unauthorized absence for more than 15 days beyond the entitled leave in a contract period. Sanctioning authority for leave and out of pocket expenses will be RSETI, Director, in which FLC is situated. Where RSETI centres are not situated/Non-lead Districts, the sanctioning authority will be Lead District manager/District coordinator/RO. However, the sanctioning authority must submit a statement of sanctions to the Regional head every month.
9	Review of contract	Zonal Manager will be the competent Authority for renewal of contract of FLC counsellor.
10	Discontinuation/ Termination of services	If performance of FLCs is not found to be satisfactory and / or for any other reason, bank does not require services of FLC, the Zonal Manager, on the recommendations of Regional Manager, will allow them to issue one months' notice for discontinuation/ termination to the FLC and the services of FLC will be discontinued/ terminated on completion of notice period. The FLC may also issue at least -3- months' notice to the Regional Manager/RSETI Director/LDM with a copy to Zonal Manager in case he / she wants to discontinue / terminate his contract with the Bank. Such notice is required to be received by the Zonal Manager as the Zonal manager is appointing authority of the counsellor.

Caution:

Duly filled and Signed Application with enclosures of Education Qualification and other relevant documents sent in **Hard copy** only will be considered valid. Please send the application to the mentioned address with the title on the envelope stating as "APPLICATION FOR THE POST OF FINANCIAL LITERACY COUNSELLOR NADIAD ON CONTRACTUAL BASIS"

Address for Application to be sent:

Regional Manager,
Bank of Baroda,
Regional office, Kheda,
2nd floor, The Emperor Complex,
Opposite Hotel Blue Berry & Kokharan Hanumanji Temple,
Uttarsanda Road, Nadiad,
Distt.:Kheda, Gujarat – 387001



APPLICATION FOR THE POST OF FINANCIAL LITERACY COUNSELLOR
ON CONTRACTUAL BASIS

To,

**Regional Manager,
Bank of Baroda
Regional Office.**

Paste Passport
size Photograph

Please sign across
the Photograph

Dear Sir,

With reference to your advertisement on Bank's website dated _____, I submit my application in prescribed format.

1. NAME (in full)- _____

2. ADDRESS FOR CORRESPONDENCE:

3. CATEGORY: _____

4. If person with Disability:

Type of disability:

Percentage of disability:

5. DATE OF BIRTH (As per School leaving Certificate):

Age in completed years as on .../.../.....: _____ Years

6. Contact Details:

MOBILE NO. -
E-MAIL ID-

LANDLINE No.

7. GENDER:

8. NATIONALITY:

9. RELIGION:

10. MARTIAL STATUS:

11. FATHER's/ Husband's **NAME**:

12. PERMANENT ADDRESS:

13. EDUCATION QUALIFICATION:

Qualification	Details (B.A./B.Sc/ M.A./M.Sc etc.)	Board/ University	Full time/ Part Time	Year of Passing	Subject/ Specialization	Marks (Rank if any)
Graduation						
Post- Graduation						
Professional Qualification						
Others/ Computer Knowledge						

14. RELATIVE EXPERIENCE - Total (in years)._____

S N	Name of Bank	Designation	Duration		Responsi bilities	Pay Scale	Extra Ordinary Achievemen ts
			From	To			

15. Details of Past Employment:

- Organization :
- Full Address:
- Position:

- d) Reporting To:
- e) Date of Joining :
- f) Date of Leaving :
- g) Total Experience (In Year)
- h) Salary/Compensation Presently Drawn:

16. Date of Issue of Service Certificate of Previous Employer:

17. Details of Present Employment:

- a) Organization
- b) Full Address:
- c) Position:
- d) Reporting To:
- e) Date of Joining :
- f) Date of Leaving :
- g) Total Experience (In Year)
- h) Salary/Compensation Presently Drawn:

18. Brief detail of experience in the Bank in respect of working in Rural area /as Rural Development In-charge/ as Faculty/as LDM, etc.

19. Significant Achievement (If Any) in respect of above assignments-

20. Name and addresses of two references-

- 1) _____

2)

DECLARATION

I hereby declare that the particulars furnished above are true and correct to the best of knowledge and belief and I understand that in the event of any information being found false or incorrect at any stage or not satisfying the eligibility criteria according to the requirements of the relative advertisement, my candidature/ appointment for the said post is liable to be cancelled/terminated at any stage and if appointed, my service are liable to be terminated.

I hereby agree that any legal proceedings in respect of any matter of claims or disputes arising out of this application and/or out of said advertisement can be instituted by me only at place of concerned Regional office and Courts/tribunals/forums at said centre only.

I undertake to abide by all the terms and conditions mentioned in the advertisement displayed on Banks website dated ____ - ____

(Signature of applicant)

Place: _____

Date: _____

Enclosures:

- 1.
- 2.
- 3.
- 4.
- 5.