



ENGAGEMENT OF FINANCIAL LITERACY COUNSELLOR ON CONTRACT BASIS AT FINANCIAL LITERACY CENTRES (FLCC) in Lead Bank Cell Gonda (01 Post) & Lead Bank Cell Balrampur (01 Post)

IMPORTANT: LAST DATE FOR RECEIPT OF APPLICATION – 25/08/2025

Financial Literacy or Financial education can broadly be defined as 'providing familiarity with and understanding of financial market products, especially rewards and risks, in order to make informed choices. It primarily relates to personal finance to enable individuals to take effective action to improve overall well-being and avoid distress in financial matters. The focus is primarily on the individual, who usually has limited resources and skills to appreciate the complexities of financial dealings with financial intermediaries on a day to day basis.

Indian Bank Trust for Rural Development (IBTRD) is running 33 Indian Bank Self Employment Training Institutes (INDSETIs) at their Lead Districts. IBTRD is now proposing to engage Financial Literacy Counsellors on contractual basis for a period of two years extendable by 3 years subject to maximum exit age of 68 years with annual review of respective Zonal Managers subject to satisfactory performance at **GONDA & BALRAMPUR** locations.

Objectives of FLCC:

The broad objective of the FLCCs will be to provide free financial literacy / education and credit counseling; more specifically:

- (i). To educate the people in rural and urban areas with regard to various financial products and services available from the formal financial sector;
- (ii). To make the people aware of the advantages of being connected with the formal financial sector
- (iii). To provide face-to-face financial counseling services, including education on responsible borrowing and offering debt counseling to individuals who are indebted to formal and/or informal financial sectors;
- (iv). To formulate debt restructuring plans for borrowers in distress and recommend the same to formal financial institutions, including cooperatives, for consideration;
- (v). To take up any such activity that promotes financial literacy, awareness of the banking products, financial planning and amelioration of debt-related distress of an individual; and
- (vi). To take up any other activity that facilitates the above.

However, FLCC shall not act as investment advice centers.



No. of vacancy for Financial Literacy Counselors–Lead Bank Cell Gonda (01 Post) & Lead Bank Cell Balrampur (01 Post)

S. No	Parameters	Norms
1	Age	Below 65 years (Exit Age up to 68 years)
2	Educational / Qualification	Retired employee of Financial Institution, RBI, NABARD, SIDBI and Commercial Banks.
3	Experience	Should have served for Five years as Officer in Bank/Financial Institution. Should have knowledge in Rural Banking/ latest Govt. Schemes.
	Preference	The preference will be given to Middle Management Grade Banker.
4	Communication skills	Fluency in local language and English.
5	Technical Skills	Able to handle Office utilities like MS office. Skill in typing in English is essential. Typing skill in local language (Hindi) is an added advantage.
6	Other requirements	Valid Driving License is a must since the nature of job also involves travelling / field visit.
7	Remuneration	Rs.18000/- per month.
	Allowance for conducting Financial Literacy camps in a month	0-4 camps /month - NIL 5-9 camps/month – Rs.2000/- 10 and above/ month – Rs.4000/-
	Newspaper	Rs.250/- or actual amount (whichever is lower)
	Mobile Expenses	Rs.250/- or actual amount (whichever is lower)
	Travelling allowance	Rs.4/- per KM subject to maximum of Rs.4000/- or actual amount ((whichever is lower)
	Miscellaneous expenses	Rs.1500/- or actual amount (whichever is lower)
		No pro-rata allowances are allowed. Statutory TDS will be deducted as payable by the paying authority.
8	Engagement Period	Appointment will be on contract basis for 2 years extendable for another 3 years subject to maximum age of 68 years with annual performance review by respective Zonal Manager, subject to satisfactory performance.
9	Selection Process	Eligible candidates will be called for personal interview to assess the personal communication ability, leadership quality, attitude, problem solving ability and ability to get along with the trainees, developmental approach etc., Demonstration / Presentation to assess teaching skills and communication capability may also be required.



Other Terms and conditions:

1. The selected candidate will be engaged on **contractual basis** for a period of two years subject to annual review and renewal of the contract once in a year and extendable for further three years based on the performance. During this period, his/her services may be terminated at any time at Trust's discretion, if his/her work and conduct are not found satisfactory or for any other reasons whatsoever. It is, however, to be clearly understood that the decision of the Trust about his/her work and conduct being satisfactory or otherwise or in terminating his/her services for any reason whatsoever shall be final and binding upon him/her.
2. If any disciplinary action is taken against any candidate in his / her earlier organization, the decision of the Management of Trust regarding selection of the said candidate shall be final and binding.
3. Applicant shall apply in the prescribed format (available in Bank's website) with full Details. Completed application with all details supported by relevant certificates to be sent by Post/ Regd. Post to the address given below (Please mention the applied location)

**The Zonal Manager
Indian Bank, Zonal Office
Near Bus Stand
Gonda (U.P)
Pin-271001**

4. IBTRD reserves the right to reject incomplete/ ineligible application.
5. The duties and responsibilities of the FLC shall be as entrusted by the IBTRD.
6. The candidate so engaged shall not during his/her period of engagement involve himself / herself directly or indirectly in any other business or employment while engaged by IBTRD and shall devote time and best skills and efforts in the service of the IBTRD.
7. The candidate shall carry out the duties entrusted to him and take precautions to safeguard the IBTRD's goodwill / interest / property against negligence, mishandling non-performance during the course of his / her duties or otherwise.
8. The selected candidate will be required to join immediately at the center, in any case not later than 15 days from the date of receiving the offer letter.
9. The selected candidate will be required to submit a medical fitness report signed by a district level medical officer, prior to joining to confirm his / her current state of health.
10. If the candidate desires to withdraw his/her engagement as FLC, he/she shall give one month notice to the IBTRD of his/ her intention to do so.



11. Any misconduct will be dealt with disciplinary proceedings and suitable punishment including termination will be under taken by the IBTRD.
12. The candidate shall at all times observe the secrecy about any information coming to his/ her knowledge during the period of his / her engagement and shall not take any papers, books, documents, computer software materials or any other property of the IBTRD out of the work place / premises nor shall he/she is any way at time disclose, divulge to anybody or make public any information of the IBTRD. He / She shall be responsible for and shall take care of all books, computer software materials, documents or any or any other property / properties of the IBTRD generally and specifically entrusted to him/her.
13. If it is found that the candidate had at the time of his/ her engagement as FLC provided false information regarding name, age, qualification, previous experience, state of health or any other personal information knowing it to be false or had knowingly suppressed any such information, his / her contract in the IBTRD will stand disengaged forthwith.
14. There will be no commitment / obligation / liability for the Bank to absorb such Candidates who are selected on contract for any job in the Bank at any time.
15. The candidate has to adhere to any other terms and conditions stipulated by the Trust from time to time.
16. The selection / renewal of contract are based on the guidelines / norms as per HR Policy adopted by IBTRD.

