

**Selection procedures for FLC Counsellors on contract basis:**

Bank has decided to hire services of Financial Literacy Centre Counsellor (FLCC) at Botad Gujarat.

Sr.	Name of FLCs	Name of Zonal Office	State	No. of vacancy
1.	Botad	Bhavnagar	Gujarat	01

**Criteria for Engagement of FLC Counsellors are as under:**

Sr. No	Particulars	Proposed Criteria
1	Eligibility	<p><b><u>Qualification:</u></b></p> <ul style="list-style-type: none"><li>i) A graduate degree from recognized University. Preference will be given to having post graduate degree in the area of Agriculture, Veterinary Science, Sociology, Psychology and Social work.</li><li>ii) Should be well conversant with the <b>local language</b>.</li><li>iii) Should possess flair for teaching and computer knowledge.</li></ul> <p><b><u>Experience :</u></b></p> <ul style="list-style-type: none"><li>i) Shall be an Officer with 10 years of experience in any Nationalized Bank/ RRB/ Pvt. Bank. Preference shall be given to candidates having experience of service in PSU Bank.</li><li>ii) He/ She should possess satisfactory service certificate from previous employer</li></ul> <p><b><u>Age :</u></b></p> <p>Maximum age at the time of appointment on contract should not be more than 65 years subject to good health.</p> <p><b><u>Resident :</u></b></p> <p>Should be resident of :</p> <ul style="list-style-type: none"><li>i) For FLC of Gujarat - Resident of Gujarat,</li></ul>
2	Remuneration	<p>A Consolidated remuneration of Rs.18000/- including HA/TA (conveyance expenses) will be paid for hiring services of counselors for each completed calendar month, of which Rs. 5000/- per month will be as HA/TA (conveyance expenses) for conducting Financial Literacy Camps, subject to the condition that minimum 15 days have to be spent in conducting Financial literacy camp at villages in the district, failing which conveyance expenses @ Rs. 200/- per day for actual numbers of days visit to villages will be paid.</p>

		<p>FLC Counselor has to submit monthly visit diary of Financial Literacy Camps to the Lead Bank Manager (LDM). Subsequently, LDM should submit monthly report to Zonal Manager every month before payment of monthly remuneration. Zonal Office will release amount of monthly remuneration on verification of monthly visit diary of FLCCs. For a service period of less than one month, the payment will be made on pro-rata basis.</p> <p><b>Statutory tax deductions to be done as applicable by the paying authority.</b></p>
3	Halting/ Travelling Allowance while on tour	No separate Halting / Travelling Allowance would be considered for conducting Financial Literacy Camps.
4	Key Responsibility Area :	FLC Counselors Would be in charge of a particular FLC and would provide counseling at FLC in accordance with the guidelines of RBI on FLC. He/ She shall report to the concerned Lead District Manager.
5	Roles & Responsibilities:	<ul style="list-style-type: none"> <li>i) Carry on day to day activities of FLCs as per guidelines of RBI.</li> <li>ii) Impart financial literacy in the form of simple messages like why save, why save with banks, why borrow from Banks, etc.</li> <li>iii) To ensure that miss selling of financial products and services does not take place.</li> <li>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.</li> <li>v) To arrange gram sabhas/ awareness camps in rural areas.</li> <li>vi) Imparting knowledge on various schemes of Govt. of India (like PMJDY, APY, PMSBY, PMJBY and other social security schemes etc.) announced from time to time as per instructions of HO/ ZO/ LDMs.</li> <li>vii) Other responsibilities that may deem fit from time to time.</li> </ul>
6	Reporting Authority	The selected Counselors will report to the concerned Lead District Manager and LDM will submit monthly report to Zonal Manager Before payment of monthly remuneration.
7	Leave entitlement:	<ul style="list-style-type: none"> <li>i. Casual Leave :- 1 day for every completed month</li> <li>ii. Sick leave : - 15 days full pay for every year. Credit will be given pro-rata basis on completion of every month.</li> <li>iii. In case of absence from office without valid leave/ leave at credit, pro-rata deduction from monthly payment shall be made.</li> <li>iv. Un-availed leave cannot be carried forward to next calendar year.</li> <li>v. Bank would be free to terminate the services in case of a Counselor remaining on unauthorized absence for more than 15 days beyond the entitled leave in a calendar year.</li> </ul>

8	Discontinuation/ Termination of services	Services of the FLC Counselors may be terminated by Bank if performance of the FLC Counselor is not satisfactory and/ or any other reason; bank does not require FLCC services. One month advance notice period is to be issued by Bank & vice versa, in case of counselors quit the job.																		
9	Mode of Selection	Interview																		
10	Application form	<p>The candidate is required to take a print out of the application available on our web site and submit to the respective Zonal Office along with required documents/ certificates in respect of eligibility criteria, and application fee. The addresses of Zonal Office, Bhavnagar for sending duly filled in applications are as under.</p> <table border="1"> <thead> <tr> <th>Sr.</th> <th>FLC / District</th> <th>Address of Zonal Office for send application</th> </tr> </thead> <tbody> <tr> <td></td> <td>Botad</td> <td>Dena Bank Zonal Office, Dena Bhavan, 2<sup>nd</sup> Floor, Lokhand Bazaar, Khargate, Bhavnagar- 364001.</td> </tr> </tbody> </table>	Sr.	FLC / District	Address of Zonal Office for send application		Botad	Dena Bank Zonal Office, Dena Bhavan, 2 <sup>nd</sup> Floor, Lokhand Bazaar, Khargate, Bhavnagar- 364001.												
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11	Application Fee:	<p>The application fee/ postages would be as under:</p> <p>Rs.400/- : General &amp; OBC category Rs. 50/- : Reserved category (SC/ST/Physically Handicapped)</p> <p>The application fee will be by way of Demand Draft drawn in favour of Dena Bank payable at Bhavnagar.</p>																		
12	Minimum qualifying marks in interview	The Interview will carry 100 marks. Minimum qualifying marks in the interview will be 50% (45% in case of SC/ST/OBC and PH candidates). Marks obtained in the interview will be reckoned for merit ranking.																		
13	Attributes of Assessment	<p>The assessment of the candidates on various attributes with weightage will be as under:</p> <table border="1"> <thead> <tr> <th>Sr.</th> <th>Attribute</th> <th>Weightage in the Interview</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Attitude/Inter-Personal Relations</td> <td>20</td> </tr> <tr> <td>2</td> <td>Communication Skills</td> <td>20</td> </tr> <tr> <td>3</td> <td>Banking Knowledge</td> <td>50</td> </tr> <tr> <td>4</td> <td>Conversant with local language</td> <td>10</td> </tr> <tr> <td colspan="2">TOTAL:</td> <td>100</td> </tr> </tbody> </table>	Sr.	Attribute	Weightage in the Interview	1	Attitude/Inter-Personal Relations	20	2	Communication Skills	20	3	Banking Knowledge	50	4	Conversant with local language	10	TOTAL:		100
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1	Attitude/Inter-Personal Relations	20																		
2	Communication Skills	20																		
3	Banking Knowledge	50																		
4	Conversant with local language	10																		
TOTAL:		100																		
14	Preparing Final Merit & Declaration of	The final merit list will be prepared on the basis of the marks scored by the candidates in the interview.																		

	Result:	On approval by the competent authority the result will be declared and placed on bank's website for information of the candidates. No separate advertisement will be given in the newspaper.
15	Issuing assignment offer / letter	On declaration of result, the competent authority will issue offer letter for hiring services as FLC Counselors to the candidate selected, giving 15 days' time for joining the services.
16	Waiting List	Wait list of candidates will be drawn provided the candidates meet the minimum required standards and selected by the Interview Committee.

**APPLICATION FOR THE POST OF FINANCIAL LITERACY COUNSELLOR  
ON CONTRACTUAL BASIS**

**FLC Centre (District): Botad**

To,  
The Zonal Manager,  
Dena Bank  
Zonal Office,  
Bhavnagar

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. Details of Nonrefundable Application Fee:

Name of DD issuing Bank:

Place of Issue:

Date of Issue:

Amount:

7. Contact Details:

MOBILE NO. -

LANDLINE No.

E-MAIL ID-

8. GENDER:

9. NATIONALITY:

10. RELIGION:

11. MARTIAL STATUS:

12. FATHER's/ Husband's NAME:

13. PERMANENT ADDRESS:

**14. EDUCATION QUALIFICATION:**

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

**15. RELATIVE EXPERIENCE - Total (in years) \_\_\_\_\_**

Sr.	Name of Bank	Designation	Duration		Responsibilities	Pay Scale	Extra Ordinary Achievements
			From	To			

**16. RETIRED ON VRS/ SUPERANNUATION \_\_\_\_\_**  
**DATE OF RETIREMENT \_\_\_\_\_**  
**TOTAL YEARS OF SERVICE \_\_\_\_\_ years**  
**OUT OF WHICH AS AN OFFICER \_\_\_\_\_ years**  
**POSITION AT THE TIME OF VRS/ RETIREMENT \_\_\_\_\_**  
**NO. OF YEARS WORKED AS RURAL BRANCH MANAGER \_\_\_\_\_ years**

**17. DATE OF ISSUE OF SERVICE CERTIFICATE OF  
OF PREVIOUS EMPLOYER \_\_\_\_\_**

**18. DETAILS OF PRESENT EMPLOYMENT:**  
**(a) Organisation**  
**(b) Full Address:**  
**(c) Position:**  
**(d) Reporting to:**  
**(e) Salary/Compensation presently drawn:**



## 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 am willing to serve anywhere in India. I agree that Bank has right to transfer me to any part of the country at its discretion.

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 Mumbai and Courts/tribunals/forums at Mumbai 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.