

Recruitment for General Managers at SPMU, NHM, U.P.

Ref. No: 705/SPMU/NHM/HR/2026-27/1963

Date: 03.07.2026

The National Health Mission (NHM), UP seeks to provide universal access to equitable, affordable and quality health care, which is accountable, yet at the same time responsive to the needs of the people, resulting in the reduction of child and maternal deaths, as well as population stabilization, gender and demographic balance.

NHM, U.P. is seeking applications from eligible candidates for General Manager & Chief Engineer backlog On-deputation and Open Market positions for State Programme Management Unit (SPMU), NHM, UP:-

Activity	Dates
Go-Live of Online Application form	05.07.2026 11:00 AM
Closure of Online Application form	25.07.2026 11:59 AM

Number of Positions - Vertical Reservation					
S. No.	Position	No. of Vacant Positions	UR	OBC-NCL	SC
1	General Manager	4	0	1	3

Role Purpose

To provide strategic leadership and managerial oversight for planning, implementation, monitoring, coordination, and evaluation of National Health Mission programmes in Uttar Pradesh. The General Manager shall ensure effective programme execution, preparation and monitoring of planning frameworks including Programme Implementation Plan (PIP), Supplementary PIP, and District Action Plans (DAPs), optimal utilization of financial and human resources, compliance with NHM and Government guidelines, achievement of health outcomes, and strengthening of health systems through stakeholder's coordination, performance monitoring, quality improvement, and data-driven decision-making.

Key Roles and Responsibilities

- Lead planning, implementation, monitoring, and review of NHM programmes and initiatives across the State.
- Coordinate the preparation, appraisal, consolidation, implementation, and monitoring of the Programme Implementation Plan (PIP), Supplementary PIP, and District Action Plans (DAPs) in alignment with NHM priorities and guidelines.
- Coordinate with Government departments, district health authorities, development partners, and other stakeholders for effective programme implementation.
- Monitor programme performance, health indicators, financial and physical progress, and facilitate corrective actions where required.
- Oversee preparation of annual action plans, programme reports, review documents, and presentations for State and National review forums.
- Ensure efficient utilization of funds, adherence to financial norms and audit requirements.
- Supervise programme teams and support capacity building, performance management, and workforce development.
- Promote quality assurance, innovation, and health system strengthening initiatives.

- Ensure compliance with applicable policies, guidelines, Government orders, and statutory requirements.
- Facilitate data analysis, evidence-based planning, and timely reporting for informed decision-making.
- Perform any other duties assigned by the Mission Director or competent authority.
- The candidate must possess the ability to effectively manage and coordinate large team size at both the State and District levels.
- A sound understanding and awareness of legal and regulatory aspects is essential.

Reporting

The General Manager shall report to the Mission Director, National Health Mission, Uttar Pradesh or any officer authorized by the competent authority.

ToR of General Manager On-Deputation			
Minimum Essential Qualification	Desirable Qualification	Minimum Essential Experience	Minimum Grade Pay
MBBS/BDS	Any PG Degree/Diploma preferably in Public Health	11 Years in any Govt. Sector	7600 or above
B.E./B.Tech in Civil Engineering	M.Tech/MBA	11 Years in any Govt. Sector	6600 or above

ToR of General Manager Open Market			
Minimum Essential Qualification	Minimum Essential Experience	Honoraria (PM)	Max. Age
Full Time MBA in (HR/Material management/Production management/Operations/Supply chain management) OR Master in Public Health/Hospital administration (MHA)/Master of Community Medicine OR MCA OR B.E. (CS/IT)/B.Tech. (CS/IT) with MBA OR MBBS/BDS with Two Year Post Graduate Diploma in Public Health Management/Hospital Administration	11 years of post-qualification experience in Public Health/ Healthcare Management/ relevant field within the health sector, including at least 03 years in a senior level position at the State/Headquarter level	1,25,000	50

***Minimum essential qualification should be full time from any recognized Institute/University.**

1. On deputation tenure: - Three (03) years, extendable to further two (02) years. Maximum 05 Years.
2. On-Deputation Candidate should be working with Central Government/Any State Government/Central Public Sector Undertaking (CPSU)/State Public Sector Undertaking (SPSU).
3. Open Market means contractual positions. Tenure of such positions will be till 31.03.2027, which may be extendable based on the performance of candidate and approval of GoI.

Minimum Qualifying marks		
UR	OBC (Non-Creamy Layer)	SC
Minimum 33% marks i.e. 33 Marks out of 100	Minimum 30% marks i.e. 30 Marks out of 100	Minimum 24% marks i.e. 24 Marks out of 100

Please note that reference/cut-off date for age, qualification etc. shall be last date of online submission of the Application.

Candidate should note that the Date of Birth as recorded in the Matriculation/Secondary Examination Certificate or an equivalent Certificate only will be accepted by the NHM, UP for determining the age and no subsequent request for its change will be entertained.

Upper Age Limit is relaxed by:

- 5 Years for OBC (Non-Creamy Layer), SC.
- 15 Years for Persons with Disabilities candidate.
- 3 Years + Period of service rendered in Army for the Emergency Commissioned Officers/Short Service Commissioned Officers/Ex-Army Personnel of U.P.
- An 'Ex-Serviceman' means a person, who has served in any rank whether as a combatant or non-combatant in the Regular Army, Navy and Air Force of the Indian Union), Domicile certificate of Uttar Pradesh is mandatory.
- Candidates claiming reservation/Age relaxation in more than one category will be entitled to only one concession, whichever is more beneficial to them.

Note:- The candidate should not be more than 55 years of age as on last date of online submission of the Application.(Inclusive of all age relaxation, whatsoever)

APPLICATION FEE: NIL

Tie Breaking Criteria - In case of tie of marks obtained by more than one Candidate, the resolution will be done in following order:

- a) The candidate having more experience will be placed higher.
- b) In case of tie as mentioned at (a), the candidate older in Date of birth, will be placed higher i.e. the candidate in age seniority will be placed higher.
- c) In case of tie as mentioned at (a) and (b), the candidate with name in alphabetical order will be placed higher.
- d) In case of a tie, as mentioned in (a), (b) and (c) above, the candidate scoring higher marks in essential qualification (As per advertisement) will be placed higher.

(1) INSTRUCTIONS FOR FILLING UP THE ON-LINE FORM:

- i) Candidate will apply through online mode only as per the qualifications and eligibility criteria indicated above.
- ii) Candidate is required to apply On-line through NHM website in **English only**. No other means/mode of submission of applications will be accepted under any circumstances.
- iii) Candidate should take utmost care to furnish the correct details while filling in on-line application. Any mistake committed by the candidate shall be his/her sole responsibility. Once the application is submitted, no change/ edit will be allowed, thereafter.
- iv) Candidate should enter their Name, Father's Name and Date of Birth as recorded in the Matriculation certificate only. In case of name change, candidates should indicate their changed Name only in the online application. However, other details should match with the Matriculation certificate. Date of such change (or) application for such change should be prior to the date of ONLINE application.
- v) Candidate should have a valid personal e-mail ID and Mobile number. It should be kept active during the entire recruitment process.
- vi) Provision has been made OTP based login. Communication will be sent on the same registered e-mail ID of candidate (also check email in spam/junk box). Candidate is, therefore, requested to check regularly their e- mail for any communication from NHM. Please note that the Call Letter for Interview will not be sent by post.
- vii) After successful submission of application form, candidate is advised to take print out of the same and retain for future use.

(2) INSTRUCTIONS REGARDING UPLOAD OF DOCUMENTS:

There are separate links for uploading:

- Photograph,
- Signature,
- Certificate/Mark sheet of High School,
- Essential and desirable Diploma/Degree,

- UG Degree,
- Proof of experience
- Valid Category Certificate. In case of OBC (NCL)-the certificate available on **Annexure-I** for OBC (NCL) of this advertisement shall be treated valid.
- Id proof and Address proof (Issued by Govt.)
- Related valid Registration Certificate from respective Council, if applicable,
- Grade Pay related document, if applicable.

NOTE: At the time of DVP, the candidate must submit the same documents which were uploaded at the time of online submission of application.

Photograph:

Photograph must be a recent passport size color photograph (not older than 03 months).

Signature image:

- i) The applicant has to sign on white paper with Black ink pen.
- ii) The signature must be of the applicant only and not of any other person. If at any stage the signature is not found to be matching with the candidate's actual signature, the applicant's candidature may be summarily rejected.

NOTE: All documents must be clearly visible otherwise the candidature shall not be considered.

(3) IMPORTANT INSTRUCTIONS

- i) Only online application is acceptable.
- ii) Candidate of Uttar Pradesh State, who is claiming reservation in their respective category (OBC-NCL, SC, PwD and Ex-servicemen), must upload caste certificates issued by competent authority and submit the same at the time of document verification. Candidate having domicile of another state shall be treated under the Un-reserved category.
- iii) Based on online application form, shortlisted candidates may be invited for interview process.
- iv) If at any stage of recruitment, it is found that the candidate does not fulfill the eligibility criteria and/or that he/she has furnished incorrect/false information/certificate/documents or has suppressed any material fact(s), his/her candidature will stand cancelled. The decision of the NHM, UP in any matter relating to the recruitment at any stage will be final and binding upon the candidates.
- v) Incomplete details in application or application submitted without photograph along with signature/ supporting documents shall be rejected and NHM will not be responsible for it.
- vi) Applicants are required to provide all the mandatory information **[Marked with *(asterisk) sign]** in the application form.
- vii) The applicants must ensure that all the details are correctly filled and successfully submitted online before the closing date. Applicants should ensure that the Applicant Status on Application Form is "Submitted Successfully".
- viii) Request for change or correction of any information shall not be entertained once online form is successfully submitted.
- ix) If a candidate submits more than one application form, his/her last application form shall be treated as final for interview. No communication shall be sent in this regard.
- x) Candidates, who are currently engaged in other organization, will have to produce No Objection Certificate from his/her previous employer at the time of DVP.
- xi) OBC (NCL) Caste Certificate should be on or after 01-04-2026 to the time of last date of online submission of application.
- xii) The Scheduled Caste (SC), Other Backward class (OBC-NCL) & Pw D candidate, who are not domicile of Uttar Pradesh shall not be given the benefit of reservation/age relaxation.
- xiii) In case of female candidate, the valid category/caste certificate issued from father side will be treated valid.

- xiv) No TA/DA will be paid to candidates for appearing in interview.
- xv) NHM, UP reserves the right to cancel or amend the recruitment process and methodology at any state of the recruitment process. Vacancies may vary in number and category at any stage during the recruitment process.
- xvi) If number of applications received $\leq$ fifteen (15) for any single advertised position, then candidate shall be called for document verification process (DVP). Post successful DVP process, such candidates will be called for Personal interview. All original educational/experience/registration/other certificates and copy of application form generated from Online Portal after submission of application must be carried at the time of interview.
- xvii) If number of applications received $>$ fifteen (15) for any single advertised position, then only screened out candidates shall be called for document verification process (DVP). Post successful DVP process, such candidates will be called for Personal Interview. All original educational /experience/registration/other certificates and copy of application form generated from Online Portal after submission of application must be carried at the time of interview.
- xviii) Management has full right to allot the program based on candidate experience and performance in the interview.
- xix) If at any stage of recruitment, it is found that the candidate does not fulfill the eligibility criteria and/or that he/she has furnished incorrect/false information/certificate/documents or has suppressed any material fact(s), his/her candidature will stand cancelled. The decision of the NHM, UP in any matter relating to the recruitment at any stage will be final and binding upon the candidate.
- xx) Candidate is being advised to view the UP NHM Portal i.e. “www.upnrhm.gov.in” time to time for notifications/ other related information.
- xxi) All Notification/corrigendum related to this advertisement will be uploaded on “www.upnrhm.gov.in.”
- xxii) All disputes will be subject to Jurisdiction of Lucknow.

Note for Educational Qualification

1. **Candidates having MBA Qualification:** Candidates shall have to present Degree/Mark sheet clearly mentioning their specialization as specified in advertisement **OR** shall have to submit certificate issued by their Institute/University which clearly indicates the specialization in MBA as per following details at the time of Document Verification:-
 - I. HR/Material management/Production management/Operations/Supply chain management.
 - II. Only candidates having above specialization shall be eligible. Self-declaration/ undertaking by the candidates shall not be acceptable for this purpose.
2. **For All Candidates:** Candidates whose degree certificate/mark sheet does not explicitly mention that the course was pursued in regular mode shall be required to submit a certificate issued by the concerned Institute/University clearly stating that the course is regular in nature. Self-declarations, affidavits, or undertakings submitted by candidates in this regard shall not be accepted.

In case of any query, candidate may call NHM, Help Line No. 104 between Monday to Friday (10.00 AM to 05.00 PM on working days) or/and e-Mail nhmup.gmdgm@gmail.com.

**Mission Director
National Health Mission, U.P.**

ई-डिस्ट्रिक्ट के अन्तर्गत जारी...



उत्तर प्रदेश शासन

उत्तर प्रदेश के पिछड़ी जाति के लिए जाति प्रमाण पत्र

जिला :
तहसील :
आवेदन क्र० :
प्रमाणपत्र क्र० :

जारी दिनांक:

प्रमाणित किया जाता है कि

पुत्र/पुत्री

माता का नाम

निवासी

ग्राम

तहसील

जिला

उत्तर प्रदेश राज्य की जाति के व्यक्ति हैं। यह उत्तर प्रदेश लोक सेवा अनुसूचित जातियों, अनुसूचित जन जातियों तथा अन्य पिछड़े वर्गों के लिए आरक्षण अधिनियम १९९४ की अनुसूची एक के अन्तर्गत मान्यता प्राप्त है।

यह भी प्रमाणित किया जाता है कि

पूर्वोक्त अधिनियम १९९४ (यथा संशोधित) की

अनुसूची २ (जैसा कि उत्तर प्रदेश लोक सेवा) अनुसूचित जातियों, अनुसूचित जनजातों और अन्य पिछड़े वर्गों के लिए आरक्षण (संशोधन) अधिनियम २००१ द्वारा प्रतिस्थापित किया गया है एवं जो उ०प्र० लोक सेवा अनुसूचित जातियों, अनुसूचित जनजातियों और अन्य पिछड़े वर्गों के लिए आरक्षण (संशोधन) अधिनियम २००२ एवं शासनादेश संख्या 22/16/92 टी० सी०-III, दिनांक २० अक्टूबर २००८ द्वारा संशोधित की गई है, से आच्छादित नहीं है। इनके माता-पिता की निरन्तर तीन वर्षों की अवधि के लिये सकल वार्षिक आय आठ लाख रुपये या इससे अधिक नहीं है तथा इनके पास धन कर अधिनियम १९५७ में यथा विहित छूट सीमा से अधिक सम्पत्ति नहीं है।



जारी कर्ता केन्द्र:

पद:

स्थान:

दिनांक:

हस्ताक्षर एवं मुहर

Digitally Signed by

SHUJAH
UPRADESHसक्षम अधिकारी/तहसीलदार
डिजिटल हस्ताक्षरित

दिनांक:

यह प्रमाण पत्र इलेक्ट्रॉनिक डिजिटल सिस्टम द्वारा तैयार किया गया है तथा डिजिटल सिग्नेचर से हस्ताक्षरित है। सम्बन्धित केन्द्र के अधिकृत कर्मी द्वारा प्रमाणित किया गया है। यह प्रमाण पत्र वेबसाइट <http://edistrict.up.gov.in> पर इसका पहले आवेदन क्र० फिर प्रमाणपत्र क्र० अंकित कर, सत्यापित किया जा सकता है।