

Government of Bihar
Department of Agriculture
Directorate of Horticulture, Bihar

2nd Floor, Pant Bhawan, Bailey Road, Patna-800001, Phone +Fax: 0612-2521776, e-mail :md-hort-bih@nic.in, website
www.horticulture.bih.nic.in

**RECRUITMENT OF PROFESSIONAL (Agri-Business Specialist) FOR
PROJECT MANAGEMENT UNIT (AGRICULTURAL MARKETING)**

To facilitate implementation of AIDIP (Agribusiness Infrastructure Development Investment Programme) for Agricultural marketing activities in Bihar, a Project Management Unit has been established under the department of Agriculture. Under this scheme, several modern agriculture markets are going to be established at different location in different districts.

Presently applications are invited for the post of Agri business Specialist.

2. The above posts and appointments will be temporary and effective till 31.03.2016 or the project period whichever is earlier.
3. It is clarified that the selected candidates will have no claim of extension or absorption in government services.
4. Interested candidates are requested to read the TOR and background of the project carefully on www.horticulture.bih.nic.in before submitting their Application.
5. All applicants must write the name of the posts on the top of sealed envelope for which application is to be submitted.
6. Applicants for these contractual posts must submit necessary documents/certificates and resume in support of their statement along with application.
7. The applications must reach the undersigned during office hours at the address mentioned above on or before 20.06.2014 at 03.00 P.M.
8. Application received after due date and time will not be considered for evaluation.
9. The undersigned reserves the right to accept or reject or alter the recruitment process at any time without assigning reason thereof.
10. Canvassing in any form will make candidature liable to be rejected as soon as it comes to the knowledge of the undersigned.

Director Horticulture
Directorate of Horticulture,
Bihar, Patna

PROJECT MONITORING UNIT

Background:

The Government of Bihar through Government of India has applied for a loan from Asian Development Bank (ADB) for reconstruction and development of agri-marketing infrastructure. The project development objective is to fill the vacuum created by repeal of APMC act in the state in the field of agri-marketing. The objectives will be achieved through (i) Intensification and diversification of market led production; (ii) Improving Farmers access to Markets by promoting alternative Markets and upgrading market yards. (iii) Project coordination and management. The components of the project are briefly stated below;

1. Diversification and intensification of production will include market led extension by making extension and adaptive research more relevant and accessible to farmers, with capacity building of extension machinery of the line department's viz. Agriculture, Animal Husbandry, Cooperative etc and the farmers through trainings, demonstration and exposure visits.
2. Expanding market infrastructure and market opportunities by improving market and associated infrastructure and making market management more responsive to farmers needs. Private sector investment in infrastructure will be encouraged, including introduction of risk mitigation systems, especially for small producers.
3. Project management would help to ensure effective project management at the state and the district levels, and support information and logistics, communications, project related consultancies and monitoring and evaluation.

The Project Management Unit, has been proposed to be set-up in the state headquarters with the objective that it will render professional help required for proposed programmes of the main loan component. The PMU, is expected to liaison and coordinate the entire programme.

GOI has decided to invest \$212 million for pioneering investment program incorporating an agricultural value chain approach. This is being partly financed by ADB, which has approved a loan of \$170 million in September 2010 to fund eligible agribusiness infrastructure projects in Bihar and Maharashtra. Bihar has received 67.6 million US Dollar for the said purpose.

Term of Reference for Agribusiness Specialist

Qualification and Experience:

- Candidate should be MBA (Agribusiness)/Post Graduate in agri-business/agri-marketing.
- Three years experience in retail supply chain management and marketing of horticulture commodities
- In depth knowledge and good network with management
- Personnel of organized wholesale and retail food chains engaged in procurement of fruits and vegetables will be preferred.
- Fluency and working knowledge in English, and Hindi is a must.
- Good Interpersonal and communication skill.
- Knowledge of using personal computer and running MS office as Words, Excel and E-mails.

Duties and Responsibilities:

- Plan and supervise the project market linkage programs and activities for the farmer groups and producer companies formed under the project.
- Develop and conduct marketing training courses/modules for lead farmers, farmer groups and producer company members/ management personnel.
- Train and assist lead farmers, farmer groups, extension agents and producer company management personnel.
- Identification of potential buyers in profitable value chains, exporters, retailers, food processing units and or the IVCs established under AIDIP.
- Create linkages and marketing arrangements to procure produce (FF&V) from these institutions and farmers.
- Advise lead farmers and producer company management personnel in negotiating sales to potential buyers; and
- Monitor marketing program progress and provide inputs to Project Manager for incorporation in the quarterly progress reports.
- Any other task assigned by department head.

Age:

Should be below 45 years of age.

Salary:

Rs. 45000=00 per month. (Consolidated) and other field expenses based on actuals.